

HOW COULD THE BUYERS BE ENTHUSIASTIC TOWARDS THE PRODUCTS OF BAGUS DISCOVERY MANAGEMENT COMPANY?: WINNING MARKET SEGMENT IN BBTF

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ABSTRACT

Bali beyond Travel Fair (BBTF) is an annual national tourism agenda as a business-to-business event for local travel industry players to sell travel packages to foreign buyers. As one of the sellers in the annual event, Bagus Discovery Management Company (BDMC) that manage Nusa Dua Bali Tours & Travel, Puri Bagus Hotel Group, and Bagus Agro had participated actively in BBTF by opening a booth stand in Nusa Dua Hall of Bali Nusa Dua Convention Center as the event venue from June 27 to June 30. This study investigated the role of BDMC in BBTF through the writer's direct practices when was involved in handling the event by conducting surveys in the fifth edition of BBTF. Additionally, interviews were conducted to the staff and top management of the company about the winning strategy for attracting buyers in such a potential marketing event as well as to buyers by asking their perception about the event. The data that had been classified then analyzed using descriptive qualitative based on inductive methodological paradigm by setting up the discussion from specifically principles to general before drawing a conclusion. The study reveals that most of the sellers who visited Bagus Discovery Booth Stand felt satisfied towards the service received and appreciated highly its products like Puri Bagus Group Property which is considered to possess a distinctive uniqueness as what certainly every guest is looking for.

Keywords: BBTF, sellers and buyers, BDMC, winning strategy, market segment

INTRODUCTION

Tourism as an economic sub sector represents an industry with quickest and biggest development in the world. That is the reason why tourism sector became the prospective and competitive industry in this globalization era. The phenomenon base on the fact that progress of technology, have pushed very fast growth number of domestic and international tourist mobility from year to year. Tourism is also one of the fast-growing industries in the world. Many countries take tourism industry as one of its main flagships to get foreign exchange for their country. For the example countries which rely their income on tourism industry are Hawaii and Thailand. Both countries are successful make their tourism region to be one of many popular tourism

objects in the world. Hawaii and Thailand have successfully attracted the tourist's attention to visit their country. In this case Indonesia also participated to take role as tourism destinations provider. Indonesia geographical location also can be said strategic because it is locate in between two continents, i.e. Asia and Australia. Indonesia is also located in between two Oceans, those are Indian and Pacific. Thus, it can be said Indonesia is located at the Intersection World (World Cross Position). In this position Indonesia become the world center of the traffic lane. In addition, Indonesia has a tropical climate that become the main attractions same as other countries which offer and develop tourism industries, such as Thailand, Philippines, and Hawaii.

According to Ekasari (2017), turism has become one of the important industries in the world today. This sector provides key economic development opportunities for many countries and means to improve the livelihoods of its people. Tourism is a uniform service which involves mutual symbiose as an industry. As it is stated in UNWTO, "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." Another definition of tourism can be found in Tourism Decree (or Undang-undang Pariwisata) number 10 year 2009 which stated that "Tourism is a wide range of tourism activities and supported by various facilities and services provided by the community, entrepreneurs, government, and local government".

Indonesia as an archipelagic country has various cultures from Sabang to Merauke. Over 13,000 islands stretched out with the five main lands, Sumatra, Java, Kalimantan, Sulawesi, and Papua plus lots of small islands. Each province in Indonesia has unique cultures and traditions. Culture is the second most influential dimension of a destination attraction (Ritchie and Crouch, 2003). According to Craig et al, 1994, culture is the total sum of the ways of living built up by a group and passed on from one generation to another. Culture is an identity and an important factor is that individual people are placed in local and national social organizations, such as local government, educational institutions, religious communities, work and recreation.

Indonesia is an archipelago country and it makes Indonesia has a lot of customs and culture. Start from traditional dances, songs, local languages to traditional food from each region. This cultural diversity becomes one of the tourist attractions for Indonesia. Plus, with its nature that is already known by foreign tourist,

starting from the mountains, beaches, waterfalls, lakes, rivers up to the crater. Tourism industry is very expanding in Indonesia and has a big potency to develop the economic sector in Indonesia. It is because tourism industry brings big income for Indonesia called foreign exchange. Other than that tourism is also possible to increase a job field which is good for Indonesia as developing country.

One of the biggest contributors of foreign exchange is a small island between Java and Lombok Island. The name of that Island is Bali Island. Bali is one of a thousand islands in Indonesia, as well as a province of the 33 provinces. In the world, Bali is famous as a popular tourist destination with a unique variety of art, culture and its customs especially. Bali is one of the best tourist destinations in Indonesia and even in the world, that's why Bali is called as "the Island of God", "the Island of Thousand Temples", and "the Island of Paradise" and other various praises name of Bali in tourism industry. The beginning of tourism in Bali was started with the arrival of the Europeans traveler who was sailing all over the world for wealth (gold), spreading the religion (gospel) and their glory and then, it was continued by the entry of the Dutch army to Bali. Since the Dutch colonialism, Bali seemed to be opened widely to foreigners visiting Bali. They came for a few days of romantic escapism and experiencing the delights of the island.

Bali was visited by foreign tourist, some of them are few artist and writers that are inspired to write the unique arts and culture of Bali. They have told the story about Bali throughout all over the world, through various media also they were informing about it and this story is able to attract foreign tourist to visit Bali. In 1920-1930s it has more than 100 visitors per month they came and enjoyed the beauty of this paradise island with the purpose of feeling a few romantic days and escapism the bustle of daily routines. Walter Spies was one of the tourists and he is also the famous artist from German who came and decided to build his small house and stayed in Ubud, Gianyar, Bali and then he was followed by the other artist who came from all over the world to study and learn the Balinese unique arts and culture. While Bali is known as a top beach resort destination in the Asia-Pacific, it has also become a popular meetings, incentives, conventions, and exhibitions (MICE) location, as evidenced by the increasing number of international and regional events held over the past few years.

Bali is standing firm as one of the most preferred MICE destinations in the region, thanks to its complete facilities, accessibility, and government support, in

addition to direct flights from most major cities in the region, according to Bipan Kapur, managing director of The Westin Resort Nusa Dua (Chan, 2016, "Convention centres in Bali offer a combined capacity for up to 20,000 people. Up to 200,000 hotel rooms in various categories, state-of-the-art audio-visual facilities, fibre-optic support and toll-free highways can drastically reduce the travel time from the airport to the main MICE centre of Nusa Dua. The hotel also manages the Bali International Convention Centre (BICC), which can seat up to 2,500 people for meetings. "The Westin Resort Nusa Dua and BICC are a purpose-built convention resort in Bali where guests can walk from their guestrooms to the meeting facilities, all under cover."

Balinese culture and activities make the island the ideal location for those who want to combine business with pleasure, says Dario Orsini, general manager of Sheraton Bali Kuta Resort (Chan, 2016). Cultural tourism is developed in Bali (Sutama, et al, 2017). "Cultural tourism can be broadly defined as travel motivated by the desire to experience a destination's culture" (Cole, 2008: 61). Therefore, the Indonesian government was launching "Visit Indonesia" as the national tourism program and the theme of Visit Indonesia year 2011 is *Eco, Culture and MICE*. As a special occasion, Orsini believes MICE business in Bali will remain stable and improve slowly. He further states that "The key to win business is trust, hence we always focus on building trust with our partners. Secondly, being proactive in reaching out to both loyal and returning clients as well as potential new clients is of utmost importance in this competitive environment. Lastly, according to Orsini flexibility - not necessarily in terms of pricing should be highlighted, but in terms of deciding and thinking along with clients" (Chan, 2016).

Sylvain Padeloup general manager of Sofitel Bali Nusa Dua (Chan, 2016), says the successful hosting of various important international conferences such as the Asean summit and the APEC Summit is a testament to the island's safe, pleasing and welcoming environment for all visitors. In addition, according to Padeloup (Chan, 2016), MICE guests from most countries worldwide also enjoy visiting Bali visa-free. Currently 90 countries enjoy the 30-day visa exemption. The Indonesian government also plans to add another 84 countries to the list. He further stated that since APEC 2013 - the last major international summit held in Bali - almost all major infrastructure has been updated, which brings improved convenience and accessibility in organizing themed breaks to must-see places. As for competition among resorts on the island, it

isn't seen any reason to be worried, as each property has their own distinct features to suit a wide range of preferences and tastes (Pardeloup in Chan, 2016).

With the successful hosting of several international and local events in recent years, Bali has played a dominant role in the MICE industry, but the market will also become more competitive (Puspa Rianti in Chan, 2016). Rianti says for hotels in Bali, the key challenge will be keeping up with trends and what's happening in the MICE industry globally. She believes the island has great opportunities to attract more MICE visitors with its culture, natural beauty, and variety of accommodation and meeting facilities. Rianti further states that the focus will be more on the MICE market and plan to attract more visitors to experience the hotels' facilities, food and culture. The goal is not only to increase the number of MICE visitors, but also to invite them to experience the tourism and make them stay longer. This insight on MICE is not apart from the multiplier effect of its economical side, especially for empowering the society. Align with this point of view, Crompton and McKay (1994) highlighted that a major consultancy executive of event organizers anticipates an event which will attract visitors from outside the area whose expenditures while they are there to represent an infusion of new wealth in to the community. As a matter of fact, the goal of organizing an event is going to generate a lot of money. This evidence can be analogically illustrated as "The fees obtained from festival and events are like a religious tithe paid to a priest to come bless some endeavor" (Crompton and McKay, 1994). Therefore, many people have vested interests related to the execution of festivals or events. Despite the discrepancies occur because of different assumptions concerning its organization, the festival and events as well as their side business certainly brings economic benefits as an economic impact that causes the economic returns to the community and these returns will often exceed its investment which has become a critical requirement for event organizers.

Having the potential of tourism either in the form of natural beauty and cultural uniqueness that spread throughout Indonesia, the government has attempted to dig it in by developing tourism of eco, culture, man-made, culinary, spiritual, and MICE. For example, "Cultural tourism can be broadly defined as travel motivated by the desire to experience a destination's culture" (Cole, 2008: 61). Therefore, the Indonesian government launched the Indonesian tourism program "Visit Indonesia" and the theme of the Visit Indonesia program in 2011 is eco, culture, and MICE. Cultural tourism is one of three types of tourism targeted by the Provincial Tourism Office like in Bali

Province. In relation to the tourism development in Indonesia, the annual Bali and Beyond Travel Fair, or BBTF, is set to return for its fifth edition at Bali Nusa Dua Convention Center from June 27 to June 30. This year, the travel fair will not only promote Indonesian destinations, but also be a marketplace for other countries (Sarahtika, 2018). Organized by the Bali chapter of the Association of the Indonesian Tours and Travel Agencies (Asita), BBTF is a business-to-business event for local travel industry players to sell travel packages to foreign buyers. Buyers include travel wholesalers, retailers, agents, conventions and incentive organizers. The Tourism Ministry, BBTF's main sponsor, has been working to turn the event into a marketplace with more sellers from overseas, but South Korea Tourism Organization was the sole foreign seller in BBTF 2017.

METHODOLOGY

The research method applied in this study is a descriptive qualitative research. In general, this study aims to determine the role of BDMC in BBTF as an event of tourism promotion. Data from a study undertaken by the authors is used to illustrate the active participation of Bagus Discovery Management company (BDMC) that manage Nusa Dua Bali Tours & Travel, Puri Bagus Hotel Group, and Bagus Agro in BBTF by opening a booth stand in Nusa Dua Hall of Bali Nusa Dua Convention Center as the event venue from June 27 to June 30. Therefore, this study investigated the role of BDMC in BBTF through the writer's direct practices when was involved in handling the event by conducting surveys in the fifth edition of BBTF. Additionally, interviews were conducted to the staff and top management of the company about the winning strategy for attracting buyers in such a potential marketing event as well as to buyers by asking their perception about the event. The data that had been classified then analyzed using descriptive qualitative based on inductive methodological paradigm by setting up the discussion from specifically principles to general before drawing a conclusion.

The data used are secondary data and primary data. Secondary data is data obtained from the BBTF library, namely the information of the event accessed in the website and the travel kit from the travel agent. While the primary data is data obtained directly based on the results from in-depth interviews with some stakeholders of the event organizing committee, practitioners of event organizer, and observation directly to the event done by the author as a seller. The location of the research Bali Nusa

Dua Convention Centre (BNDCC) by taking the BBTF for the object of research. The study was conducted for four days. Samples were taken at random using survey techniques and inter views. The data consists of primary data which the answer of respondents is consisting of 50 sellers and 20 buyers who fill in questionnaires and answer interview questions, as well as interviews with the head of organizing committee and the deputy of the Tourism and Creative Industry Ministry. The data collected will be in the form of tables, pictures, and information. Then the data will be analyzed using descriptive analysis, which means that the data will be described and interpreted in the form of research results.

RESULTS AND DISSCUSION

BBTF and the Record of Attendances

The premier International Tour and Travel Exhibition in Indonesia, Bali & beyond Travel Fair (BBTF) 2018 was held from 26 to 30 June 2018 at the Bali Nusa Dua Convention Center (BNDCC) with the theme "Exploring the Colors of Indonesia". The participants of the event were 225 buyers from 48 countries, 230 sellers including from 3 new countries that will participate are Thailand, Vietnam and United Arab Emirates. This event was also attended by 33 international media, 21 national media and 40 industries facilitated by Badung regency government. I Ketut Ardana (Bali beyond Travel Fair, 2018) said that "BBTF 2018 is proud to be part of the growth of tourism in Indonesia. Through the theme of Exploring the Colors of Indonesia have promoted the potential of Indonesia where Bali is utilized as a market place.

According to the Minister of Tourism of Indonesia, Arief Yahya (Bali Beyond Travel Fair, 2018) BBTF represents the spectrum of tourism at all levels. Including the hospitality sector, travel agencies, National Tourism Organizations, conventions and travel agencies, travel technology companies, MICE and corporate travel representatives as well as new regional destinations. Arief Yahya (Bali Beyond Travel Fair, 2018) stated further that "Our biggest challenge is to build a harmonious synergy between all entities, local governments and all sectors, thereby creating the concept of Indonesia Joining. By 2019, the Ministry of Tourism has set a target to push Indonesia into the top 30 countries in the world. Increased 12 levels among all 141 countries in the Travel & Tourism Competitive Index by the World Economic Forum. To that end, this year there are three main focuses for ministries, covering digital tourism, developing home stay village tourism programs and creating greater air travel

accessibility. By focusing on these aspects, Indonesia will certainly have the necessary influence to improve the level of The Travel and Tourism Competitiveness Index (TTCI).

Meanwhile, Head of Tourism Office of Badung Regency, I Made Badra (Bali Travel Fair, 2018) stated that his side is consistent in supporting the success of Bali and Beyond Travel Fair event. The support is realized through the allocation of organizational and promotional budgets that touches Rp. 7 billion. He further stated that "So we allocate the budget from Regional Budget (Revenue and Expenditure Budget) Badung in 2018 was seven billion more, since this activity is very beneficial for the Government of Badung regency, which establishes tourism as the core business. Not limited to the budget, Badung Regency Government has also designed Sasana Culture Building which is located in Badung Regency Government Center. The 15,000-capacity building is projected to be the main venue for the implementation of BBTF every year. "Well this can we prepare BBTF activities premises no longer rent land, because this land (Sasana Budaya Building) we have prepared from this year, and will be completed in 2020".



Figure 1.
The Theme of BBTF
(Source: BBTF.or.id.html).

Organizers of the 2018 Bali and Beyond Travel Fair were recording attendances at the Bali Nusa Dua Convention Centre in Badung regency from June 26-30. The target for this year fair is more than 400 participants eclipsing the record of attendance last year of 200 from 38 countries. Buyers from more than 42 countries had registered earlier this month as well as a big contingent of media covering the event indicating a record of attendance for this fifth annual fair. Industry sellers, buyers and media will converge on the popular Indonesian region to preview new products

and re-visit some of the iconic destinations, landmarks, history, culture and exhibits on offer. BBTF will reunite many international tourism industry leaders gathered for a series of speed-dating-style appointments. International buyers seek the best-matched Bali and beyond tourism sellers. The event will also feature sellers from China, India, Thailand, Myanmar, Cambodia, as well as Middle Eastern and European countries.



Figure 2.
Badung Regency views
(Source: BBTF.or.id.html).

Meanwhile, buyers will be divided into two categories, namely fully hosted and partially hosted. The former comprises tour operators who can bring in 10,000 travellers to Bali with the average expense of US\$ 1,265 each per visit. Tour operators in this category will have most of their expenses covered, including full accommodation, air travel and meals. Organised by the Regional Representative Council (DPD) and the Association of Indonesian Travel Agencies (ASITA), the travel fair will focus on “Exploring the Colours of Indonesia.” In addition to promoting Bali, the event will also highlight Indonesia’s 10 most recommended and popular tourist destinations, as well as the archipelago’s cultural diversity. Delegates from 21 provinces have indicated they will be on hand to promote their respective regions. The Bali Tourism Board’s head of tourism, Ida Ayu Indah, said “The event will help sell tour packages that cover tourist villages. This will empower the villages and give the travellers a unique experience.” This year, ASITA will be cooperating with Badung regency officials as co-host. The Badung regency Tourism organization provides funding and covers promotional expenses.



Figure 3.
Badung Regency
(Source: BBTF.or.id.html).

The Badung area is a regency of Bali, Indonesia. It has undergone a population boom in the last decade and has grown into the largest of the suburban regions of Greater Denpasar. It covers Bali's most heavy tourist regions, including Kuta, Legian, Seminyak, Jimbaran, Nusa Dua, Canggu, Uluwatu, Badung, and Mengwi. The northern part of the regency is relatively unpopulated, and the part near the coast and west of Denpasar from Jimbaran and up to Canggu is heavily populated. Ngurah Rai International Airport is located within the regency. All the fair delegates will be accommodated in the area which has a myriad of luxurious hotels.

Interaction between Bagus Discovery as a Seller and the Buyers

The visitors of BBTF 2018 in BNDCC were impressed by the quality of the sellers at the fair as well as the variety of the promoted destinations. Is it not only the existing destinations in Bali but also learn more about other parts of Indonesia? Half of the tour operators were keen on famous destinations, particularly in South Bali, and the rest were more open to explore other parts of Bali and Indonesia. Some tour operators are focused on volume, so they tend to concentrate on destinations that are easy to sell. Then there are tour operators who are more specialists and they're looking for different experiences. It could be an exotic homestay, a trip to the Komodo Island, or the Gili Islands, or it could be a little cruise. For example, one of the sellers was acted by the author to sell the products of Bagus Discovery Management company which include its some properties such as Puri Bagus Hotel Group, namely Puri Bagus Candi Dasa and Lovina with its splended beaches, Puri Bagus Manggis and Bagus Jati Ubud with rural atmosphere and ideal for spiritual tourism of yoga and meditation, Bagus Agro Pelaga for agritourism and adventure like hiking. Before the sellers attended the event, they had to make sure that they had got the entrance pass which can be obtained prior to an application. When it had been approved then they could come to BNDCC to get it as well as other amenities required as it is shown in figure 4 below.



Figure 4.
Seller check-in form
(Source: Organizing committee BBTF, 2018)

After having the entrance pass then the sellers could enter the venue and ready to interact with the buyers in their respective booth stand as it is shown in figure 5 and 6 below.

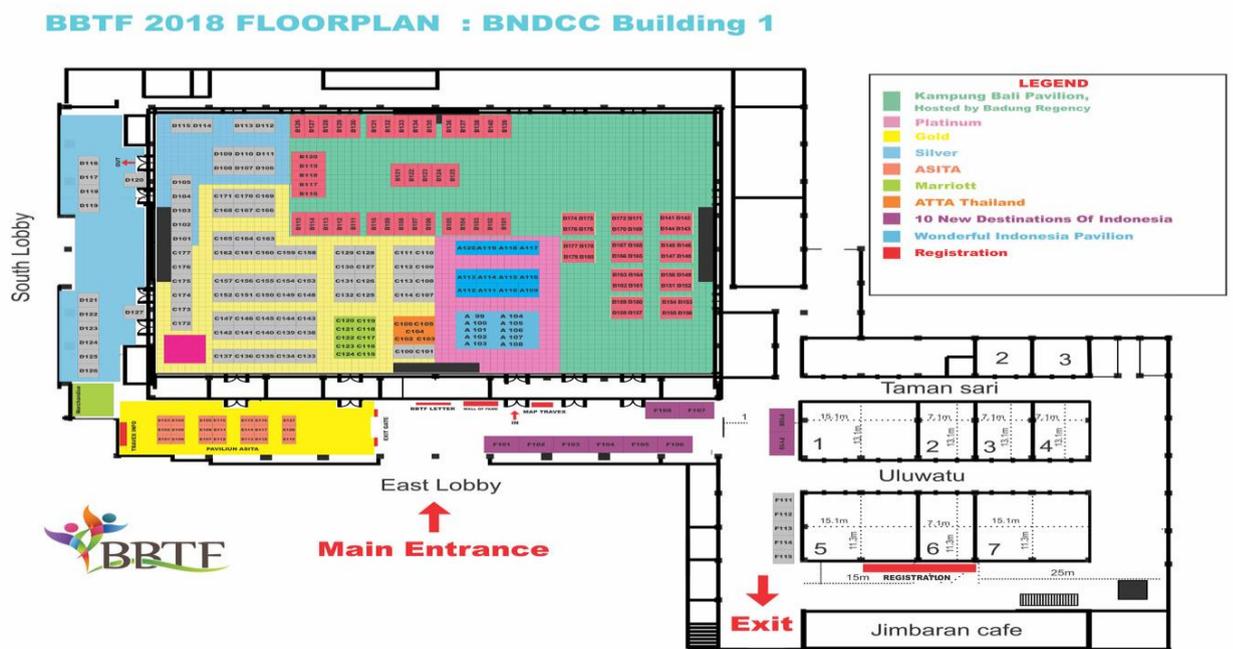


Figure 5. Floor Lay out
(Source: Organizing Committee BBTF, BNDCC, 2018).

to joining the event. About 15 buyers came for the preliminary negotiation setting in BNDCC venue which is commonly termed as “Familiarization Trip” (Famtrip). The delegates were served and hospitalized starting from transfer service from airport to Puri Bagus Candi Dasa hotel, then they were joining tour programs before leading to the event venue. This marketing strategy is so effective to prospect the buyers in the amid of tight competition among sellers that the company will be survive in operating the travel and tourism business industry.

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