

ANALYSIS OF STUDENT EXPERIENCES IN TOURISM EVENT PROUREMENT AT THE TOURISM POLYTECHNIC, MAKASSAR CITY

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Abstract

This study aims to examine the experiences of students in the Convention and Event Management Study Program in organizing events at the Makassar Tourism Polytechnic. The primary focus of the study is to identify the obstacles and challenges faced by students during the planning, coordination, and implementation of events, as well as the strategies they employ to overcome these obstacles, ensuring the events run smoothly and achieve their intended goals. The method employed is a qualitative approach, involving data collection through in-depth interviews and participatory observation of students actively involved in the event committee, conducted in 2025. The study's results reveal that the main obstacles faced by students include limited funds as a source of financing, difficulties in finding sponsors to support activities, ineffective communication and coordination among committee members, and suboptimal time management in preparing for events. To overcome these problems, students implemented various strategies, including careful and structured planning, creating detailed work timelines, holding regular coordination meetings, utilizing digital communication groups such as WhatsApp to facilitate coordination, and distributing tasks clearly and organized. The evaluation of the event's implementation was conducted comprehensively, involving the entire committee and supervising lecturers. This study recommends strengthening training and improving event management competencies in the academic curriculum, increasing the active role of lecturers and practitioners in mentoring and evaluation, and developing an event management information system to support the effectiveness and efficiency of event management. In conclusion, the success of events organized by students greatly depends on the mastery of structured managerial skills and synergistic collaboration between various related parties. The practical experience gained from organizing these events not only improves students' professional competencies but also contributes positively to the sustainable development of local tourism.

Keywords: event management, tourism polytechnic, student experiences, strategy

1. INTRODUCTION

The implementation of an event consists of several stages that must be carried out systematically in order to achieve the objectives that have been set. The initial stage, namely pre-event, includes the process of idea development, planning, and preparation. At this stage, the objectives of the activity and the target audience are determined, and a detailed work plan and budget are drawn up. Planning also includes selecting a location, setting a time, and preparing a detailed event agenda. Further preparations include human resource management, licensing, vendor selection, and the formulation of a promotional strategy. Accuracy and coordination in the pre-event stage are crucial factors in ensuring smooth implementation. According to Farentia et al. (2025), "the stages of event management carried out systematically based on the POAC principle include planning, organizing, implementing, and controlling, all of which are interrelated to ensure the success of the event." As stated by Barron and Leask (2016), "hands-on experience in organizing events significantly boosts students' employability by developing essential practical skills and preparing them for the dynamic

demands of the tourism and hospitality industry,” making this experience an important asset in preparing students to enter the workforce. Therefore, structured management and effective communication between teams are the keys to success at this stage.

Several studies have highlighted the importance of student experience in event management. Aryansyah and Sidik (2020) researched the design of an event management information system at UNIKOM Bandung that helps overcome technical and organizational obstacles in student event management. Research by Ariestika et al. (2025) describes the training and management of volleyball match events by PJKR students at Primagraha University, which shows the effectiveness of direct learning in improving participants' practical skills. In addition, Yuantomo et al. (2024) explain that web- and mobile-based event management systems have a positive impact on the smooth running and accessibility of event information on campus. Direct experience plays an important role in developing soft skills and preparing students for the world of work, something that cannot be obtained from theory alone. Research shows that organizing events is an important component of vocational learning, helping students to be better prepared to enter the professional world. Therefore, understanding students' experiences in managing events is key to improving the quality of vocational education, especially in institutions such as the Tourism Polytechnic.

However, in practice, this study was motivated by various obstacles and challenges faced by students of the Convention and Event Management Study Program in organizing events. One of the main problems is the lack of effective coordination between committee teams, which affects the smooth running of events. In addition, limited resources, both in terms of budget and facilities, are often a significant obstacle in the preparation and implementation of events. Limited time also adds to the difficulty of ensuring that every aspect of the event runs optimally. As explained by Sari & Santoso (2023), “Effective collaboration between team members is a key factor in overcoming operational obstacles in organizing campus events.” This problem makes it important for the study to identify in detail the existing obstacles so that appropriate solutions can be formulated. Furthermore, the research also focuses on the strategies used by students to overcome these various challenges. By understanding and analyzing these event organizing strategies, it is hoped that useful recommendations can be obtained to improve the effectiveness and success of future events.

The purpose of this study is to identify various obstacles and challenges experienced by students of the Convention and Event Management Study Program during the event organizing process. In addition, this study also aims to analyze the strategies applied by students in managing and ensuring the success of the events they organize. In line with Kindangen et al.'s (2023) research, “The effective implementation of an event information system can help reduce obstacles and increase the efficiency of the committee's work in organizing events.” Analysis of the strategies used is also important to identify effective efforts that can increase the success of event organization. Another objective is to provide a complete picture of how students face challenges and the steps they take. This research is expected to contribute to improving the quality of learning and practice in the study program. Thus, the results of this study can be used as evaluation and development material for all parties involved in organizing events in the vocational education environment.

2. RESEARCH & METHODOLOGY

This study uses a qualitative approach to gain an in-depth understanding of students' experiences in organizing tourism events at the Tourism Polytechnic, Makassar City. Qualitative research was chosen because it focuses on complex social phenomena and descriptive data. “Qualitative researchers are generally faced with a large amount of data or information in the form of words or sentences, whether from documents, interviews, observations, or focus group discussions.” (Junaid, 2016). In this study, data was collected holistically by considering the natural context in the field. The main objective was to understand the subjective experiences and processes experienced by students during the event. Qualitative research allows flexibility in exploring various perspectives from participants. Therefore, this approach is very suitable for examining the dynamics of tourism event organization.

Data collection techniques were carried out directly at the research site through participatory observation and in-depth interviews with students involved in event procurement. Observation allowed researchers to observe actual activities and interactions that occurred in the event procurement process. In-depth interviews were used to explore the experiences, perceptions, and obstacles faced by students in detail. In addition, documentation such as field notes and photos of activities were also collected as supplementary data. Data collection was carried out in stages and repeatedly so that the information obtained was richer and more valid. This process involved direct interaction with informants so that the data was highly contextual. This helped to capture data that was not only visible on the surface but also the meaning behind it.

The collected data were analyzed using content analysis with a qualitative approach. As explained by Bengtsson (2016:4), “qualitative content analysis involves a systematic approach to identifying patterns, themes, and meanings from textual data such as interviews and observations, ensuring reliability through rigorous coding and interpretation,” which supports the analysis process to identify patterns, themes, and meanings that emerge from interviews and observation results. In addition, the SWOT analysis technique was also used to evaluate the strengths, weaknesses, opportunities, and threats in organizing events experienced by students. The analysis process began with manual data coding to group information according to relevant categories. The data is analyzed repeatedly to ensure the accuracy and consistency of the findings. The analysis results are then interpreted to answer the research objectives and provide a holistic picture of the students' experiences. With this approach, the research can produce in-depth findings that are relevant to the context of tourism event organization.

3. FINDINGS AND DISCUSSION

3.1 An Overview of Students in the convention and Event Management Study Program

Students in the Convention and Event Management Study Program generally face impediments in organizing events. One of them is the uncertainty of funds, which affects the overall organizing process. Limited funds force them to design events with minimal costs without compromising quality. Another impediment is ineffective communication between committee members, which hinders coordination. Lack of experience further exacerbates the limitations in managing various aspects of the event. This forces students to learn and adapt quickly during the process. These obstacles highlight the need for more careful planning and guidance from university officials.

Limited access to sponsors is another common problem faced by students. Sponsors play a significant role in providing funding and facilities to support events. If sponsors are difficult to find, the facilities that can be used become limited. The limited time available due to the need to balance studies also causes difficulties in planning. Poor scheduling often causes conflicts between event preparation and academic activities. Because of this, time management skills become very crucial. These constraints require students to be more creative and well-organized.

Communication among the organizing committee that is not yet optimal often serves as a major constraint. Inconsistency in work division causes work to become ineffective and sluggish. In addition, coordination with external parties such as sponsors and vendors also often experiences difficulties due to insufficient communication. The use of communication media that is not yet optimal is one of the causes. Conversely, a structured and repetitive communication strategy is needed. With smooth communication, team coordination will proceed rapidly. This is needed so that all stages of the event can be completed on time.

Lack of systematic planning is a common source of obstacles. As some students admit, they have not yet compiled a detailed schedule and task list, resulting in disorganized work. The absence of briefings and periodic evaluation processes exacerbates coordination problems among the committee members. Furthermore, unpreparedness to face unexpected obstacles makes it difficult for students

to overcome problems once the event is underway. Poor planning can result in the event's objectives not being fully achieved. Therefore, detailed and thorough preparation is essential before the event takes place. This is a measure of the event's success.

Allocating time and venue for the event is also a particular challenge. The time must be prepared to accommodate changes in accordance with the lecture schedule so as not to interfere with students' academic activities. The venue must be comfortable, easily accessible, and balanced with the targeted number of participants. High venue rental costs are also a variable that needs to be considered. Certain times that coincide with holidays or celebrations can be both an opportunity and a pitfall. This means that the choice of location and time must be considered carefully. Good decisions will have a major impact on the success of the event.

Evaluation after an imperfect event actually hinders the learning process. In general, evaluation is only carried out by the supervising lecturer and the committee without involving participants or sponsors. This results in an incomplete view that is less useful for improvement. The lack of sufficient time also prevents the evaluation from being carried out thoroughly. However, measurement is one of the strategic steps in identifying the strengths and weaknesses of an event. Therefore, an evaluation process that involves all relevant parties must be developed. Effective evaluation will improve the quality of future events.

The lack of experience among students is also a significant limitation. Many students have never handled events, so they are unclear about the operational details and risks that may arise. This lack of experience has caused them to make technical and administrative mistakes on several occasions. However, this hands-on experience itself is a valuable learning resource for students. Through direct involvement, students are predicted to improve their communication, time management, and teamwork skills. Therefore, hands-on practice must be an important pillar of learning. Ongoing mentoring and training are also essential.

Human resources management also tends to create difficulties. Unclear task division confuses the members of the committee and lowers working effectiveness. Some less active committee members also cause an uneven workload. This will affect the enthusiasm and performance of the team as a whole. Therefore, a clear organizational structure and appropriate division of roles are essential. With a good structure, each member knows their responsibilities and can work more optimally. Effective HR management will increase the success of the event.

Disorganization in logistics management is also quite common. The lack of order in the arrangement of equipment, food, and supporting facilities disrupts the flow of the event. Lack of experience in logistics management makes it difficult for students to predict the needs during the event. Lack of funds also hinders the ability to provide maximum facilities. Therefore, logistics management must be given maximum attention in event planning. Good logistics will support the comfort of event participants and the success of the event. This is one of the key factors in the success of an event.

The obstacles faced by students are diverse and numerous. Starting from limited funds, communication, planning, to HR and logistics management, these are obstacles that must be overcome. These obstacles affect the implementation system and the final results of the event. However, these obstacles also become very important learning opportunities for students. Through the experience of overcoming obstacles, students can develop soft skills and face-to-face skills. Assistance from educational institutions is needed to reduce these obstacles. With the right support, the quality of event organization can be improved.

Understanding what exists as obstacles makes students better prepared to face them. This study emphasizes the importance of developing practical skills and soft skills. Obstacles are not only

barriers, but also sources of learning to become more professional. Therefore, regular reflection and evaluation must be at the core of the learning process. Thus, students can continue to improve themselves and produce successful events. Educational institutions must continue to support the development of student competencies. This will prepare them to face challenges in the world of event work.

3.2 Obstacles and Challenges in Organizing Events by Students of the Convention and Event Management Study Program.

In organizing an event, students of the Convention and Event Management Study Program often face various obstacles that affect its smooth running. One of the most common problems is limited funds. Due to their limited financial resources, students are forced to be smart in managing the event budget so that they can still produce an interesting event. In addition, poor communication among the committee members is also a common obstacle that disrupts teamwork. In this situation, it can cause confusion and make tasks poorly coordinated. Many students are also learning how to manage events, so they do not have enough experience to face all challenges. This situation forces them to learn and adapt during the event.

The difficulty in finding sponsors is also a common obstacle. Sponsors are usually the main source of funding and help provide facilities for events. If sponsors are difficult to find, the facilities and equipment that can be used become limited. This problem forces students to find creative sources so that they can still run the event optimally. The limited time to organize events because they have to share their time with college activities also makes planning more challenging. Improper scheduling often causes conflicts, resulting in some preparations not running smoothly. Therefore, time management skills are essential in organizing events.

Communication problems among committee members also often arise and hinder cooperation. Inadequate communication can lead to misunderstandings and unclear division of roles. This can cause event implementation to be hampered and ineffective. In addition, communication with external parties such as vendors and sponsors often does not run smoothly due to a lack of coordination. One of the causes is the suboptimal use of communication media. Therefore, there must be planned and repeated communication techniques so that all parties can collaborate optimally. Through sufficient communication, tasks can be carried out more efficiently.

Insufficient planning is another common cause of delays. Some students admit that they did not make detailed schedules and to-do lists, which resulted in disorganized work. The lack of briefings and periodic evaluations led to suboptimal coordination among the committee members. Furthermore, the absence of a backup plan in case of unexpected events left them confused when faced with problems. The lack of systematic planning has the potential to prevent the event's objectives from being fully achieved. Therefore, detailed and thorough planning is necessary before the event is held so that everything runs smoothly.

The timing and location of the event also present their own challenges. The timing needs to be adjusted to the class schedule so as not to interfere with students' academic activities. In addition, the location chosen must be comfortable, easily accessible, and suitable for the number of participants. The high cost of renting a venue is also something that needs to be considered. Sometimes, holding an event on a holiday or during a certain celebration can be both an opportunity and an obstacle. These things show that the overall timing and location of an event cannot be decided carelessly, but must be carefully considered in order for the event to be successful.

After the event ends, the evaluation process is often suboptimal. Usually, the evaluation is only carried out by the committee and supervising lecturers without involving participants or sponsors.

This also results in incomplete feedback that cannot be used for future improvements. Time constraints also prevent a comprehensive evaluation from being carried out. However, evaluation is an important component in determining what has been successful and what needs to be improved. Therefore, there must be a method of evaluation that involves all parties so that the results can be more useful. With effective evaluation, future events may be more successful.

Lack of experience is also one of the obstacles. Many students are managing events for the first time, so they do not yet understand all the stages and risks that may arise. This lack of experience sometimes causes them to make mistakes in technical and administrative matters. However, this process also provides a valuable learning opportunity. By being directly involved in organizing events, students can hone their communication, time management, and teamwork skills. This practical experience is very important as preparation for their future careers. Therefore, continuous guidance and training are necessary for students to become more proficient.

Human resource management also often encounters problems. If tasks are not clearly divided, committee members can become confused, which affects work effectiveness. Many members even have less dominant members, resulting in an uneven workload. This reduces the overall enthusiasm and productivity of the team. Of course, that is why it is necessary to have a clear committee structure and appropriate task distribution. That way, each member has their role and can work to their full potential. Good HR management greatly influences the success of an event.

Logistical problems are also often an obstacle. Disorganized arrangements for equipment, food, and supporting facilities can disrupt the comfort of participants and the smooth running of the event. Lack of experience in managing logistics makes it difficult for students to plan for the needs during the event. Lack of budget also limits the ability to provide optimal facilities. Therefore, logistics management must be given special attention so that all needs can be met. Good logistics will ensure that the event runs smoothly and participants are comfortable.

All these obstacles show that organizing events by students requires serious attention and guidance. These various obstacles not only disrupt the process but also affect the final outcome of the event. However, these obstacles are also valuable experiences that help students learn and grow. With assistance from educational institutions, such as training and mentoring, students can be better prepared to face these challenges. Direct experience in managing events is essential for developing the practical skills needed in the workplace. Therefore, these obstacles should be viewed as part of a useful learning process.

By understanding these various obstacles, students can better prepare themselves to face them. This study emphasizes the importance of developing practical skills and soft skills such as communication and time management. Obstacles are not just barriers, but also learning resources that can make students more professional. Therefore, evaluation and reflection on each event should be a normal part of the learning process. In this way, students can continue to develop their abilities and create more successful events in the future. Education as an institution must also continue to support development so that students can meet the competition in the dynamic event industry.

3.3 Event Management Strategies According to Students of the Convention and Event Management Study Program.

Students in the Convention and Event Management Study Program have various strategies to overcome obstacles in organizing events. One of them is creating a detailed schedule and list of tasks so that all preparations can be completed on time. With a clear schedule, each division knows the tasks and deadlines that must be completed. This strategy can help the committee manage time well and reduce the threat of delays. Regular meetings are also a channel for maintaining communication

between team members so that everyone is always in sync with each other. Disciplined planning makes work more organized and focused. This strategy proves the importance of time management in the success of an event.

Effective communication is also a very important strategy for students. They communicate using applications such as WhatsApp and Telegram to share information quickly. In addition, the appointment of coordinators for each division makes communication channels more structured and clear. Face-to-face meetings are also used to discuss strategic issues and resolve problems. Communication technology is used to ensure that all team members receive the same information in a timely manner. This strategy facilitates coordination with external parties such as sponsors and vendors. Effective communication strengthens teamwork and the success of the event.

Faced with budget constraints, students use creative strategies to manage money. They come up with interesting event concepts that are still affordable so that the budget does not go overboard. Students are also active in seeking sponsorships and choosing vendors according to their financial capabilities. Some prepare backup plans to anticipate changes in circumstances. Proper fund management is key to ensuring that events run smoothly without compromising quality. Creativity in utilizing available resources encourages students to organize interesting and memorable events. This strategy shows the importance of proper financial management for events.

Post-event evaluation is an equally important part of the strategy. Students hold evaluation meetings with the committee and supervising lecturers to measure the success of the event. During the evaluation, they discuss attendance figures, sponsor satisfaction, and visitor feedback. Evaluation provides an opportunity to identify what went well and what needs improvement. The evaluation report is used as learning material to improve future events. With structured evaluation, students have the opportunity to address weaknesses and enhance event quality. This strategy strengthens the learning process and competency development.

Before the big day, students conduct a rehearsal or simulation of the event. This exercise is intended to ensure that all preparations go according to plan and to anticipate problems. The rehearsal allows the committee to practice coordination and assess technical readiness. The simulation builds confidence and minimizes the risk of failure during the event. This strategy is an important step in testing all aspects of the event in practice. Students understand that rehearsals before the event are key to its success. Rehearsals make the event run more smoothly and professionally.

The time and place of the event are chosen very carefully. The time is designed to coincide with class hours so as not to interfere with academic activities. The venue is chosen with comfort, capacity, and ease of accessibility in mind. Venue rental costs are also considered so as not to exceed the budget. Team coordination and discussion are among the best decision-making tools. By setting the optimal time and place, participation and the type of participants increase. This strategy is able to create a positive assessment of the event.

Monitoring and evaluating the progress of preparations is an important strategy to ensure that all work is completed on time. Each division reports on work progress through meetings and communication groups. This allows problems and delays to be detected and corrected immediately. This strategy improves the discipline and responsibility of team members. A clear division of tasks and the appointment of coordinators facilitates the management of cooperation. Regular monitoring ensures that the preparation process runs effectively and efficiently. This strategy is the main foundation for ensuring the smooth running of the event.

A clear and organized committee structure is an important strategy in human resource management. Divisions are formed according to the needs of the event, namely logistics, consumption, and publication. Each division is led by a coordinator who reports to the committee

chair. A good structure can clearly divide tasks and avoid overlap. This also increases the enthusiasm and motivation of team members. An organized organizational structure results in more effective teamwork. This strategy is important for the event to run smoothly.

Creativity and innovation are strategies that distinguish successful events from unsuccessful ones. Students strive to come up with unique concepts that attract the attention of participants and sponsors. New concepts add value to the tourist destination where the event is held. Creativity in promotion and implementation makes the participant experience memorable. By continuing to innovate, students create events that are different and interesting. This strategy demonstrates the role of creative ideas in events. Creativity is the key to a successful event.

Digital technology is also used as a supporting strategy for event management. Social media, communication applications, and information systems support promotion and team coordination. Technology accelerates the dissemination of information and real-time progress monitoring. In addition, technology also supports event evaluation and documentation. The use of technology makes event management more efficient and modern. Students realize the importance of technology in the event industry. By using technology, events are managed more professionally.

Student event management resources as a whole involve careful planning, effective communication, good resource management, and continuous evaluation. Field experience helps students become more skilled in dealing with situations that arise in the workplace. With the right strategy, they succeed in organizing successful and impactful events. Therefore, educational institutions must continue to build and develop students' event management skills. The right support prepares students to become professional event organizers. Currently, this strategy is vital for their future. With continuous training, students are prepared to compete in the event industry.

4. CONCLUSION

This study proves that students' experience in planning events at the Makassar Tourism Polytechnic has made a valuable contribution to the development of professional and practical skills. The obstacles faced by students, including limited funds, finding sponsors, communication limitations, and ineffective time management, actually became a source of useful learning. Within these limitations, students were able to learn effective strategies, including structured planning, utilizing digital technology, and clearly delegating tasks. This process shows that the theory learned in class can be effectively integrated with field practice. In addition, the participation of various parties, from lecturers to external stakeholders, strengthened the learning process and improved the quality of event organization. The assessment conducted after the event also helps students evaluate their success and improve their weaknesses. Thus, this practical experience enriches students' competencies while supporting the development of local tourism destinations.

Overall, student success in event management depends heavily on managerial strength, teamwork, and creativity. The implementation of the strategies used demonstrates the value of effective communication, wise resource management, and the use of technology for task efficiency. This understanding can also strengthen soft skills such as leadership, time management, and the ability to adapt when facing problems. This is in line with the needs of the tourism industry, which demands high-quality human resources who are ready to compete. This research recommendation emphasizes the need to strengthen the curriculum, enhance the role of lecturers, and provide information technology support for better event management. With this foundation, students are expected to become professional event organizers who are not only competent but also contribute to

the sustainability of tourism. Therefore, this experience can be considered an important investment for human resource development in the field of tourism.

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