

# THESIS

International Hospitality Management

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## **A PROTOTYPE OF PROPER MICE TOURISM IMPORT SHIPMENT HANDLING IN BALI**

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Master 2 Anglophone

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Sous la direction de,  
**Mme. Prof. Dr. Marie-Christine BONNEAU**

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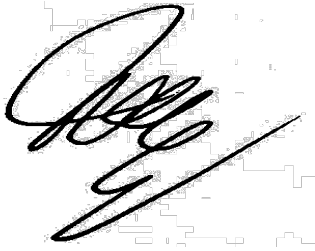
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I understand that my project design, analysis and writing here has some limitation, which require further development and improvement. Therefore, I am definitely very open with feedback, criticism, correction, comments in making this business project successful, accepted and easily applicable in hospitality industry, especially in MICE Tourism.

I hope, this business project will be able to take some roles in providing accurate information, knowledge, and learning phase for MICE Tourism practitioners, customers, intermediary who are focusing more on MICE Tourism Import Shipment Process in Bali, and for academic community in the University of Angers as well as for Politeknik Negeri Bali.

Angers, 22 August 2022

A handwritten signature in black ink, appearing to read 'Made Herry ERIKA', with a stylized flourish at the end.

Made Herry ERIKA

# A PROTOTYPE OF PROPER MICE TOURISM IMPORT SHIPMENT HANDLING IN BALI

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## ABSTRACT\_EN

The research aims at determining the vital steps in handling MICE Tourism import shipment in Bali for smooth clearance, ease process and in time delivery to MICE venue. MICE Tourism, as one of hospitality levers has become vital sector to manage for economical purpose, in this case is revenue generation which is driven by the movement of MICE (Meeting, Incentive, Convention, and Exhibition). This would be needed especially for economic recovery post economical decline, which is impacted by COVID-19 pandemic in Bali. According to central bank, Bank Indonesia, Bali's GDP contributed negative growth at -4.1% YOY in Q1 2020. Significant declines occurred in Q2 2020 by -11.02%, Q3 2020 by -12.28% and Q4 2020 by - 12.21%.

As stated earlier, MICE tourism would be one of the fastest solutions for tourism recovery. The handling of MICE Tourism, (Mistilis, 2000) in Bali is very much related to venue management, event management, professional in-house officers including registration process, media relations, pre and post MICE activities. However, chaotic situation arises from the miss-handling of MICE Tourism import shipments in Bali. Limitation of information, knowledge, system and technology used in import process plays critical roles in the miss-handling. Thus, service failure would affect to MICE Tourism satisfaction level in associated with hotels or MICE venues, DMC (Destination Management Company), Tour Operator, Incentive House and Organizers respectively.

Handling MICE Tourism would definitely require certain level of knowledge and skill set. It requires professionals in strategic planning, and detail applicable operating plan. MICE Tourism (dwyer, 1997) enables the movement of quality tourism globally as the average revenue per tourist and per event is higher compare to regular tourist average spend. In associated with MICE Import shipment, we will not only require professional involvement from Hospitality Industry, but also professional from Logistics & Supply Chain Industry. This enable a cross-industry practice to extend benefit to global industry with innovation as a competitive advantage, which is more relevant to today's demand towards sustainable business.

*Keywords ; MICE Tourism, sustainable tourism business, import shipment, mandatory shipping document, communication model.*

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## ABSTRACT\_ID

Penelitian ini bertujuan untuk untuk mengetahui langkah-langkah penting bagi pelaku pariwisata MICE dalam mendatangkan barang-barang kebutuhan MICE dari luar negeri atau yang dikenal dengan importasi barang-barang tujuan MICE. Langkah-langkah ini meliputi persiapan barang, dokumen, pengepakan, dokumen perijinan dan penentuan nilai barang untuk keperluan bea cukai. Penanganan barang tujuan MICE seyogyanya dilakukan dengan baik sehingga proses *clearance* bisa berjalan dengan lancar dan barang diantar ke lokasi penyelenggaraan MICE *venue* dalam kurun waktu yang ditentukan.

MICE telah menjadi bagian penting di industri pariwisata di Bali dan Indonesia. Kontribusi wisatawan atau delegasi MICE relatif lebih besar dibanding dengan kontribusi wisatawan reguler ke Bali. Kontribusi sektor MICE ke dalam ekonomi Bali menjadi sangat penting. Sektor ini juga sangat diperlukan dalam upaya pemulihan ekonomi pasca pandemic COVID-19. Menurut Bank Indonesia sebagai bank sentral, GDP Bali menyumbangkan pertumbuhan negatif sebesar -4.1% YOY pada Q1 tahun 2020. Penurunan lebih besar terjadi di Q2 tahun 2020 yakni sebesar -11.02%, pada Q3 tahun 2020, penurunan sebesar -12.28 dan pada Q4 tahun yang sama ekonomi Bali mengalami penurunan sebesar -12.21%.

Seperti dikemukakan sebelumnya, sector MICE ini akan menjadi penggerak utama pemulihan pariwisata Bali. Penanganan pariwisata MICE sangat bergantung pada manajemen dan perencanaan *venue*, manajemen events dan tenaga professional yang terlibat termasuk pada tahapan registrasi, hubungan dengan media serta kegiatan sebelum dan setelah acara inti dari MICE itu sendiri atau *pre & post MICE activities* (Mistilis, 2000).

Penanganan wisata MICE yang kurang baik juga bisa terjadi di Bali jika ini melibatkan barang-barang tujuan MICE yang tidak dapat di proses dan tidak bisa diterima tepat waktu di lokasi penyelenggaraan MICE atau bahkan tidak bisa sama sekali di proses oleh bea cukai karena komoditas yang dikirim masuk dalam daftar barang larangan dan pembatasan. Hal ini akan berpengaruh pada kepuasan pihak penyelenggara MICE dari luar negeri, hotel, MICE *venue*, Destination Management Company (DMC), Tour Operator, Incentive House, dan juga pihak Organizers di Bali.

Penanganan wisata MICE tentu membutuhkan pengetahuan dan keterampilan tertentu. Pelaku pariwisata MICE dituntut untuk lebih professional dalam perencanaan strategis dan juga perencanaan operasional yang detail. Pariwisata MICE, dwyer, 1997) sangat berperan dalam opergerakan quality tourism secara global. Hal ini disebabkan pariwisata MICE memberikan kontribusi yang relatif lebih besar per wisatawan dan per



kegiatan dibandingkan dengan wisatawan reguler. Dalam kaitannya dengan barang-barang impor tujuan pariwisata MICE, tidak hanya dibutuhkan keterlibatan tenaga profesional di bidang pariwisata, tetapi juga tenaga profesional di bidang logistik dan rantai pasokan (logistics & supply chain). Hal ini akan menuntut kerjasama cross-industry untuk memberikan benefits ke industry secara global, inovasi dan keuntungan daya saing yang lebih dibutuhkan dalam bisnis berkelanjutan.

*Kata kunci ; MICE Tourism, sustainable tourism business, import shipment, mandatory shipping document, communication model.*

## SUMMARY

Meeting, Incentive, Convention and Exhibition (MICE) in tourism industry has been spotted to become potential source of revenue generation. Average of MICE tourism spending per person per trip is higher compare to regular tourism spending per person per trip. MICE tourists are those with higher profile and higher expectation in destination. This would include accomodation, food and beverage, as well as other related activities in destination country which will become their exerieence. The main purpose of MICE tourists visiting destination country is attending meeting, joining incentive trip, attending conference or exhibition. These purpose then would become thair experience. The expectation must be understood by tourism practitioners, where all requirement in associated with MICE activities must be well-prepared and neatly-delivered.

One of the concern in MICE industry is logistics when it comes to importing to Indonesia, in this case more specific, to Bali. Tourism practitioners who involve closely to MICE business has the need to get better understand and gain more knowledge on MICE import shipment process and mandatory documents. This would contribute to eliminate problem of uncleared shipments, undelivered shipment and return shipment to country of origin. Best to do early communication between MICE Venues, Hotel, PCOs, MPs, DMCs in both sides ; origin country and destination country to ensure smooth process in carrier side, clearance and delivery.

This thesis, through questionnaire and interview sessions, captures information on level of undertanding on MICE tourism practitioners in Bali regarding critical steps of MICE Import shipment handling, prohibited and restricted commodities, mandatory document required as well as communiation model preferred by MICE tourism practitioners with 3rd party shipping company. Finally, this thesis would generate a prototype of proper MICE import shipment handling in Bali

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The island of Bali is well-known for its tourism industry. The island has a wide range of tourism excitement to offer; the sun, the beaches, accommodation, restaurants and cafes, attractions, cultural and heritage sites, traditional markers and international shopping centres, as well as other activities that support tourism industry. The multiplier effect of the industry has proven that tourism has been part of Balinese life. From life in its capital city to its rural areas, day-to-day activities of the local people are very much influenced by tourism industry.

Tourism has been fused in the daily life of the local community in Bali. It has developed very much as seen in the number of tourist arrival in Bali almost 6.3 millions (Statista, 2021) in 2019, before Covid-19 outbreak in Bali. It has contributed significant growth toward Indonesia number of international tourist arrival 16.10 millions in 2019. Indonesia tourism industry in the same year has also contributed USD 69.8 billion with growing annual rate of 8.24% annually. Meanwhile total Indonesia's GDP in the same business year is USD 1,119 billions in 2019 (World Bank, 2020).

According to an International Congress and Convention Association (ICCA) report, the expenditure of MICE tourists are recorded average 53% larger than leisure travellers. Further on that, the length of stay of MICE tourists is average 5 days longer compared to leisure travellers (ICCA, 2020). MICE tourism segment will continue to grow. As MICE has significant contribution toward the industry it is necessary to have detail and a more complete planning in the handling on MICE tourism. This will not only in its basic element such as accommodation, transportation, attraction, and venue arrangement, but more into its mandatory support such as its logistics sectors, as a vital section, in this case refer to MICE

import shipment handling. MICE tourism in Bali received logistics or goods from overseas, in this case is the origin countries. The logistics involves marketing material, conference display, exhibition, items to launch, machinery, large-size items as well as merchandise to distribute to MICE delegates. By means, most of items will not be sent back to its origin country and some will be sent back to its origin country.

This research will bring the details information, mandatory steps and vital fundamental guidelines and to see the best practical solution in associated with communication for the MICE import shipment handling and the best communication model to implement within Tourism industry, especially MICE practitioners in Bali.

## 1.2 Problem Statement

Further on the background written above, the writer would like to provide a theoretical framework to define our research problem. This is based in MICE Tourism handling which is associated with the supply of MICE logistics prior to MICE activities take place. This involve mandatory document preparation, MICE logistics process as well as best practices in communication among MICE Tourism practitioners, logistics & supply chain industry as well as regulatory body.

From this framework, we can now draw three (03) applications to our framework

- 1.2.1. What are the vital steps need to be done by MICE Tourism practitioners when having MICE Import shipments to Bali ?
- 1.2.2. What are the mandatory documents that are required to be completed by MICE Tourism practitioners as shipper (exporter) and consignee (importer) upon MICE Import shipment preparation and handling in Bali ?
- 1.2.3 What is the most effective communication model to conduct with MICE Tourism practitioners to eliminate customs clearance problems?

### 1.3 Purpose of Research

Learning the problem statements above, the purpose of this research are; explore and uncover circumstances as well as to contribute to developing knowledge especially in MICE Tourism import shipment handling in Bali. To be precise, this research is aims at ;

- 1.3.1 Generating vital steps that need to be done by MICE Tourism practitioners when having MICE Import shipment to Bali.
- 1.3.2 Uncovering the guidance on mandatory documents that are required to be completed by MICE Tourism practitioners as shipper (exporter) and as consignee (importer).
- 1.3.3 Establishing the most effective communication model for MICE Tourism practitioners, therefore they could eliminate service failure or problem during shipping and customs clearance process.

### 1.4 Benefits of Research

The writer is very optimistic that this research would extend benefits theoreticaly and practicaly. The benefits of the thesis are ellaborated as follows ;

#### 1.4.1 Theoretical Benefits

This research will give the opportunity to have deep understanding of MICE Tourism import shipment handling process, which must comply with the regulation of customs and border protection in Bali. Thus, practitioners and readers will have information on the benefits of cross-industry knowledge application. This research also extend the benefits of having a more extensive knowledge about MICE Tourism theory where import and export shipments need to be on the MICE tourism checklist. Then, knowledege of logistics and supply chain which is focusing on MICE import shipment has now become mandatory to understand and to

implement for seamless process of MICE tourism logistics preparation prior to MICE program take place. This would also include the logistics arrangement post MICE events.

#### 1.4.2 Practical Benefits

The practical benefits of this reasearch will be extended to three major areas, they are ;

**(1) Benefits for Hospitality Industry, especialy MICE Tourism practitioners (DMC, PCO, MICE Venue, Tour Operator, MP, WP).**

This research enables hospitality industry, especially MICE Tourism practitioners to understand logistics & supply chain process for smooth and the successful MICE Tourism import shipment handling. Well understading of import shipment and import regulation for MICE tourism purpose enables higher closing ratio for MICE business leads, which will drive revenue increase, economic increase and the sustainability of tourism business in the long run.

**(2) Benefits for the Universty of Angers and Politeknik Negeri Bali.**

The research and business project result is expected to be academic reference for both students and lectures in learning and teaching process in the University of Angers and Politeknik Negeri Bali.

**(3) Benefits for students & Public.**

Students and public are expected to optimize the benefits of this research and generating ideas of entrepreneurship that is focusing on MICE Tourism Import shipment handling in Bali or other potential areas for MICE tourism.

**(4) Benefits of Certification.**

This research will be the guidelines for MICE tourism practitioner's certification in the field of MICE Import shipment management.

## CHAPTER VI

### CONCLUSION

Learning from the result and discussion in the previous chapter, the writer is able to present the conclusion as follows;

#### **6.1. Vital steps required by MICE Tourism practitioners when having MICE Import shipments.**

MICE Tourism Stakeholders in this case has no sufficient information regarding the vital steps need to be taken when having MICE import shipment to Bali. This would include information on the vital steps required by tourism practitioner in both destination country and origin country.

##### **6.1.1. Shipment preparation**

In this stage, shipper needs to do proper preparation of items to be shipped. This would include the quality and the quantity of each item.

##### **6.1.2. Item listing**

Item listing would be required for invoice and packing list document preparation. Quantity must be captured in an accurate manner.

##### **6.1.3. Checking prohibited and restricted commodities to destination country**

By doing this checking step, shipper would have better control of potential problem regarding prohibited and restricted items in advance. This would avoid shipper or receiver to expense unnecessary cost.

##### **6.1.4. Checking HS codes and document require as of item listed**

Checking HS codes of each item will give the visibility of estimate percentage of customs duty at destination country. This is also required by exporter upon export declaration in origin country.

#### **6.1.5. Packing to meet airline cargo regulation**

Type of packing must meet airline cargo regulation. This would include the maximum size per piece and maximum weight per piece. For several airport it may be different and much depending on aircraft type use for the cargo shipment.

#### **6.1.6 Checking packing standard; carton, wooden packing, wrap**

Ensuring the packing material of every single collies would enable shipper to do better packing in term of shipment safety and security. This would include the document and treatment require once shipment is packed with wooden crate or wooden box.

#### **6.1.7 Checking physical & volume weight**

Shipper and receiver would need to check both physical and volumen weight to enable to calculation of rechargeable weight by carrier. Whatever heavier will be used to calculate freight cost.

#### **6.1.8 Checking de-minimus value and total shipment value**

It is mandatory to check shipment value regulation at destination country. De-minimus shipment will not subject to customs duty. This would be vary from one country to another. For Indonesia, shipment value below USD 1,500 would enable clearance company or broker to process using Consignment Note (CN) , which is faster. Above the stated value, shipment needs to comply with mandatory import document.

### **6.2. Mandatory documents that are required to be completed by MICE Tourism practitioners as shipper (exporter) and consignee (importer) :**



Besides the vital steps in the preparation of MICE shipments, both shipper and receiver need to prepare proper documents. The writer will split the document types into 2 phases ; document prior to shipment uplift and document upon import handling at destination country.

#### **6.2.2. Prior to shipment uplift**

- A. Proforma invoice
- B. Packing list
- C. Air Waybill
- D. PEB document (Export declaration)

#### **6.2.3. Import handling (ground)**

- A. CN document (Consignement Note)
- B. PIB document (Import declaration)
- C. Import document refers to HS codes

### **6.3. The most effective communication model to conduct with MICE Tourism practitioners to eliminate customs clearance problems.**

#### **6.3.1. Focus Group Discussion**

This communication model would involve MICE tourism practitioners to have discussion in one venue, where they could generate practical knowledge about MICE import shipment and could definitely address question related to process and document. This communication mode could be held for 2 (two) hours.

#### **6.3.2. Import Shipment Workshop**

Workshop focusing on MICE import shipment handling, that involve MICE tourism practitioners as well as logistics & supply chain company or professional, where they would have discussion, exercise as well as site visit for better understanding and visibility on MICE Import shipment process to Bali

(Indonesia) in general. This workshop could be held either half day, full day or even more.

### **6.3.3. Join meeting between shipping company, and Hotel, travel agents, DMCs, MPs as well as PCOs**

This is also important communication model to be held for every particular MICE movement. It is mandatory for logistics & supply chain company to gain more knowledge about details requirement for MICE group. It is also mandatory for MICE tourism practitioners to gain better and detail understanding on the proper MICE import shipment document and regulation. This communication model is suggested to be done more than once for every single MICE movement, learning that the MICE arrangement would also possibly change from time to time until the time is closely to the D-day.

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