

THE IMPACT OF MANAGING SUSTAINABLE EVENT AND THE CONTRIBUTION TO THE FORMATION OF DESTINATION IMAGE AT NUSA DUA RESORT, BALI

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ABSTRACT

Nusa Dua Resort under management of BTDC (Bali Tourism Development Corporation) Nusa Dua Bali becomes an attractive tourist area in Bali and as one of MICE tourism destination in the world. The growth of MICE Tourism Industry also can cause the risk of long term sustainability of the development. Hence it is necessary to incorporate the principles of sustainability in the management of the event as part of the tourism industry through the implementation of Sustainable Event Management Concept. This research used qualitative method according to the social phenomenon at Nusa Dua Resort regarding the development of MICE tourism in that region. Nusa Dua Resort has MICE destination attributes to accommodate both of national and international scale event in term of: (i) accessibility; (ii) attraction; (iii) amenities and affordability; (iv) ancillary service; (v) special intermediaries; (vi) stakeholder support. Meanwhile implementation of Sustainable Event Management concept that demonstrated by PCO, DMC, and MICE Management's team in Nusa Dua Resort subsequently derived some impacts for local community and creates an image to the business traveler whose use the product itself.

Keywords: Sustainable Event Management, MICE, Tourism Impact, Destination Image

I. INTRODUCTION

Bali is a unique island with Hindu majority of the people and has attractive natural scenery such like magnificent beaches, mountain, crystal clear sea water and interesting culture. Bali also has the experience and competent human resources in handling national and international scale event, hence it is well-deserved in getting the title as one of the best MICE destinations in Indonesia. Based on the data of convention events in Bali period 2010 - 2014, it mentioned that Bali is still one of the attractive MICE destinations of foreign tourists particularly. The number of international conventions is greater than the national implementation of the convention with the average national convention to 45 times while the international conventions reaches 155 times from 2010 until 2014 (Bali Government Tourist Office, Ministry of Tourism (2015)).

One of the MICE destinations in Bali is Nusa Dua Resort under management of BTDC (Bali Tourism Development Corporation) Nusa Dua Bali. Nusa Dua Resort was born to provide quality accommodation to the increasing numbers of tourist expected to arrive in Bali in

1980. It was unproductive land which is approximately 350 hectares but has beautiful white sandy beaches, a low population and located close to Ngurah Rai International Airport. Nowadays, it becomes an attractive tourist area in Bali which consist of several 5 stars hotels, shopping centre, museum, and restaurant which promising a different experience to the tourist both of domestic and international.

Convention tourism or MICE tourism is not only known as a service-related industry, but also as one of the very fast growing sector in the tourism industry (Dwyer & Forsyth (1997) in Seebaluck et.al. (2013: 2). Generally, convention tourism or MICE is always associated with other sectors such as trade, transport, travel, entertainment, accommodation, food and beverage services, venues, finance and technology information (Seebaluck et.al., 2013:2). So that, the form of activity in this tourist always involves a lot of good human resources, raw materials, money, methods, and ideas to fulfill human needs in communication (Wisnawa, 2013:1). In general, the duration of the MICE travelers to stay is longer, because of

the pre-program and post-program of the conference, and the type of travelers in this service industry known as the "big spenders" if compared with tourists who visit for a vacation (Gurkina, 2013: 1).

There are many positive impacts of convention tourism or MICE for economy, such as income, employment venue, and income from tourism businesses, the maintenance of tourism facilities by the local community (Swarbrooke and Horner, 2001: 75). Surely the *multiplier effect* impact of tourism event for the other sectors will encourage economic growth for destination. But as we know, the phenomenon of the growth of the tourism industry and the uncontrolled-rapid often raises some concerns for the impact of which will be generated. Besides generate the positive impact, MICE industry are stated that give potential negative impacts such as threatening the quality of economic, social, and environmental venue for MICE events themselves (Presbury, 2005: 30). Surely this can cause the risk of long-term sustainability of the development of the tourism industry of a country.

One of the impact of MICE activities is an environment with excessive waste production which leads to the implication of using large amounts of energy (Zamsuri, et.al., 2011: 1). This is due to the implementation of MICE activities will always utilize the resources that tend excess. In addition, in term of environmental impacts, MICE activities can create negative social and cultural impacts through crime, traffic congestion, displacement of communities, and the co modification of culture that lead to dissatisfaction of tourists and the community itself (Presbury, 2005:31). Therefore, it is necessary to incorporate the principles of sustainability in the organization of the event as part of the tourism industry.

The concept of Sustainable Event Management is an adaptation of the three basic principles of sustainable development, those are environment responsibilities, economic responsibilities, and social responsibilities (adapted from The Triple Bottom Line Approach, Green Meeting Industry Council in the United Nations Office at Nairobi and the United Nations Environment Program, 2012: 2). The implementation of the concept of Sustainable Event Management is an effort that can be done by the events planner to reduce the negative impact of the planning and implementation of MICE activities, give a

benefit to the local communities and all parties that involved in the event. The launching of the ISO 20121 International standard on Sustainable Event Management systems is a real endorsement of the world to facilitate the event planner in implementing this concept.

By considering Bali has become one of the convention or MICE tourism destinations in the world, it is important to know the impact of managing MICE Tourism in sustainable way by implementing Sustainable Event Management concept, especially in the areas where the implementation of the most widely implemented MICE activities. Nowadays Nusa Dua Resort is still the most favorite place for conducting MICE activities, because the availability of large-scale convention venues that can accommodate thousands of people. Through the implementation of the concept of Sustainable Event Management, management of MICE activities at Nusa Dua Resort is expected to be even better, so that can improve the image of Bali as a MICE tourism destination in the world.

II. METHODOLOGY

This research will use qualitative method according to the social phenomenon at Nusa Dua Resort regarding the development of MICE tourism in that region. According to Sugiyono (2009: 15), qualitative method is a research method which is analyzes the natural of research object where the key instrument is the researcher itself, and the result of the research is emphasized on meaning instead of generalization. Data source collecting of this research will be done by purposive sampling, with data collecting method by a combination of observation, interview, questionnaire, and documentation.

This study used quantitative and qualitative data to achieve the aim and objective of this research. The primary data was compiled by open – ended questionnaires to the tourist (business traveler) who has an experience in MICE activity in Bali, in order to gather their perception about MICE destination's image by implemented the concept of Sustainable Event Management and why does the region becomes one of MICE tourism destinations in the world. The other primary data collected through open - ended questionnaire to local community of Bualu Village at Nusa Dua Resort. The purpose is to know their perception and opinions towards the important of managing an event in sustainability ways in order to improve a destination's image as a MICE destination. This

interview also used to get their opinion about the benefit they got from the development of MICE industry in their region. The secondary data includes both qualitative and quantitative data. This type of data was based on the material and research formerly that collected by other researchers, theoretical framework, variety of articles and statistics data that related to the purpose of this research.

III. RESULT & DISCUSSION

A. Mice Characteristics of Nusa Dua Resort

Tourism becomes a fast growing sector in many countries, likewise for developing country of Indonesia. To grab more market segment, the Ministry of Tourism and Creative Economy put forward a vision of tourism, to make Indonesia as tourism destination of international class, high competitive and sustainable. To improve the performance the government organized the “*Visit Indonesia Year*” and one of them through organizing MICE tourism (<http://www.budpar.go.id>, accessed on April 15, 2013). One of the best MICE destinations in Indonesia is Bali. There are some region that well known for MICE facilities and the capability to handle national and international scale event such as Nusa Dua, Jimbaran, Kuta, Tanjung Benoa, Legian – Seminyak, and Ubud. Nusa Dua at this stage is on top of choice.

Nusa Dua Resort is a seaside resort that located 20 km from Denpasar, near the village of Bualu, at the eastern end of the Bukit peninsula, on the southern island of Bali. As a tourism destination, the resort has some elements or tourist product as the criteria to become the place for tourism and the tourist can enjoy it. Nusa Dua Resort consist of five stars hotel with the international standard, besides other facilities such like restaurant, swimming pools, spa, sport centre, shopping centre and also meeting facilities that made the complete offer for the tourist who wants to enjoy their holiday.

Due to the big number of event capacities for holding MICE activities especially, this resort also known as a MICE destination with the 2 big facilities for event in Bali International Convention Centre (BICC) as part of The Westin Resort Nusa Dua Bali and Nusa Dua Convention Center (BNDCC). The maximum capacity is 5,000 people, by this reason the resort mostly became a host for international scale event that required big capacities. Based on the research finding, Nusa

Dua Resort has MICE destination attributes to accommodate this kind of activity. The MICE destination attributes in Nusa Dua Resort are follows:

- a) Accessibility: Nusa Dua Resort is located approximately 40 km south of Denpasar, capital of Bali province. This resort located about 25 until 35 minutes from the international airport. mostly all the hotels in Nusa Dua Resort has been providing a pick – up airport service with many diverse car type selection also. The airport has been upgraded as part of Indonesia’s airport revitalization plan in order to accommodate the demand for air travel, increasing number of passengers. With the presence of Bali Mandara Toll Road, travel becomes faster and less traffic congestion.
- b) Attraction or entertainment: There is always something to do in Bali. Since it becomes a tourism attraction, the island captures the heart of tourists through a selection of dance and cultural ritual festivities also in spiritual awareness that make strong foundation to live their life besides the natural attraction. Nusa Dua Resort has beautiful natural attraction (Nusa Dua Beach; Geger Beach; Water Blow), cultural attraction (Nusa Dua Fiesta; Bali Nusa Dua Theatre), and man-made attraction (Bali Collection and Entertainment; Bali Golf and Country Club; BTDC Lagoon; Asia Pasifika Art Museum; Bali International Lawn Bowls Club) to entertain the traveler.
- c) Amenities and affordability: This resort represents world premier tourist destination with more than 4,000 accommodations, various type of venues to cater national and international scale event, business centre, internet access, audio visual facilities and parking space of 600 lots. Besides, it also surrounding by many restaurant with different type of cuisines and affordable price with high standard service to the traveler. The size of venue is one of the important elements to be determined by the business tourist. Nusa Dua Resort has the capability and professional human resources to handle this industry.

- d) The high standard service with international standard always delivers in every event that being held at the resort. The largest MICE facilities in Nusa Dua Resort are Bali International Convention Center and Bali Nusa Dua Convention Center. The maximum capacity both of the venue is more than 2,000 capacities. This specification made these venues always become a choice for holding such a big scale international MICE event. The convention centre of Bali International Convention Center (BICC) was the biggest convention centre in Bali before Bali Nusa Dua Convention Center (BNDCC) built in 2011.
- e) Ancillary Service: Other service facilities in accommodate MICE activities are catering, audio visual, video conferencing specialist, entertainment equipment, florist, interpreter service, furniture hire, firework supplier, and medical service. Usually this kind of service will be offer by the host venue with some additional charge. It could be very helpful for the organizer in providing those requirements instead of looking by their self in the destination which is not really familiar for example. In term of medical service concern, Nusa Dua Resort also has a facility with international standard medical service named Bali International Medical Center (BIMC). This service includes 24 hour Medical Center, CosMedic Center, Dental Center, and Dialysis Center.
- f) Special intermediaries: to assist the business traveler in managing their MICE activities there are also some organizer who works in provided service this concern such like special business travel agent, exhibition companies, event management companies, Professional Conference Organizer (PCO) and Destination Management Companies (DMC). PCO are an individual or organization who organizes and provides convention and meeting planning services to the customer with a fee. They responsible in managing an event, from planning, organizing, take an action, and make an

evaluation after event. Sometime, PCO will contact the local expert companies or known as DMC to assist them in implementing the event such like transportation arrangement, tour, logistic, or in-charge in daily activities.

- g) Stakeholder Support: since this industry growth significantly in Bali, stakeholder and local community get involved by the number of organization that working for this sector such as SIPCO, INCCA, PATA, BHA, and PHRI.

B. The Impact Of Mice Tourism According To Local Community Perspective

Through the implementation of Sustainable Event Management concept into MICE Tourism, furthermore will bring impact to the local communities who lives close to Nusa Dua Resort. The economic impact majority bring such positive impact such like job opportunities, and give some new ideas for business, even though the resort employed more resources from outside the local community in the reason of high skill and capabilities requirement. Besides, most of other facilities surrounding the resort are not owned by them.

According to environment impact, they mentioned that there were many infrastructure constructed due to this business demand, such like, hotel, villa, hospital, supermarket, airport renovation, and toll road. The resort also had been managed their waste properly through BTDC Lagoon. Moreover, the negative impact such like pollution and congestion often occurred during MICE activities. And finally, socially they felt that this business brought many new comers to their region and some of them felt uncomfortable. Nevertheless,

this business gave such an opportunity to them to promote their local culture through cultural performance and open a cultural tourism to the guest who desires to see original life of local community of Bualu Village. The hotels under Nusa Dua Resort also provide a support in the form of CSR. The funds will be used for religion purposes, and assist community program such as home construction and scholarship. Overall, the local community is not really get involved in the event, beside for those whose work in hotel under Nusa Dua Resort, but they admitted the positive impact economically instead. They were supported this kind of business as long as it maintains in accordance with local wisdom of Tri Hita Karana.

C. Business Traveler's Perception Toward The Destination Image of Nusa Dua Resort, Bali

There were 50 copies of questionnaire distributed to business traveler who has an experience on holding MICE event in Bali. Due to time constraints, they were selected from personal social network of the researcher. The questionnaire was mix of open – ended questions and close –ended questions. A total 5 companies selected where 4 companies and each of them represented by 10 informants while another companies each of them represented by 5 informants. Those companies are: PricewaterhouseCoopers (Jakarta); Prudential Life Assurance (Jakarta); Kustodian Sentral Efek Indonesia (KSEI); InterCall Asia Pacific (Australia); and Hanjaya Mandala Sampoerna Tbk. (Jakarta). The aims of this questionnaire is to gain their perception about managing MICE activities in sustainable way and their perception about Nusa Dua Resort's image and why it becomes one of MICE tourism destination in the world.

According to data collected, the entire informant had high education experience between diploma and university. Mostly they were graduated from university at about 88 percents and the rest were until diploma at about 12 percents from the total number of informants. Since they were from educated background, they were aware about the sustainability issues and sometime considered it in their decision making factor, but it was not the main consideration for them. Based on their perception, get involves and contributes for environment and local communities and see the destination aware about it give such a better values about the host destination and for them also. Therefore, local product with unique sense of Bali always is their choice of souvenir to the delegates. In the other, it will remind them about the place and the experience during the activity and usually they will get a affordable price instead by used local product. Besides that they also tried to implemented it in decrease the number of waste such like paper usage, energy (electricity and water), and use reusable items instead, even some of them didn't really believes that the hotel supportive for this concern and promote it passionately for their guest. Nevertheless, majority stated that hotels in Nusa Dua Resort were environment friendly infrastructure and facilities.

The effort in managing MICE in sustainability ways then admitted by the business traveler give such a positive image of the destination. Even though for them sustainability consideration were not their main concern to choose the destination, however to get involved in this initiatives also derived more values for their company and local community around Nusa Dua Resort.

IV. CONCLUSION AND RECOMMENDATION

The aim of this study is to know the impact of the implementation Sustainable Event Management's concept which demonstrated by PCO, DMC, and MICE Management's team in Nusa Dua Resort subsequently derived such a positive impact generally in term of economic, environment, and social for the local community. Besides, it could give such a benefit also for local community who has a chance involved in the activity. Implementing the Sustainable Event Management, would bring such an economic benefit mainly in reduce cost (financial advantage). At the end this effort will give such a good image of the company especially for the business traveler who has a same awareness about the sustainability issue, and inspired other company even other stakeholder to collaborate in actualize sustainable way. This effort also one of the promotion tools to create an image of Nusa Dua Resort as MICE destination and become a good model for other destination in Bali.

Based on the research findings, some recommendation could be made on this research. Since Nusa Dua Resort has the destination MICE attribute already it needs to be improved in accordance with the environment impact through this sector. Especially the minimize of transportation usage and tried to propose the sharing transportation instead. Since this issue has been admitted by all the people in the world, this effort could make a positive image and the long term business for those who demonstrate it sustainably. Look at the fast growing sector of MICE tourism in Bali, the researcher propose to build a Convention and Visitor Bureau (CVB) to provide more information and guideline to the business traveler who wants to organize MICE activities in Bali. Like many other countries, CVB act as a cooperative, representing all the various sectors of the MICE industry (hotel, restaurant, travel agents, transport operator, local attraction).

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