

Sustainable MICE Event Practices: An Explorative Study

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ABSTRACT

Purpose: This research aims to provide insight into sustainable event practices implemented by Melali MICE as one of the largest event organizers in Bali, Indonesia.

Research methods: The research uses a qualitative approach. The sampling used is purposive. The informant selected as a sample is considered to know the sustainability and organizing of the event. Data collection using in-depth interview methods and participatory observations of the event at Melali MICE.

Results and discussion: The cost is high to meet the needs of a green environment and to meet the demands of clients who are not environmentally friendly. This makes Melali MICE less likely to implement sustainability practices in the events they organize

Implication: Planning for environmentally friendly events is needed to prepare for pre-event, event and post-event consistently implement sustainability practices.

Keywords: event, event organizer, MICE, environmental sustainability.

INTRODUCTION

Organizing events at a destination has had various impacts. The biggest impact is the increase in the economy such as state foreign exchange from tourist visits who come to the event. Getz (2008) states that the tourism event study assesses that event has a large economic impact, in addition to having a positive impact on the economy, other research found that events also have an effect on the social, cultural, and natural events of the event. This opinion continues against other studies that have been explored along with other research articles (Andersson & Lundberg, 2013; Arcodia, Cohen, & Dickson, 2012; Frost, Mair, & Laing, 2015; Getz, Andersson, & Carlsen, 2010; Musgrave & Raj, 2009). Researchers' interest in the environmental impact of an event is in line with the actions of event organizers who want event management that animates the negative impact caused by the event. The reason is due to the increasing sustainable issues of the community, sponsors and other stakeholders (Harris & Schlenker, 2018; Jones, 2017). As a result of the increasing awareness of sustainable issues, it is a challenge for event organizers to be responsible for planning and sustaining sustainable events. This becomes the basis of the concept of thinking so that the implementation of events maintains the environment well through sustainable events (Astawa, Sukawati, & Sugiarta, 2019).

To provide a clear understanding and limitations in the event referred to in this research is a MICE event which stands for Meetings, Incentives, Conventions, and Exhibitions. Therefore, the term event in this study refers to MICE activities held by Melali MICE. The concept of sustainable events has been variously defined by researchers. According to Henderson (2011), the concept of sustainable events is an event planning process that is not only concerned with the commercial side, but concerns elements such as responsible, greening, environmentally friendly, corporate social responsibility, ecology, eco-friendly, social & culture, and economic. Other views state “green event or sustainable event can be explained as an event that includes a sustainability element in its management practices and operation” (Astawa et al., 2019). Sustainability consists of environmental, economic, and socio-cultural responsibilities in organizing events (Kapera, 2018). Variables are needed that represent the three sustainability which are then compiled into indicators. Researchers have previously put forward sustainable event indicators such as the following (table 1). The sustainable event indicator is used to see if the variable is in the implementation of the event at Melali MICE.

Table 1: Sustainable Event Indicators

Variable	Item	Detail item	Unit	Source
Location	Area saved space used		%	Boggia, Massei, Paolotti, Rocchi, & Schiavi, 2018; Musgrave & Raj, 2009
	Tensile structures	Saved space used	yes/no	
	Signage		yes/no	
Energy	Environmental certification	Electricity saved	%	Boggia et al., 2018
	Energy classification score	Renewable energy	%	
	Energy consumption	Fuels saved Electricity generators	% yes/no	
Water management	Water saved	Non-potable	%	Boggia et al., 2018
		Drinking	%	
Waste management	Activities	Separate collection	% yes	Astawa, Triyuni, & Santosa, 2018; Boggia et al., 2018; Hottle, Bilec, Brown, & Landis, 2015
Catering	Company	Zero km company	%	Boggia et al., 2018; Astawa et al., 2018; Leuenberger & Jungbluth, 2009; FAO, 2013.
		Eco-friendly materials	%	
	Materials	Eco-friendly dishes	yes/no	
		Packaging	%	
		Organic products	%	
	Food and beverages	Fair trade products	%	
		Seasonal products	%	
		Zero km products	%	
		Fruit and vegetables	%	
		Bread, pasta, rice and by-products	%	
		Animal products	%	

		Certified fish	yes/no	
		Food wastage	%	
Promotional giveaways	Non-food	Eco-friendly products	%	Boggia et al., 2018; Astawa et al., 2018
		Fair trade products	%	
		Organic products	%	
	Food	Zero km products	%	
		Seasonal products	%	
		Packaging	No plastics	
Materials	Flowers/plants	Endemic seasonal species	%	Boggia et al., 2018; Astawa et al., 2018
		Zero km	%	
	Paper, brochures and documents	Recycled/environmentally certified paper	%	
		Electronic format	%	
		Double-sided printing	%	
	Detergents	Eco-friendly products	%	
		Other Eco-friendly products	%	
	Others	Reused and reusable products	%	
Internal travel	Packaging	On foot/public transport/car sharing	%	Boggia et al., 2018; Astawa et al., 2018
		By car	%	
Participatory approach	Activities	Question	% yes	Boggia et al., 2018; Astawa et al., 2018
Culture	Activities	Question	% yes	Astawa et al., 2018

[Source: Astawa, 2019]

This research aims to identify whether Melali MICE has implemented sustainability practices and to identify what are the main challenges faced to implement sustainable events as well as to establish how to conduct sustainable event practices.

RESEARCH METHODS

This research uses a qualitative approach. The sampling used is purposive. The informant selected as a sample is considered to master and know the sustainable and organizing of the event so that it has a lot of information about the issues being explored (Patton, 2014). Data collection using in-depth interview methods and participatory observations of the event at Melali MICE. The techniques used in data collection are recording and retrieving documentation. The analysis used in identifying problems is qualitative analysis. Miles, Huberman, & Saldana (2014: 250) stated that the activity in qualitative data analysis is carried out continuously until complete, so that the data is saturated. Activities in data analysis, namely data reduction, data display, and conclusion drawing/verification.

RESULTS AND DISCUSSION

Environmental sustainability practices are a major drawback to the implementation of events at Melali MICE. According to the results of in-depth interviews with the event manager and the event supervisor of Melali MICE and

observations found that energy, materials, transportation and waste management are the variables that most negatively affect the environment. In the implementation of the event at Melali MICE, the average use of energy is electric energy and fuel oil. The main electrical energy is provided by the event organizing venue while the energy reserves are provided by Melali MICE in the form of generator sets (generator sets) that are diesel-fuelled that cause air pollution. According to event manager of Melali MICE, the use of generator sets is more affordable compared to other renewable energy set generators such as UPS (Uninterruptible Power Supplies). Melali MICE does not avoid the use of environmentally friendly renewable energy only the specifications of clients who ask to use generator sets that must be met by Melali MICE. Nevertheless, Melali MICE has tried to save electricity use so as not to cause a lot of pollution and also save costs. This statement is in line with other research views by Pelham, 2011, which states that the implementation of environmentally friendly practices will result in increased expenditure (cost) which becomes a significant obstacle in the implementation of the event. Concerns regarding costs are understandable given that some applications of "green" technology (e.g., solar installations and environmentally friendly sewage treatment systems) have a medium to long-term period of return on capital, which could put them beyond the financial reach of event organizers (Mair & Laing, 2012; Stettler, 2011).



Figure 1. The use of generators which are not environmentally friendly
[Source: Melali MICE, 2021]

The use of materials or raw materials in the implementation of the Event is very diverse and follows the type of event (meeting, incentive, conference and exhibition) and the request of users/service users. According to the informant, the most material used at the Event was paper. Paper is used as material for printed materials, decorations, promotional media, stationery, etc. The use of paper is classified as environmentally friendly because it can be recycled but the raw material of paper itself is a tree. If you use a lot of paper, more and more trees are cut down. Melali MICE admitted that it has not used recycled paper as a material in organizing

event. But one of the efforts to reduce the use of paper materials in organizing the event is to use paperless, namely efforts not to print seminar/meeting materials instead event organizer provides a flash that contains the seminar material as well as being part of the seminar kit. This has been shown to reduce paper use and be more beneficial for seminar participants.



Figure 2. The use of paper to print delegate books
[Source: Melali MICE, 2021]

Transportation is part of the internal variables of travel. Where transportation used in the implementation of events does not side with environmental sustainability because there is no use of environmentally friendly transportation tools that are electric fueled or mobilized by foot. The use of public transportation such as public transportation (bus) is also very rarely used. Most users/service users use cars prepared by event organizer, participants are also prepared transportation in the form of cars and mini buses (shuttle buses) by event organizer, even vendors/suppliers also use cars for mobility delivery of materials and tools to the venue. Melali MICE admitted that it has not had efforts to reduce transportation in the Event. This finding is in line with the concept of mass tourism, namely mass tourism that brings tourist visits with large numbers, so that large facilities, infrastructure and labor capacity are needed (Dwijendra, 2018). Although it has not had efforts to reduce mass transportation in the implementation of the event, Melali MICE has tried to make transportation used as efficiently as possible in order to reduce costs and also air pollution produced.



Figure 3. The mass use of conventional transportation
[Source: Melali MICE, 2021]

Waste management is one of the efforts to reduce environmental pollution. Zero Waste is the conservation effort of all resources by means of the responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and without discharge to land, water, or air that threatens the environment or human health. According to the informant, Melali MICE has not been able to carry out zero waste optimally. Event waste is 80% dumped into landfill without any organic and non-organic waste sorting process. Another 20% waste in the form of waste materials that are reused in the office such as banners and billboards as equipment base in the warehouse. But Melali MICE has made efforts to reduce the waste of the remaining event by working with Sanur Creative Hub which manages materials that can recycle into crafts of economic value. In addition to reusing and recycle efforts, Melali MICE has also tried to reduce waste (reduce) by replacing welcome gate decorations made of vynil with Balinese welcome gates made from *janur* (young coconut leaf) decorations and flowers. The use of Balinese Welcome Gate is very popular by participants and also more environmentally friendly.



figure 4. the use of vinyl and resulting waste
 [Source: Melali MICE, 2021]

Of the four variables above that show that Melali MICE has not met the Sustainable Event indicator. The authors have analyzed and compiled the steps that can be applied by Melali MICE to meet the following sustainable event indicator variables;

Table 2: Environmentally Sustainable Practices

Energy	Waste Management
<ol style="list-style-type: none"> Using energy-friendly equipment (such as LED lights) Using electronic equipment as scheduled (event duration of 8 hours, use of maximal equipment 8-9 hours) Choosing a venue that has a good lighting installation (windows) Choose a venue that has good air circulation (open air area) so that it minimizes the use of air conditioning Choose a venue that is "Green" or has a green management system Doing training to staff to save energy 	<ol style="list-style-type: none"> Develop the implementation of reduce, reuse and recycle guideline to all stakeholders (users, venues, vendors, event organizer and participants) Control vendors to minimize waste or cooperate with vendors who support Sustainable Tourism Reducing single-use plastic bottle waste by providing Drinking Potable at some point in the venue Providing information booths about organic and non-organic waste selection Choose a venue that manages its own waste (such as BNDCC) that does not manage waste itself Garbage to landfill
Transportation	Materials
<ol style="list-style-type: none"> Choosing a venue adjacent to the participating hotel (e.g. ITDC area) Increases shuttle buses and hospitality desks at each venue Reduce MPV vehicles for private Working with Public Transportation (Trans Metro Dewata) for transportation to and from the Airport 	<ol style="list-style-type: none"> Reduce the use of materials that cannot decompose naturally (e.g. plastic) Using environmentally friendly and recyclable material alternatives Using recycled materials Choose vendors who support sustainable concepts (ranging from raw materials, production and delivery)

4. Selling rooms including pick up and return (arrival & departure) transportation	4. Designing guidelines or guidelines for sustainable material selection and vendors
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[Source: Processed data, 2021]

By applying Environmentally Sustainable Practice or environmental sustainability practices, it is expected that the negative impact on the natural environment caused by the implementation of events at Melali MICE can be reduced.

CONCLUSION

Based on the results of research on the exploration study of sustainable events at the event at Melali MICE, it can be concluded that the implementation of the event so far has not met the indicators of sustainable tourism, namely sustainability to the environment (ecology). The implementation of the event has not met environmental sustainability practices such as the use of energy that is not environmentally friendly and has not used clean and renewable energy, does not manage waste properly, mass transportation use and has not used environmentally friendly vehicles. Therefore, the authors compiled measures in the form of Environmentally Sustainable Practices that can be applied by Melali MICE when drafting proposals and planning events.

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