

Analysis of The Impact of MICE Tourism on Bali's Reputation Recover After the Covid-19 Pandemic: A Study Case of the 2022 G20 Summit

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Keywords:

Tourism, MICE, Bali, G20, COVID-19

History Article:

Submit:

3.5.2024

Revised:

9.7.2024

Accepted:

22.8.2024

Published:

28.8.2024

Abstract

This study aims to determine the impact of MICE Tourism on the restoration of Bali's reputation after the Covid-19 Pandemic with a focus on the G20 Summit which was held in 2022. This research is a qualitative research with a literature approach. Researchers emphasize on secondary data processing. The MICE (Meeting, Incentive, Convention, Exhibition) segment has experienced rapid growth in the global tourism industry, contributing significantly to the economies of host countries. The hypothesis proposed is that there is a significant positive impact on the economy of Bali after the 2022 Summit. Based on the results of existing research, Bali's economic growth has experienced significant growth gradually. Tourist interest and trust to visit Bali also increased after the G-20 Summit. Before the pandemic, tourism accounted for 10.4% of global GDP and 10.6% of total world employment. In the MICE industry, infrastructure, marketing and city capabilities play an important role. Bali, as a major tourist destination, benefited from G20 2022 which improved its infrastructure, enhanced its global reputation, and boosted local economic growth. It also upskills the local workforce through ongoing training.

INTRODUCTION

Bali's reputation as one of the world's most popular tourist destinations faces a number of challenges that may be contributing to its decline. These include environmental, social and economic issues that affect the perception of tourists and local communities. Environmental issues are one of the main factors causing the deterioration of Bali's image. The rapid growth of tourism has led to a significant increase in the amount of waste and litter, especially plastic. The beaches that were once clean and beautiful are now often filled with garbage that pollutes the sea and threatens marine life. In addition, the problem of water pollution is also in the spotlight. The rivers that flow into the sea are often polluted by domestic and industrial waste resulting in the destruction of aquatic ecosystems and degraded water quality, which is crucial for the tourism industry, particularly the hospitality industry, and aquatic activities such as diving and snorkeling. Bali also has the challenge of over tourism or too many tourists. Popular tourist destinations such as Kuta, Seminyak and Ubud are often overcrowded, putting huge pressure on local infrastructure. Road congestion, long lines at attractions, and crowds that interfere with tourists' comfort are common complaints. These conditions not only detract from the tourist experience, but also place a burden on local residents who must share space and resources with the growing number of tourists. Overtourism also has an impact on the destruction of cultural and natural sites that are the main attraction of Bali, such as Besakih Temple and West Bali National Park.

Social issues such as economic inequality and conflicts between tourism interests and local communities have also contributed to Bali's declining image. While the tourism industry provides many jobs and income for local residents, not all benefits are shared equally. Many residents feel they are not getting their fair share of tourism revenue, especially in less developed rural areas. This inequality creates social tensions and can lead to local protests and discontent. In addition, safety and health issues are also a concern. An increase in the number of tourists is often accompanied by an increase in crimes such as theft and fraud. Unwary travelers can become easy targets for criminals. On the other hand, outbreaks such as COVID-19 also have a significant impact on Bali's image. The pandemic not only drastically reduced the number of tourists, but also exposed the weaknesses of Bali's health system and its ability to deal with health crises. An inadequate response to this pandemic could create insecurity and reluctance for tourists to return.

In 2022, Indonesia will host the G20 Summit for the first time. Indonesia is the only ASEAN representative at this forum, as it is one of the nine developing countries and the member state with the largest Muslim population in the world. In his speech, President Joko Widodo conveyed the big theme of Indonesia's G20 Summit in 2022, namely "Recover Together, Recover Stronger". Through this theme, Indonesia invites all countries in the world to work together, support each other, heal each other, and become stronger.

Bali also experienced problems in its tourism sector when the COVID-19 pandemic attacked, the COVID-19 pandemic had a very significant impact on tourism in Bali, with extensive impacts on the social, economic and environmental sectors. Socially, the pandemic has changed the dynamics of Balinese society which relies heavily on tourism as its main source of income. Many workers in the tourism industry, including restaurant workers, hotel workers, and tour guides, lost their jobs or experienced a severe drop in income. This has increased poverty and social instability. In communities that rely heavily on the informal sector, this loss of income also impacts education and health services, exacerbating existing social inequalities. From an economic perspective, the impact of the

pandemic on Bali's tourism is devastating. The decline in the number of both domestic and international tourists has caused huge losses to Bali's tourism industry. Many tourism-dependent small businesses, such as souvenir shops and traditional local food stores have had to close as they could not survive the sharp decline in customers (Purwahita et al, 2021).

However, in addition to the grim economic impact, the reduced activity of citizens has resulted in a number of benefits for the environment. The lack of tourism and the temporary closure of many businesses provided an opportunity for Bali's environment to recover. Many beaches and natural attractions that are usually crowded with visitors have become cleaner and air quality has improved in some areas of Bali. For example, coral reefs are recovering in some places due to the reduction of diving and snorkeling activities that usually damage coral reefs. On the other hand, environmental restoration brings new challenges. As tourism revenues decline, many local residents are turning to other less sustainable economic activities. For example, some people may overcut forests to fulfill their daily needs, which may harm Bali's natural ecosystems in the long run.

LITERATURE REVIEW

After reviewing some literature, there are some relevance that the author will examine

First, in the article "The Potential of MICE as the Backbone of Bali Tourism" written by Kameda Delen in 2023, the literature explains that Bali has great potential to become a major MICE destination in Indonesia. The impact of the MICE industry in Bali will produce a domino effect on tourism activities in Bali, one of which is an increase in local and foreign tourist visits. However, Bali also faces obstacles in developing MICE potential, namely infrastructure, human resources, and marketing strategies that need to be overcome. Cooperation between the government and industry stakeholders is needed to develop infrastructure, improve the quality of human resources, and develop marketing strategies that focus on MICE. The literature provides an overview of how Bali can be the main MICE industry in Indonesia and also provides several aspects of MICE that need to be considered so that MICE in Bali can be maximally executed. The difference between the literature and this writing is in the object, where the research emphasizes how Bali has been known as a MICE destination, and the focus is on how MICE can improve Bali's image after the Covid-19 pandemic.

The second article, titled "Covid-19 Impact and Survival Strategy in Business Tourism Market: The Example of the UAE MICE Industry" by Asad A. Aburumman (2020) states that the Covid-19 pandemic has placed restrictions on the tourism sector, which has had a significant impact on the MICE industry globally. The MICE industry in the UAE is known as a priority destination for organizing global events, for example Dubai Business Events and Dubai World Trade Center (DWTC). The impact of the MICE industry generates a lot of exchange of money which has an impact on increasing the UAE's GDP. However, due to the worldwide Covid-19, the MICE industry in the UAE experienced a significant decline and financial loss in economic aspects. The strategy suggested by the author in the article is the 5P marketing technique, which is product, price, place, promotion, and people. Outsourcing is also a strategy for MICE companies to survive and recover from the impact of Covid-19. The similarity between this article and the author's research is the impact of Covid-19 on the MICE industry itself. However, the difference is the dependent variable taken by the author, which is more specific in seeing how the

MICE industry in Bali can improve the image and trust of tourists who want to visit Bali after the impact of Covid-19.

The third literature was written by Sidiq Permono Nugroho, Anton Agus Setyawan, Muzakar Isa, Ihwan Susila, Aflit Nuryulia P, and Liana M with the title “MICE Development Strategy as an Effort to Improve the Surakarta City Tourism Sector” in 2018. This literature concludes how the development of the MICE industry in Surakarta City, underlining the potential that can improve the local tourism sector and its economy. The development strategy in Surakarta City, through the observations made, requires improvement in several aspects, namely infrastructure, increasing international flights, and promoting cultural tourism. The result of the observation through SWOT analysis shows that Surakarta has a strong cultural attraction, but the weakness is the access of tourists to the city. The similarity in this literature with the author's research lies in MICE as a tool to restore and improve the economy of a city, especially in the tourism sector. The difference lies in the focus of the variable, namely how the G20 Summit can restore Bali's reputation as a safe city for tourists to visit. Meanwhile, the literature discusses how Surakarta's strategy is more local-centered, empowering and developing the existing culture, as well as holding business events to stimulate its development.

Based on the findings of the three literatures, the researcher will continue by focusing on analyzing the MICE development strategy in Bali after the Covid-19 pandemic. In this context, we will analyze the efforts made to overcome infrastructure challenges, improve the quality of human resources, and analyze the preparation of effective marketing strategies, along with efforts to rebuild Bali's image as a safe and attractive destination for tourists, especially in the implementation of MICE events. In addition, the lessons learned from the survival strategy applied by the MICE industry in the UAE and the MICE development strategy in Surakarta City will be a reference in analyzing how the steps taken by Bali in the future will be applied in the future.

METHOD

This research uses a qualitative method with a library research approach. Library research is research conducted using literature, both in the form of books, notes, and reports on previous research results, in this study the researcher focuses on the results of data collection obtained using secondary data types and sources obtained from research results, news articles and reference books that discuss topics related to the research theme. The discussion of the recovery of the MICE industry in post-COVID-19 pandemic tourism has been widely discussed as a scientific work, to support more in-depth issues on the above problems, researchers are trying to conduct research on literature reviews that are relevant to the problem that is the object of research, the results of the literature review are used to describe MICE tourism as a strategy to restore Bali's reputation after the COVID-19 pandemic. The data analysis carried out is descriptive, because this research describes and describes objectively the things related to the impact of MICE tourism through the G20 on the restoration of Bali's reputation. Qualitative analysis method is research that emphasizes the aspect of in-depth understanding of an activity rather than seeing problems for general research. This research method emphasizes more on qualitative descriptive analysis techniques, namely discussing the problem fact by fact because qualitative methodology emphasizes that the nature of one problem will be different from the nature of other problem cases. The purpose of this research methodology is not a generalization but an in-depth understanding of the research being studied, qualitative research functions as a

substantive category and hypothesis in qualitative research, (Hadi et al, 2021: 36) The qualitative descriptive approach method is a method of processing information by analyzing factors related to the object of research by presenting information in more depth on the object of research. In general, researchers found primary data sources to support the implementation of research, secondary sources were obtained from journals, books and literature reviews relevant to MICE tourism and the impact of organizing the G20 on tourism recovery in Bali after the COVID-19 pandemic.

RESULT AND DISCUSSION

MICE (Meeting, Incentives, Convention, Exhibitions)

The MICE (meetings, incentives, conferences and exhibitions) segment is one of the fastest growing sectors of the travel and tourism industry, generating significant revenue for cities and countries that are MICE destinations. There are many debated terms related to MICE, in Canada the term is adjusted to MC & IT (meetings, convention and incentive travel). Even in Europe some authors prefer the term “business tourism”, and in Australia use the term “business event”.

MICE is based on participation in various associative and professional meetings. The main purpose of these events is to create, strengthen and multiply community relationships of intellectual, scientific, entrepreneurial or social interest (Christofle, 2023). Indeed, pre-pandemic travel and tourism (including its direct, indirect and induced impacts) accounted for 1 in 4 of all new jobs created worldwide, 10.6% of all jobs (334 million) and 10.4% of global GDP (US\$9.2 trillion) (World Travel & Tourism Council, 2022). Tourism affects more and more regions, between 2008 and 2019, real growth in international tourism receipts (54%) exceeded world GDP (44%) (UNWTO, 2020). MICE tourism also has a different meaning to business tourism in general, MICE focuses more on tourism industry infrastructure, marketing and perception as well as some of the important levers that exist within a city's ability to expand demand in this sub-sector. Tourism is a staple industry for many countries' economies. It is a service industry that provides a large distribution of income to all sectors of the economy, including those directly related to tourism such as resorts, restaurants, transportation and activity providers, souvenir shops, as well as those indirectly involved such as communications, advertising, public relations and goods suppliers. In addition to revenue, the tourism industry, and more specifically the MICE industry, creates jobs and the potential for knowledge exchange between people of similar professions leading to national human resource development.

The MICE sector initially consisted of activities including conventions, trade shows, seminars, events, exhibitions, and incentive travel, later expanding the activities included in the MICE sector to include workshops, press conferences, symposia, forums, panel discussions, classroom delivery, and colloquia (Dwyer & Forsyth, 1997).

Meetings are defined as any form of activity designed to bring people together for the exchange of information, whether from a single company, organization or a wider spectrum of people such as cocktail events, product launches, dinners, breakfast meetings, as well as special occasion events such as weddings are meetings as defined by the WTO. The Union of International Association (UIA) in its 62nd Meeting said that meetings held by companies, while those held by associations are referred to as association meetings. Incentives is the second category in this market segment and includes overseas or domestic travel, providing motivational incentive schemes to enhance or reward

employee efforts. Convention is defined by a multi-day event that has at least 100 delegates attending the event for the purpose of exchanging information. Exhibition is an important segment as it involves people viewing products and services organized by the host.

The MICE industry covers all aspects related to the planning, staging and evaluation of meetings and events, including: customers, in-house organizers, Professional Conference Organizers (PCOs) now commonly called “meeting managers”, including convention center venues, hotels and attractions, airlines, tour companies, special event organizers, suppliers (from bags to name badges), audio visual production houses, staging, theming.

The MICE sector is a valuable generator of tourism revenue, investment, foreign exchange and employment. The MICE sector of the tourism industry has experienced significant growth overseas, with many destinations and venues having invested in major MICE facilities. The first cited conference was held in 1896 in Detroit, Michigan when a group of businessmen first realized the economic value of hosting meetings (Gartrell, 1991).

The UIA has defined that international meetings can be non-governmental and inter-governmental, involve a number of participants, and do not take into account frequency or rotation, simply that a wide variety of meetings and organizations are included. The UIA report is compiled from an extensive database covering more than 494,711 international association meetings in 250 countries and 12,682 cities, which first began in 1850. Thanks to research and surveys, the database is regularly updated. In this update UIA added 11,240 new meetings that took place in 2018 in 167 countries and 1,197 cities (UIA, 2023).

All components of MICE have a significant impact on the tourism sector, as MICE is known to have tremendous benefits in terms of profitability, resulting from organizers including growth in sales of transportation services, increased hotel occupancy rates, additional income earned by economic actors that support operations such as hotels, catering services, travel agencies, and many others. Then revenues for the connecting industries are obtained from engineering and equipment dealers, food dealers and even companies specializing in floral decoration, taxes and fees from the state budget, creating new jobs, development of general and special infrastructure. So it is evident that MICE provides certain benefits to event organizers and society. However, in this case the global market is increasingly competitive, so the MICE industry must adapt to challenges both from internal and external. In order to compete with other MICE industries, it is necessary to have its own uniqueness that becomes its selling point and attracts consumers. These responses are:

1. Updating conference infrastructure and developing new products
2. Invest in human resource development for the industry
3. Implement and utilize new technology
4. Developing a marketing strategy
5. Lobbying the government for support in terms of funding and investment

The MICE industry holds great potential for Bali. The existence of the G20 summit greatly helped the economic recovery of the city of Bali itself, where the G20 had a domino effect on other aspects such as the form of large companies and even small ones were also affected. Not only in the economic sector, but the G20 succeeded in restoring confidence in foreign tourists for the trustworthiness of health protocols which became the new normal after Covid-19 in Bali.

Why the G20 in Bali can be said to be MICE

Indonesia was officially elected to lead the G20 forum or G20 presidency for the period of December 1, 2021 until one year of leadership. The G20 is a forum that represents more than 60% of the earth's population, 75% of global trade and 80% of world GDP. This forum is a cooperation forum or group consisting of 19 member countries and 1 European Union. With the election of Indonesia as president of the G20, Indonesia is prioritized to choose the theme that will be discussed at the forum. Indonesia chose the pillars, namely:

1. Promoting Productivity, which focuses on promoting its products and improving the quality of human resources.
2. Enhancing Resilience and Stability, which aims to improve Indonesia's economic resilience and stability, especially during a pandemic like this one
3. Ensuring Sustainable and Inclusive Growth, which aims to ensure that the Indonesian economy grows and is sustainable.

Carrying the slogan "Recover Stronger, Recover Together", Indonesia's presidency of the G-20 calls for countries in the world to help and support each other with the aim of becoming stronger and recovering together while still using sustainable principles. According to the Minister of Tourism and Creative Economy, Sandiaga Salahudin Uno, the G-20 must provide support for the strategic role of the creative economy and tourism sector to strengthen international leadership with the nature of togetherness through tourism, and ensure that there will be no marginalized countries or parties (Safitri, 2022).

According to Subroto (2022), there is a strategic theme track in the discussion at the G20 forum consisting of two tracks, namely the Sherpa Track and the Finance Track. Sherpa track discusses broader fields outside the financial theme, such as women's empowerment, industry, investment, trade, sustainable energy, tourism, environment, development, health, culture, foreign affairs, education, agriculture, employment, digital economy, and anti-corruption. Meanwhile, the finance track has discussions related to financial themes, such as international taxation, financial inclusion, financial regulation, infrastructure investment, real and monetary, and fiscal policy.

Tourism activities are increasingly developing, so tourism activities are not only for vacation purposes, but there are business purposes as well as the existence of the MICE Industry (Meeting, Incentives, Conferences, Exhibition) which is defined in the tourism industry itself as a type of tourism activity where participants are large groups that are usually planned for a common interest (Desthiani, 2019). In line with this MICE industry, the G20 has three types of meetings including summits, ministerial and debut meetings, and working groups. Several tourism sub-sectors that play a role in the series of G20 events include transportation, hospitality, culinary, restaurants, travel services, tourist area development, recreational facilities, tourist attractions that are closely related to each other.

Bali was chosen as the venue for the 2022 G20 Summit for various reasons, one of which is that the G20 has three types of meetings including, summit, ministerial and debut meetings, working groups. There are working groups and ministers in this forum discussing the recovery of the tourism sector, namely the Tourism Working Group / TWG. The TWG is led by the Ministry of Tourism and Creative Economy, promoting tourism sustainability as a global recovery effort from the Covid-19 pandemic. There is G-20 engagement, which consists of several parts including: Youth 20 (Y20), Women 20 (W20), Urban 20 (U20), Think 20 (T20), Supreme Audit Institutions 20 (SAI20), Science 20 (S20), Parliamentary 20 (P20), Labor 20 (B20), Civil 20 (C20), and Business 20 (B20) (Oktari, 2022). The one that discusses tourism in the G20 engagement group is B20 (Business 20).

In addition, a side event was held as an event to display a positive image of Indonesian tourism. Activities like this are very important for marketing and branding facilities that have a positive impact on various tourism service providers such as hotels, villas, and so on.

Bali was named one of the most popular tourist destinations in the world by Tripadvisor in 2017, making it one of Indonesia's top tourist destinations. In 2016, Bali accounted for 43% of the total number of tourist visits to Indonesia from a total of 12 million foreign tourists. In its development, Bali is still more popular as a destination for leisure compared to business travelers. According to Waver & Lawton (2006), there are three categories of tourists, namely business tourists (MICE), Visiting Friend and Relative (VFR) and leisure tourists. In the online-based digital era, media and social networks have an important role in changing tourist behavior in choosing their tourist destinations. As a major MICE destination in Indonesia, Bali has contributed significantly to the number of tourist arrivals. With events such as the G20 Forum and IMF-World Bank meetings, it boosts investor morale as well as provides employment opportunities. This G20 Forum has affirmed human national economic policies that have been well supported by a myriad of world leaders influencing Indonesia's national policies. Even more so when the country is in a crisis such as the COVID-19 pandemic that impacts the entire world. To support Indonesia's presidency of the G20, Indonesia's political policies have been greatly influenced due to G20 participation. In addition, it has encouraged renewable energy and environmental sustainability. The forum advances Indonesia's participation in the global political dialog thus improving diplomatic relations and international politics.

Indonesia's participation in international forums such as the G20 significantly improves its image and credibility. It helps Indonesia increase its contribution in politics, economy, trade, health, and other sectors among G20 members. Hosting prestigious events such as the G20 forum and IMF-World Bank meetings increases investor confidence and creates more jobs. According to Wuryanandani (2020), one of the impacts of holding the G20 forum on the Indonesian economy is that this will increase the trust and interest of foreign investors to invest in Indonesia. In addition, tourism is a sector that is greatly affected by the pandemic, so the MICE industry like this supports economic activities in the tourism sector such as hotels, entertainment venues, souvenirs which will feel the impact due to the G20 forum activities in Bali.

The G20 forum also facilitates the exchange of ideas and policies among world leaders, having a positive impact on domestic economic policies, especially in times of crisis such as the COVID-19 pandemic. Political policies ultimately result in economic impacts, such as attracting foreign investment through stability and good regulation. A series of G20 meetings held in Indonesia as part of Indonesia's presidency of this forum is an opportunity to introduce and brand Indonesia and put Indonesia's name in the eyes of the world. Indonesia's presidency at the G20 can be an opportunity and a means for branding and marketing Indonesian tourism, especially to increase tourist visits after the COVID-19 pandemic. Economic growth can lead to more assertive political positions on international issues. Political policies affect economic outcomes, such as attracting foreign investment through stability and favorable regulations. Therefore, Indonesia's participation in the G20 Forum has a significant impact on its economic and political policies. This engagement supports economic growth, job creation, and the implementation of progressive political policies. It also highlights the link between economic power and political influence on the global stage.

Impact on Bali's Reputation after G20 due to MICE

Bali, one of Indonesia's top tourist destinations, has long been known for its natural beauty, rich culture, and hospitality. But along with the increasing need to develop a more diverse and sustainable tourism industry, Bali is also positioning itself as a prime destination for MICE (Meetings, Incentives, Conferences, and Exhibitions) activities. One of the key moments in this development is the G20 Summit in 2022. One of the important impacts of the G20 meeting is the improvement of infrastructure in Bali. Hosting this major event requires adequate resources, ranging from modern meeting rooms, quality accommodation, to efficient transportation. The Indonesian government and Bali's local government have made various investments to improve infrastructure, including the rehabilitation and expansion of Ngurah Rai International Airport, increasing the capacity of convention centers such as the Bali Nusa Dua Convention Center, and improving roads and public transportation. (Ariyanti, 2023)

The event was widely covered by global media, highlighting Bali as a destination that is not only beautiful, but also capable of hosting complex international events. This media exposure will help strengthen Bali's reputation as a premier MICE tourism destination. The hosting of the G20 meeting had a huge economic impact on Bali. The immediate impact is an increase in revenue for the local restaurant, catering and transportation sectors. In addition, long-term investments in tourism infrastructure and facilities generate lasting indirect impacts such as increased employment opportunities and local economic growth.

One important aspect of organizing an international event such as the G20 is improving the quality of local human resources. Organizing an event of this magnitude requires a skilled and experienced workforce from various fields such as event management, hospitality, security and logistics. The training and development provided to the local workforce during the preparation and execution of the event strengthened their skills and knowledge that can be applied in the tourism and MICE industry in the future.

Despite the many positive impacts, organizing the G20 meeting in Bali also brings challenges and negative impacts. One of them is the possibility of environmental damage due to increased development activities and the large number of participants and visitors.

There are several recommendations to maximize the benefits and minimize the negative impacts of hosting a large MICE event such as the G20 that can be implemented by the Bali government and stakeholders. The design and implementation of policies that focus on environmental sustainability should be carefully planned. This includes the use of environmentally friendly technologies, efficient waste management, and promotion of ecological tourism. Sustainable human resource development efforts should be carried out through education and training. And public-private partnerships should be strengthened to create synergies that support the development of sustainable and inclusive MICE tourism.

With the impacts generated by the G20 Summit held in Bali, on the other hand, there are certainly some benefits that we can take from organizing the G20 Summit in Bali. Short-term benefits include, in particular, the receipt of labor spread across various meeting venues in Bali and can increase Bali's GDP. Medium and long-term benefits include boosting national tourism and economic recovery, demonstrating Indonesia's development progress, namely infrastructure, connectivity, and environmentally friendly and sustainable economic growth. In addition, one example of the many activities leading up to the summit is the increase in hotel occupancy in and around the area where the activities take place. In addition, Bali also receives many infrastructure benefits, as the

central government has spent money to beautify the Nusa Dua, Sanur and Ubud areas. Another positive impact of the G20 is the growth of Bali's image in the eyes of the world. With many travelers from 26 countries attending the G20 summit sharing good news about Bali, this will certainly enhance Bali's reputation as a highly valuable tourist destination. After the pandemic, the world will see that Bali is still safe and worth visiting. (Syauqi, 2023)

The G20 Summit meeting in Bali will greatly help boost the economy of both the tourism industry and the private sector. After several G20 Presidency meetings in Bali, the condition of the community, especially economic actors, has improved. Not only welcoming and succeeding the meeting, but also utilizing the opportunities that exist in the event. The hope is that tourism will start to grow again and affect economic movements not only in the region, but also in every community. Based on the data found, there was also significant economic growth, the effect of the G20 summit presidency.

The G20 forum is an opportunity to encourage the country's economic recovery and elevate Indonesia's status in the eyes of the world. According to Finance Minister Sri Mulyani Indrawati, the contribution of G20 events to Indonesia's GDP amounted to 533 million dollars or around Rp 7.4 trillion. Domestic consumption growth amounted to Rp 1.7 trillion. In addition, the implementation of the G20 provides significant benefits for Bali. By holding the 2022 G20 Summit in Indonesia, it makes the economy not only in Bali but also the economy of the whole of Indonesia better with the hope that in the future the Indonesian economy will be able to become more stable.

The Lasting Effects of the Bali Summit Presidency

The G20 Presidency has certainly brought various impacts to the Province of Bali. The impacts are not only fleeting, which only appear when the event is being held, but there are also sustainable impacts, impacts that can still be felt even some time after the event is over. Among the sustainable effects, the most notable sustainable effect of the G20 presidency in Bali is the construction and renovation of facilities and infrastructure in Bali Province in order to welcome the Indonesian presidency at the 2022 G20 Summit. Given the number of heads of state who will attend this one event, it is quite clear that Indonesia as the host wants to show its beauty and charm to the world community. As well as a promotional medium to introduce tourism owned by Indonesia, especially Bali.

According to Minister Basuki, Bali Province will be built more environmentally friendly through regional infrastructure improvement activities supported by massive greening.

Some of the infrastructure supporting the G20 Summit prepared by the Ministry of PUPR include the rehabilitation of the Nusa Dua Muara Reservoir and the construction of Embung Sanur in Denpasar which has a function as a water conservation area and flood control. The construction is carried out on the land of the Botanical Forest Park with an Embung of 0.96 hectares. With a storage capacity of 34,500 cubic meters, the presence of this embung can reduce existing flooding by up to 9%.

The construction of this embung itself is under the responsibility of PT Brantas Abipraya. Embung Sanur also continues to show its characteristics and local wisdom with the form of the Dewi Danu statue in the embung. Dewi Danu itself for the Balinese people has a meaning related to prosperity.

Bali's infrastructure in the form of connecting road improvements also received the spotlight. Starting from the Road and Bridge Sp. Pesanggaran - Nusa Dua, Jimbaran - Uluwatu and Roundabout Landscape Arrangement, Pedestrian and Median Road Section

Ngurah Rai Airport - Venue, Road Improvement Sp. Siligita - Kempinski and Mangrove Showcase. There is also the arrangement of the Garuda Wisnu Kencana area, the renewal of the Ngurah Rai Airport VVIP Building, and the arrangement of the Bali-Mandara Toll Road.

In addition, the Ministry of PUPR also arranged the Tahura Ngurah Rai Mangrove Area in the form of building an entrance gate, G20 monument, plaza area, beji, wantilan, mangrove tracking path, nursery area, reception area which includes a ticketing lobby, reception office, viewing tower, viewing deck towards Benoa Bay, and a parking area around Muara Reservoir. PUPR also provides infrastructure support in the form of road and bridge preservation as many as 9 sections which are divided into 2 jobs (PUPR, 2022).

The development and improvement of regional facilities and infrastructure in Bali Province clearly provide long-term benefits. Not only when the summit activities are held, but also after the summit is over, the existing facilities and infrastructure can be utilized by the Balinese people in general. As stated by the Governor of Bali, I Wayan Koster when he saw the improvement of infrastructure in his area, "this makes Bali look neat and beautiful for the G20 presidential use, but after the event is over, this is beneficial for Bali in order to support the Balinese ecosystem to upgrade and long term,". Bali itself received a grant from the state budget of Rp. 800 billion.

The presence of the Bali Summit MICE has a positive impact in the realm of tourism itself. Which can be felt by some tourism in Bali. Based on research conducted by Ni Wayan Novayanti, the presence of the G20 presidency increases the trust of Monkey Forest Ubud tourists with a value of $(r) = 0,600$ and a significance of $0,000$ ($p < 0.05$). This indicates that there is a significant positive effect with the presence of the G20 presidency on increasing tourist trust. In addition, the coefficient value of 0.600 indicates a fairly strong trust from Monkey Forest Ubud tourists. In general, with a fairly strong level of public trust, there is also an increase in people's visit intention to visit the Monkey Forest Ubud tourist site (Novayanti et al, 2022).

Based on other research conducted by Ni Made Satya Risma Devi and others, the existence of the Bali Summit also increases the trust of tourists to visit Bali, especially Penglipuran Village. The tourist village is the focus of Devi's research. The G20 Summit also had a positive and significant influence on behavioral intentions to Penglipuran tourist destination. Which can be interpreted that the presence of Indonesia as the host of the G20 Summit can generate intentions to travel. Supported by complete facilities and infrastructure, the application of appropriate standards, and tourist destinations with beautiful scenery (Risma Devi et al, 2022).

In addition, the impact of the G20 Summit in Indonesia is the increased interest of foreign investors to invest in Indonesia. The presence of the Covid-19 pandemic has successfully weakened Indonesia's tourism sector, Bali being one of them. With the presence of the G-20 Summit, the tourism sector in the form of hotels, souvenirs, entertainment venues can feel the impact of the presence of the G-20 in Bali (Wuryandani, 2020). This is certainly good news that needs to be welcomed with open arms, foreign investors who want to invest in Indonesia can open up opportunities for many new jobs that can be utilized by the surrounding community to improve their standard and welfare.

Sandiaga Uno, Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency stated that the presence of the G20 Presidency and the side events that enlivened the event, had an impact on increasing the economy in Bali.

He stated that there was an increase in the economy in the third round of 2022, which reached 8.9%. This figure is higher than the previous round which only reached

3.5%. Sandiaga himself is optimistic that Bali's tourism sector and economic income will continue to increase over time (Ministry of Tourism and Creative Economy, 2022).

According to Yoga Israwa, chairman of the Indonesia Hotel General Managers Association (IHGMA) believes that the presence of the G20 Summit can strengthen Bali's economic recovery. According to him, when compared to the IMF annual meeting in 2018, the impact of the G20 can be doubled.

However, in fact, although the tourism sector benefited, the same thing was not felt by the low-paid workers and the ranks of the marginalized in the area around Bali. The coordinator of the Prodem Bali civil society group, I Nyoman Mardika, said that Bali's lower-middle-class citizens would also not be affected by the outcome of the G20 summit.

"There is no direct or indirect impact on marginalized local communities in Bali, in particular. Because our understanding is that international events held in Bali are only enjoyed by large investors and also groups engaged in the tourism market sector and are still elite in nature and so on," he said (kompas, 2022).

This means that ecotourism has not really been implemented in Bali Province. Ecotourism is defined as tourism that encourages conservation efforts and sustainable development, combining conservation with economic development, by building an ecotourism area new jobs will be available for the surrounding community (Tafalas, 2010). Ecotourism itself has several principles including; involving local communities in its development, reducing negative impacts on the environment, respecting the rights of indigenous peoples.

Bali Province, which is known for its diverse tourism sector, in fact has not really involved marginalized communities, local residents as a whole. Generally, only the owners of capital and investors are supposed to get rich from the presence of the G20 Summit.

CONCLUSION

MICE (Meeting, Incentives, Conferences, Exhibition) in the tourism industry itself is defined as a type of tourism activity where the participants are large groups that are usually planned for a common interest (Desthiani, 2019). There are several reasons that became the basis for choosing Bali as the location for the 2020 Summit, namely because there are three levels in the G20 Summit meeting, there are also additional events that can be used as a forum to introduce the beauty and ecotourism of Indonesian tourism and local culture. The fact that Bali was named one of the world's popular tourist destinations by Tripadvisor also emphasizes the reason why the Island of the Gods was chosen as the location for the G20 presidency.

The holding of the G20 Summit in the motherland brought fresh air to the Indonesian tourism industry, especially Bali, which had been dying due to the Covid-19 pandemic. The G20 Summit has an impact on increasing investor confidence to do business in Bali, which is certainly good news that needs to be welcomed with open arms, with the presence of investors, employment opportunities are increasingly mushrooming so that it can indirectly improve the welfare of local communities in the surrounding area. The interest of tourists from various regions has also begun to increase to visit tourist destinations in Bali. Their trust to visit places in Bali has also increased. Based on existing data, after the G-20 presidency, Bali's economic growth experienced significant growth, starting to experience recovery after being sluggish due to the co-19 pandemic.

ACKNOWLEDGEMENT

We would like to express my sincere gratitude to the members of the research team who contributed to the successful completion of this study. To the team members, Asri Wulandari, Diyah Nur Alifah, and Wahyu Ammar Maulana for their vital assistance with the data collection process.

In addition, I would like to thank Muhammad Yamin for his advice and mentoring. His knowledge in tourism studies was extremely helpful in guiding the course of our study and improving our techniques.

I also express a debt of gratitude to the administrators and support personnel who made our research operations run smoothly.

Lastly, I am deeply grateful to International Delations Department, Faculty of Social and Political Sciences, Universitas Jenderal Soedirman for their unwavering support, provision of resources, and financial assistance.

CONFLICT OF INTEREST

The authors need to declare that there is no conflict of interest related to the writing or publication of this article. All research and findings presented are the result of independent academic work, free from any external influence or financial interest that could affect the integrity of the content.

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