

Sustainable MICE Model: Case Study at Four Points by Sheraton Bali Ungasan

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ABSTRACT

Purpose: This research was conducted to design a sustainable event model based on MICE activities carried out at Four Points by Sheraton Bali Ungasan.

Research methods: The design of this sustainable event model used qualitative analysis, visualized through NVivo 12 Plus software, and resulted in a sustainable event model for MICE activities at Four Points by Sheraton Bali Ungasan. Subsequently, the model was validated through Focus Group Discussion (FGD) to obtain approval for the previously designed sustainable event model.

Results and discussion: The study's results indicated that the implementation of MICE activities at Four Points by Sheraton Bali Ungasan was not sustainable in terms of environmental and socio-cultural aspects. At the same time, the economic element had been implemented, but any subject also has to improve.

Implication: The research output is a sustainable event model suitable for implementation at Four Points by Sheraton Bali Ungasan and has been approved and well-received by the management. This study results in a sustainable event model that guides the pre-event, during-event, and post-event stages to create sustainable MICE activities that positively impact the environment, socio-cultural aspects, and economy.

Keywords: Sustainable MICE Model, Environment, Socio-Culture, Economic Aspects

INTRODUCTION

In general, events can be categorized into several groups based on the objectives they aim to achieve. One category includes entertainment or leisure events designed to provide enjoyment to participants, such as music concerts, sports tournaments, and marathons. Another category comprises social or personal events, which bring individuals together to celebrate birthday parties, weddings, gatherings, and charity events. Additionally, there are cultural events, such as art performances and festivals, celebrating traditions or customs. Furthermore, organizational events in the educational and business sectors, such as seminars, workshops, professional training, meetings, product launches, and trade exhibitions, fall under the MICE (meetings, incentives, conferences, and exhibitions) (Noor, 2013).

According to Berridge, MICE (meetings, incentives, conferences, and exhibitions) is categorized as a subset of events. (Mahadewi et al., 2014). Berridge's classification of events includes various types such as business and corporate events, cause-related and fundraising events, exhibitions, expositions and fairs, entertainment and leisure events, festivals, government and civic events, hallmark events, marketing events, meeting and convention events, social-life cycle events, sports events, conferences, charity events, Christmas parties, corporate away days, exhibition field marketing, travel incentives, private parties, product launches, and gala dinners. Furthermore, Indonesia's Tourism Law No. 10 of 2009 specifies that tourism businesses organize meetings, incentive trips, conferences, and exhibitions, collectively called convention tourism or MICE. Therefore, it can be concluded that MICE constitutes a segment of events and falls within the realm of tourism business regulated by Indonesian law.

The MICE industry plays a crucial role in the global economy, and the Asia Pacific region has experienced substantial growth in its international MICE market share. (Dwyer & Forsyth, 1997). MICE tourists significantly contribute to the economy, increasing hotel room occupancy rates and income (Sinaga et al., 2022). Moreover, they have the potential to promote recreational tourism through positive word-of-mouth experiences, which can influence repeat visits. Indonesia has substantial MICE sector potential, resulting in positive economic impacts. (Davidson, 2018). However, intensified competition among MICE destinations underscores the importance of facilities, accommodation, transportation, and services in the success of MICE activities. Four Points by Sheraton Bali, Ungasan, stands out among the hotels in Bali for its facilities and meeting rooms, which can support MICE activities. Sustainability involves environmental, economic, and socio-cultural responsibility. (Kapera, 2018). According to Kapera (2018), sustainability encompasses ecological (natural environment), financial, and socio-cultural responsibilities. By adopting sustainable practices, MICE activities can be conducted to minimize environmental impacts, enhance the local economy, and preserve social and cultural aspects.

This research focuses on sustainable events, specifically examining MICE (meetings, incentives, conventions, and exhibitions), particularly on seminars and conferences primarily held at Four Points by Sheraton Bali Ungasan. Bali plays a significant role in Indonesia's MICE economy. (Delen, 2023). Despite the economic downturn caused by the COVID-19 pandemic, the successful hosting of the G20 Summit in Bali marked a pivotal moment for the tourism sector. It bolstered confidence in Bali as a MICE destination. Bali's modern infrastructure and skilled workforce support MICE activities, while its natural beauty, rich culture, and tourist attractions provide memorable experiences for participants. Stringent health management protocols and flexible travel policies further assure MICE organizers of Bali's safety as a venue for events. Bali can potentially emerge as a robust MICE destination, driving substantial economic growth post-pandemic.

Bali holds immense potential as an appealing MICE destination. With its modern infrastructure, skilled workforce, and breathtaking natural scenery, Bali offers a high-quality MICE experience for participants. Hosting the G20 Summit successfully marked a turning point in Bali's tourism recovery post-pandemic. The availability of excellent facilities, accommodation, transportation, and services is pivotal to the success of MICE activities. (Nadzir, 2016). MICE activities can

integrate sustainability principles, yielding positive economic impacts while safeguarding the environment and Balinese cultural heritage.

The unchecked growth phenomenon of the MICE industry raises concerns about its potentially significant impact, underscoring the importance of integrating sustainability concepts into event organizations. Four Points by Sheraton Bali Ungasan, as part of Marriott International, is dedicated to sustainability through the Serve 360 program, encompassing sustainability and social goals. However, there are still areas requiring improvement in implementing sustainability practices for MICE activities at the hotel. Initial observations indicate weaknesses that must be addressed to align with event sustainability guidelines outlined by the United Nations Environment Program. Implementing Sustainable Events at Four Points by Sheraton Bali Ungasan aims to raise awareness and engagement among employees, local communities, and stakeholders regarding sustainable event practices, contributing to achieving sustainability objectives. This objective is linear with the results from Mahmud et al. (2024). In contrast, significant factors, such as sustainable events, can influence and raise the awareness of the segmented participants in this research. Hence, this model is anticipated to mitigate adverse environmental, economic, and socio-cultural impacts, fostering business sustainability and achieving equilibrium among the economy, environment, and socio-culture.

Implementing sustainability principles within an event can lead to the emergence of a sustainable event. Drawing from the definition of sustainable development, a sustainable event can be characterized as one designed to fulfill current needs while ensuring that future generations' capacity to meet their own needs remains intact. This is achieved by placing particular emphasis on assessing and mitigating the event's impact on the environment, economy, and social aspects. (Bahrudin, 2016).

To measure a sustainable MICE activity, researchers adopted the principles of sustainable development and the sustainable event guidebook by UNEP (United et al.), outlined in the following table.

Table 1: Sustainable Event Indicators

Environmental	Social-Cultural	Economic
Low-emission Transport and Mobility	Community engagement	Sustainable procurement
Waste management	Support local community	Pursue quality throughout the event
Water and Energy Efficiency	Social inclusivity	Economic multiplier effect
Left-overs Management	Cultural inclusivity	Job creation

[Source: Sustainable Event Model, UNEP (Jones, 2017)]

Based on the Sustainable Event Guide book, sustainable events involve three key responsibilities to promote equilibrium in organizing sustainable events: economic, social-cultural, and environmental. (Jones, 2017). Sustainable events,

rooted in the principles of sustainable development, serve as the foundation for enhancing the global economy and preserving natural resources. They enable all individuals to act equitably towards others, beyond self-interest. This perspective is endorsed by the World Commission on Environment and Development. (Henderson, 2011).

As utilized in this research, sustainable events pertain to organizing meetings, incentives, conferences, and exhibitions (MICE) activities within event tourism. Given the finite nature of resources worldwide, every MICE organization must operate under the sustainability framework across various facets of its operations. (Susanto et al., 2020). Applying the sustainable event concept seeks to broaden the positive impact of organizing MICE activities from economic and socio-cultural perspectives while mitigating environmental harm directly and indirectly.

Sustainable events are closely intertwined with the principles of sustainable development, which revolve around harmonizing objectives such as high quality of life, well-being, and prosperity with considerations of social equity and the preservation of the Earth's ability to sustain life in all its forms. (Bakos, 2020). In the context of this research, the concept of sustainable events pertains specifically to organizing meetings, incentives, conferences, and exhibitions (MICE) activities as a component of event tourism.

RESEARCH METHODS

This research was conducted at Four Points by Sheraton Bali Ungasan, a convention hotel with meeting room facilities suitable for hosting meetings, incentives, conventions, and exhibitions (MICE) events. The selection of Four Points by Sheraton Bali, Ungasan, as the research location stemmed from the need to investigate implementing sustainable events within MICE activities, aligning with the theory of sustainable events. The objective was to enhance the sustainability of tourism from environmental, economic, and socio-cultural perspectives. Primary data for this research were gathered through observation, interviews, and focus group discussions (FGD) concerning implementing sustainable events based on sustainable tourism indicators. Secondary data sources included documents related to event sustainability management, academic journals, articles, and previous research discussing sustainable MICEs or relevant policies.

In this research, the authors used NVivo 12 Plus software as a tool for data processing and analysis. NVivo 12 Plus is qualitative and mixed-methods data processing software. (Bandur, 2019)The authors utilized NVivo 12 Plus to organize and reduce data through coding techniques. The qualitative analysis process, which involves several steps, aligns with the theory proposed by Miles and Huberman (1994).



Figure 1. Interactive Model of Analysis
[Source: Miles & Huberman, 1994]

The data collection process involved conducting in-depth interviews and studying documentation. All gathered data were imported into NVivo 12 Plus software. Subsequently, the data reduction phase in NVivo 12 Plus utilized the 'Coding' technique, which involved coding phrases, sentences, and statements acquired during fieldwork. Following this, the Data Display step entailed presenting the reduced data in tables and diagrams to enhance comprehension. These tables and diagrams served as models in this research. NVivo 12 Plus software facilitated the automatic generation of images or diagrams based on the conducted 'coding.' The final stage encompassed concluding by presenting the research findings and explaining the generated model (Miles & Huberman, 1994).

RESULTS AND DISCUSSION

Results

The initial phase of data collection involved observing the implementation of MICE (meetings, incentives, conferences, and exhibitions) activities during the research period. Subsequently, in-depth interviews were conducted with key informants, notably the director of sales and marketing, who then recommended a MICE sales manager possessing field experience and direct client communication skills, enabling the provision of the necessary information. Additionally, an event coordinator was suggested as the third informant. Data collection ensued through interview sessions structured around questions derived from the sustainable event guide by UNEP. These interviews yielded supporting indicators for each aspect of sustainable events, which were then categorized and grouped accordingly. Furthermore, the authors delved deeper to ascertain these environmental, social, and economic sustainability indicators. Discovering that Four Points by Sheraton Bali Ungasan fell short of fulfilling several indicators in their MICE activities, the authors devised a model to enhance the sustainability of future MICE activities organized by the establishment. Based on data gathered from interviews, observations, and FGDs, it was identified that there are areas for improvement across different aspects. The subsequent table provides an overview of sustainable practices implemented and those yet to be regarding sustainable events at Four Points by Sheraton Bali Ungasan.

Table 2. Overview Table of Sustainable Event Practices at Four Points by Sheraton Bali

Aspects	Sustainable Practices Implemented	Areas Needing Improvement
Environmental	Low-emission transport and mobility	The usage of trucks instead of low-emission vehicles
	Waste management	Waste sorting system along with recycling, reusing, and reducing waste.
	Energy and water efficiency	Water conservation
Socio-cultural	Community engagement	Involve the community to promote sustainable events.
Economic	Sustainable procurement	Local procurement practices. Fair pricing for local vendors.

[Source: The Authors' Data, 2024]

Table 2 shows that the hotel has not met the overall sustainable event indicators. Indicators that do not meet sustainable event sustainability practices are predominantly indicators from environmental aspects, namely low-emission transport and mobility, waste management, and energy and water efficiency. Another area needing improvement is socio-cultural, particularly community engagement, along with the economic aspect regarding local procurement practices and fair pricing of local vendor processes. These shortcomings highlight the need for further analysis of the hotel's MICE activities.

The hotel faces challenges in implementing the low-emission transport and mobility indicator due to its reliance on trucks, which are not environmentally friendly, for moving goods between venues. This is primarily because the hotel has limited inventory, resulting in frequent transportation of goods. One alternative solution suggested by the research findings is for the hotel to invest in purchasing equipment such as sofas, tables, chairs, and stages specific to each venue's requirements. This targeted investment would reduce the need for frequent transportation of goods by vehicles, thereby improving the hotel's environmental sustainability.

Furthermore, the waste management indicator has not been effectively implemented because the hotel still utilizes plastic bottles as the standard facility for MICE activities. Additionally, plastic wrapping is still commonly used based on observations and interviews. The hotel can switch to glass bottles or opt for water pitchers and dispensers to address this. As for plastic wrapping, alternatives like beeswax paper, which is biodegradable, can be used. Natural options such as wax paper or beeswax paper can also be considered. Moreover, paper usage, particularly for signage and food tags during MICE activities, is still prevalent. This can be replaced with digital signage and small chalkboards to reduce paper consumption.

The third indicator in the environmental aspect that has not been maximally implemented is energy and water efficiency. Based on interviews and observations, electricity has not been efficiently utilized due to the predominantly indoor meeting spaces owned by the hotel. Bali's tropical climate also necessitates air conditioning, contributing to energy consumption. Currently, the hotel has not adopted eco-friendly alternatives for electronic devices. Several solutions can be implemented, such as utilizing solar panels as a renewable energy source and providing clients with information on room usage and electricity consumption based on the event duration. This promotes collective awareness of conserving electricity, which can also be extended to water usage.

In the social-cultural aspect, one indicator that has not been well-implemented is community engagement. This is due to the hotel's lack of information dissemination regarding the execution of sustainable events to the public. The hotel's website and social media platforms are limited in providing information about sustainability. One way to improve community engagement is by disseminating information through various marketing channels or directly communicating with the community.

In the context of sustainable practices implemented at Four Points by Sheraton Bali Ungasan, the need for improvement in the economic aspect, particularly fair pricing for local vendors, suggests that the hotel should enhance its commitment to supporting local businesses and ensuring equitable economic opportunities within the community. This improvement is crucial because fair pricing for local vendors fosters economic sustainability by contributing to the local economy, promoting entrepreneurship, and fostering positive relationships with local suppliers. By implementing fair pricing practices, the hotel can demonstrate its commitment to social responsibility, ethical business practices, and community development, ultimately enhancing its reputation as a socially responsible organization and contributing to the overall sustainability of its operations.

Investing in community development projects benefits the community, enhances the hotel's reputation, and strengthens its relationship with local stakeholders. It demonstrates the hotel's dedication to being a responsible corporate citizen and can help foster goodwill among customers, employees, and the broader community. Additionally, community development projects can create long-term positive impacts, such as improving the quality of life for residents, fostering economic growth, and promoting social cohesion. Investment in community development projects is essential for Four Points by Sheraton Bali Ungasan to improve because it signifies the hotel's commitment to social responsibility and sustainable business practices. By investing in community development projects, the hotel can directly contribute to the well-being and prosperity of the local community. These projects can include initiatives such as education programs, healthcare facilities, infrastructure improvements, and environmental conservation efforts. Overall, by prioritizing investment in community development projects, Four Points by Sheraton Bali Ungasan can align its business objectives with the needs and priorities of the community, contributing to a more sustainable and mutually beneficial relationship.

The lack of implementation of sustainable practices in the MICEs held at Four Points by Sheraton Bali Ungasan poses a weakness in executing sustainable events. Therefore, the researcher aims to develop a sustainable event model based on the indicators provided in the Sustainable Event Guide by

UNEP. This model is designed to ensure that future MICEs can be conducted sustainably. The schematic diagram of the sustainable event model is as follows.

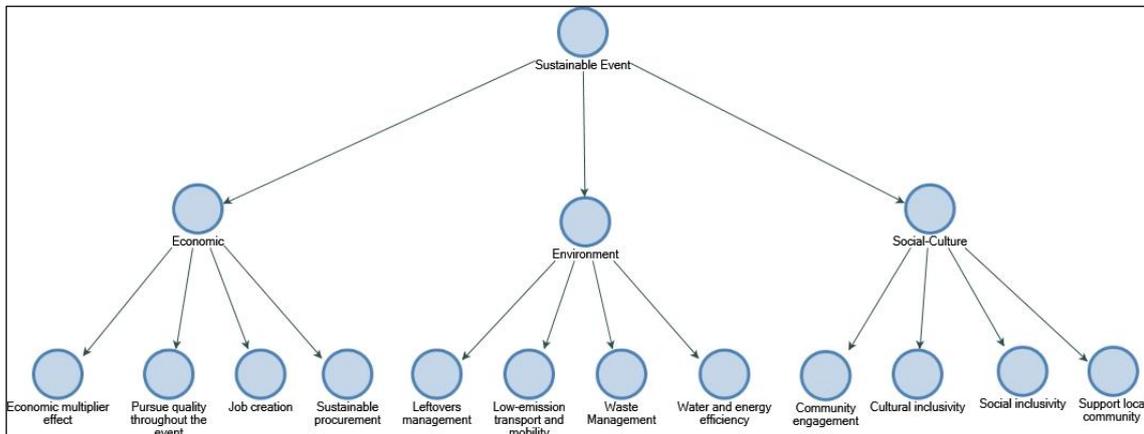


Figure 2. Sustainable Event Model Design for MICE activities at Four Points by Sheraton Bali Ungasan [Source: The Authors' Data, 2024]

The researchers' model design was derived from UNEP's 2012 guidelines, focusing on three main aspects: environmental, socio-cultural, and economic. Each aspect comprises four indicators that should be effectively implemented as a cohesive whole. Ensuring that Four Points by Sheraton Bali Ungasan successfully implements all indicators from each aspect of sustainable events when organizing MICE activities can mitigate negative impacts and achieve genuinely sustainable MICE activities.

All human activities can significantly impact environmental resources unless they are appropriately managed and monitored. (Boggia et al., 2018). Any actions or undertakings carried out by humans can have notable effects on the environment if they are not handled and supervised correctly. In other words, it suggests that human activities, ranging from industrial processes to personal actions, can result in environmental degradation or resource depletion without effective management and monitoring to mitigate their negative impacts.

The sustainable event model encompasses various aspects such as environmental conservation, social responsibility, and economic sustainability. It includes strategies for waste management, energy and water efficiency, community engagement, fair pricing for local vendors, and investment in community development projects. By following this model, Four Points by Sheraton Bali Ungasan can enhance its MICEs to be more environmentally friendly, socially responsible, and economically viable.

Discussion

The research model, derived from data visualization using NVivo 12 Plus, underwent further discussion during Focus Group Discussions (FGDs) to tailor the research findings for application in tourist destinations. The FGD revealed that Four Points by Sheraton Bali Ungasan has a vision and mission to establish sustainable events. Participants emphasized the importance of a sustainable event model in developing a SMART plan for management. They also highlighted the necessity of an internal organizational structure with designated individuals

responsible for planning, implementing, and evaluating sustainability aspects within the hotel environment.

Furthermore, FGD participants stressed that implementing sustainable practices could significantly enhance a company's reputation. Effective implementation could lead to sustainability certifications due to thorough preparations. Additionally, participants emphasized the need for sustainability practices to be integrated throughout the entire event process, including pre-event, event, and post-event stages. By condensing the findings from the FGD, the authors visualized a sustainable event model to facilitate communication with hotel management. This applied research output describes a sustainable event model by incorporating indicators from UNEP's Sustainable Event Guide Book.

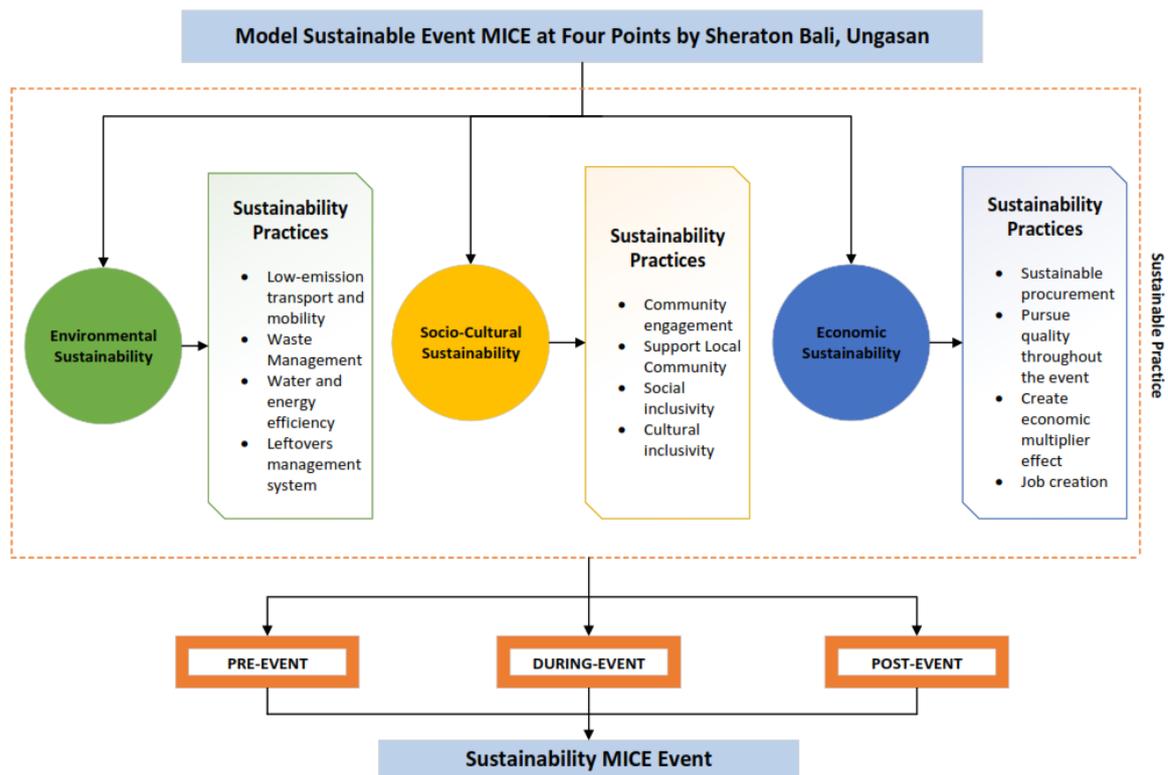


Figure 3. Model Sustainable Event MICE at Four Points by Sheraton Bali, Ungasan

[Source: The Authors' Data, 2024]

Sustainable events involve organizing activities while sustainably considering their environmental, social, and economic impacts. In practice, these events prioritize these three aspects throughout the event process. Recognizing the significance of sustainable practices, Four Points by Sheraton Bali Ungasan, a hotel offering accommodation and meeting venues, acknowledges the importance of organizing MICE activities sustainably for both present and future prosperity. The introduction of the sustainable event model underscores the hotel's recognition that implementing sustainable practices in its operations is not yet optimal. Therefore, this model serves as a solution, particularly for organizing MICE activities, by emphasizing sustainable practices throughout the activity process, pre-event planning, during the event, and post-event evaluations. By

adopting this model, the hotel aims to enhance its sustainability efforts and contribute positively to its surrounding environment and community.

Sustainable events encompass three key aspects: socio-cultural, economic, and environmental. Each aspect corresponds to relevant indicators that serve as sustainable practices when implementing MICE activities at Four Points by Sheraton Bali Ungasan. These indicators are based on the sustainable event guide by UNEP, 2012, and aim to ensure that MICE activities align with sustainability principles across all social, economic, and environmental dimensions.

All sustainable event indicators represent sustainable practices intended to be comprehensively implemented throughout the MICE activities, including the pre-event, during-event, and post-event phases. According to Salama & Al-Momani (2012), the event management life cycle consists of three phases: pre-event, during-event, and post-event. These stages constitute a continuous process flow in managing events from initiation to conclusion. Each phase plays a crucial role in the success of an event, highlighting the importance of thorough preparation and evaluation. (Salama & Al-Momani, 2012). This structured approach ensures smooth event execution, attainment of specified objectives, provision of a positive experience for attendees, and enhancement of the quality of future events.

During the pre-event stage, event organizers engage in planning and preparation activities before the event takes place. This involves setting event objectives, developing plans and budgets, selecting a venue, obtaining permits, choosing suppliers and partners, and conducting promotional activities to attract participants. Four Points by Sheraton Bali Ungasan is crucial as a venue and accommodation provider. Every operational decision the hotel makes is expected to align with sustainable event aspects and practices to ensure the overall sustainability of the event.

The during-event stage is when the event is taking place. During this phase, the event is executed according to the pre-established plan. The organizers oversee all aspects of the event, ensuring its smooth operation, addressing any issues that may arise, and providing support and services to participants and stakeholders. Customer satisfaction is a crucial consideration during this stage, as it reflects the happiness and contentment experienced by event participants or guests. To extend the ideas and the success of MICE activities, Four Points by Sheraton Bali Ungasan can ensure that every aspect of the event is meticulously planned, organized, and executed by implementing sustainable practices. These findings are linear with the results from Kim et al. (2022), in which creativity in the MICE industry can only be implemented meticulously planned, organized, and executed in a creative, innovative to broaden the lucrative event. This approach not only enhances the quality of the event but also contributes to its long-term sustainability.

The post-event stage occurs after the event has concluded. During this phase, organizers evaluate and analyze the event's success, identifying areas for improvement or corrective actions for future events. According to Carlsen et al. (2000), evaluating events helps clarify and enhance their economic impacts, tourism destination marketing, sponsorship and partnerships, and other benefits for businesses and the wider community. Event evaluation aims to gain insight into the economic impact and other benefits of the event, assess tourism destination marketing effectiveness, evaluate collaboration success, and

determine the contribution of sponsors and partners to event success and resulting economic profits and other benefits to businesses and society. By implementing all indicators from the sustainable event model into each stage of the event cycle, there is hope that the negative impacts on the environment, social aspects, and economy can be reduced. (Handyastuti et al., 2023). This can be applied by tourism businesses, especially by MICE managers, as a form of output from applied research.

CONCLUSION

In conclusion, the implementation of sustainable events in MICE activities at Four Points by Sheraton Bali Ungasan has been examined from three key aspects: environmental, socio-cultural, and economic. Four indicators were analyzed based on the reduction of research data regarding the environmental aspect. It was found that specific indicators require improvement. For instance, in low-emission transport and mobility, collaboration with electric vehicle providers and government entities is necessary to establish charging station facilities for implementing low-emission transport practices. In waste management, replacing plastic bottles with alternative options and utilizing paper for signage and food tags are recommended improvements. Preventive measures should also be implemented to raise guest awareness and reduce food waste. Alternative energy sources such as solar power and energy-efficient electronic equipment should also be considered to enhance water and energy efficiency.

Indicators such as community engagement, local community support, social inclusivity, and cultural inclusivity were analyzed regarding socio-cultural aspects. While three indicators, local community support, social inclusiveness, and cultural inclusiveness, have been effectively implemented, efforts are still needed to enhance community engagement. Strategies such as disseminating information and promoting sustainability events to local communities through engaging mediums like video promotions on social media and websites are recommended to improve community engagement practices. Addressing these areas of improvement can further enhance the sustainability of MICE activities at Four Points by Sheraton Bali Ungasan, ensuring positive impacts on the environment, social aspects, and economy while fostering more robust connections with local communities.

All indicators have been successfully implemented in the economic aspect of implementing sustainable events in MICE activities at Four Points by Sheraton Bali Ungasan. These indicators include sustainable procurement, the pursuit of quality throughout the event, the economic multiplier effect, and job creation. The hotel has demonstrated effective practices in each of these areas.

One significant aspect is the economic multiplier effect, where the hotel has contributed to the community's benefits by increasing the number of MSMEs around the hotel and collaborating in promoting tourist destinations such as Melasti Beach and GWK (Garuda et al.). These destinations serve as unique selling points for the hotel when attracting prospective clients. Moreover, the pursuit of quality throughout the event has been ensured by involving green suppliers in procuring goods, thereby creating a high-quality MICE. Additionally, the hotel has successfully generated job opportunities for the local community by hiring them as company workers, thereby supporting the local economy.

In terms of sustainable procurement, although the hotel has policies regarding the purchasing process, there is room for improvement. Enhancements can be made by committing to fair pricing practices for local vendors, offering competitive rates, and fostering transparent negotiations. Prioritizing sourcing from local suppliers and artisans further supports the local economy and promotes sustainability. Establishing long-term partnerships with vendors based on mutual trust and respect is also essential for sustainable procurement practices. Four Points by Sheraton Bali Ungasan has demonstrated commendable efforts in implementing sustainable practices in the economic aspect of MICE activities, contributing positively to the local economy and sustainability goals.

The fulfillment of implementing each aspect of sustainable events can be facilitated by a sustainable event model, which has been visualized through analysis stages using the NVivo 12 Plus application. This model analyzes interview transcripts, observation notes, theoretical analysis in relevant literature, and outcomes from focus group discussions (FGD). It focuses on each indicator derived from event sustainability aspects. The sustainable event model for MICE activities at Four Points by Sheraton Bali Ungasan encompasses three main aspects: environmental, socio-cultural, and economic. Each aspect is further delineated into specific indicators that serve as assessments for sustainable event implementation. These aspects and indicators guide the implementation of sustainable practices throughout all stages of the event lifecycle, including pre-event, during-event, and post-event. By utilizing this sustainable event model, Four Points by Sheraton Bali Ungasan can effectively produce sustainable MICE activities that align with environmental, socio-cultural, and economic sustainability principles, fostering positive impacts on the local community and the environment.

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