

THESIS

EVENT PRODUCT DEVELOPMENT MANAGEMENT AT SANCTOO SUITES & VILLAS



POLITEKNIK NEGERI BALI

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PREFACE

It is with great pleasure that I present this thesis, which focuses on the the management of product development for the event sector. The Thesis title is “Event Product Development Management at Sanctoo Suites & Villas”. This work represents the culmination of in-depth study, critical analysis, and the invaluable support of numerous individuals. The preparation of this thesis is one of the requirements for graduation in the Tourism Business Planning Study Program, Applied Master Program, Tourism Department, Politeknik Negeri Bali. On this occasion, the the researcher would like to express his appreciation and gratitude to:

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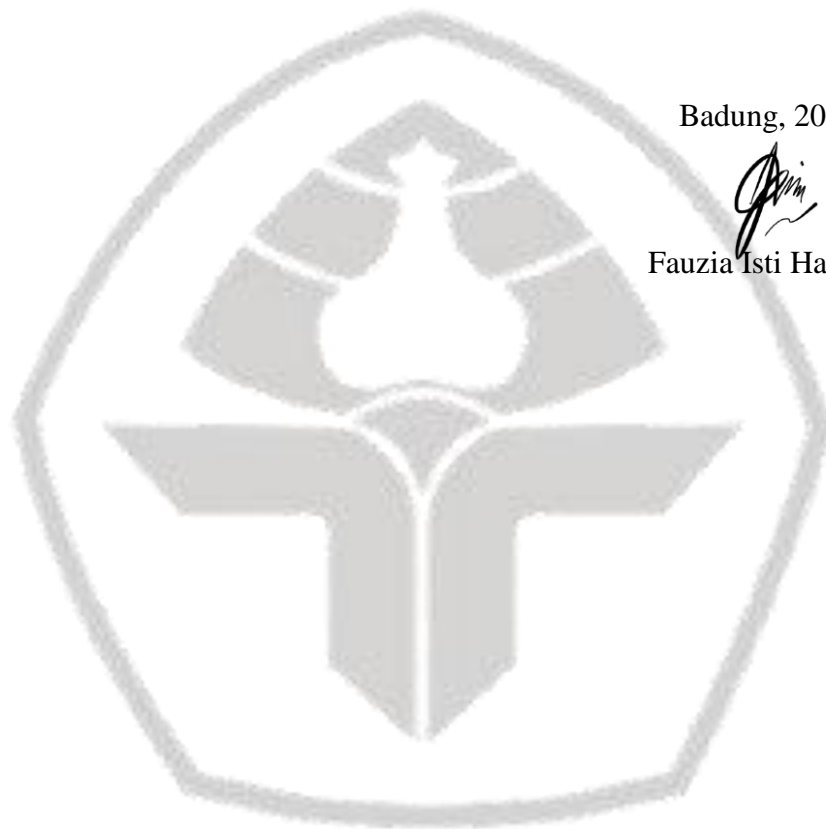
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Constructive criticism and suggestions from various parties are needed to complete the writing of this thesis. The author hopes that this thesis can be useful for all parties. Finally, the author would like to apologize if there are still errors in writing this thesis.

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Fauzia Isti Hanum



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ABSTRACT

Sanctoo Suites & Villas has positioned itself as a boutique destination resort that emphasizes exclusivity privacy and integration with natural surroundings which has prompted a focus on developing event products that cater to the event segment and other curated experiences. The research aimed to examine how event product development is implemented and to identify a model that can enhance strategic growth for the property. Qualitative methods were employed including in-depth interviews with key personnel such as the General Manager Sales Manager Human Capital Manager and Digital Marketing Manager as well as Focus Group Discussions observations and document studies to gather comprehensive insights into operational practices and strategic planning. The findings reveal that Sanctoo currently offers thematic event packages such as intimate garden weddings corporate retreats family gatherings and culinary experiences that leverage internal partnerships with Bali Zoo while emphasizing privacy natural settings and personalized service. Constraints such as limited indoor venue capacity insufficient audiovisual equipment and limited specialized human resources were identified as barriers to more complex and innovative offerings. Market development has primarily targeted the local event segment relying on repeat business seasonal promotions and relational approaches through direct sales and offline agents while opportunities for expansion to professional communities and educational institutions outside Bali remain underexplored. The study indicates that integrating strategic planning organizing execution and control functions based on POAC management alongside Ansoff matrix strategies for product and market diversification can strengthen Sanctoo's positioning as an exclusive event-based resort and support sustainable growth in both current and new market segments.

Keywords: *Bali Zoo, Event management, Product development, Event segment, Thematic packages*

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CHAPTER I

INTRODUCTION

1.1 Background

Sanctoo Suites & Villas offers a unique blend of luxury and traditional Balinese architecture, positioning itself as an exclusive hospitality destination in Ubud, Bali. With accommodation types ranging from luxury suites to private villas, the property harmonizes modern elegance with cultural authenticity. Sanctoo provides a range of facilities to meet the needs of both small and large groups, including private pools, a state-of-the-art spa, a wellness center, and fine dining experiences that showcase both local and international culinary traditions. The tranquil atmosphere, combined with meticulous attention to detail in the property's design and services, enhances its appeal as a destination for travelers seeking both luxury and serenity.

Strategically located near some of Ubud's most iconic attractions, such as the Sacred Monkey Forest, Tegallalang Rice Terraces, art galleries, and traditional markets, Sanctoo Suites & Villas offers guests an ideal balance between cultural exploration, comfort, and privacy. The property also caters to a range of events, from corporate meetings to private celebrations, with event spaces equipped with modern facilities. Personalized service within this picturesque setting creates a memorable backdrop for both business and social gatherings. Furthermore, Sanctoo's commitment to eco-friendly practices aligns with current trends in sustainable tourism, incorporating green initiatives such as energy-efficient technologies and waste management systems that appeal to environmentally

conscious guests and organizations.

According to (Papallou *et al.*, 2024), sustainable trends in hotel and resort design, including green architecture, energy efficiency, and environmental integration, have become significant factors in tourist decision-making and destination competitiveness. Sanctoo's adoption of environmentally responsible practices is consistent with the findings of (Chang *et al.*, 2024), who observed that implementing green initiatives in hotels significantly contributes to customer satisfaction and loyalty. Similarly, (Gheorghe *et al.*, 2023) emphasized that destinations promoting green marketing and environmentally responsible event packages are better positioned to attract sustainable tourism markets, particularly for high-end cultural and ceremonial offerings such as Sanctoo's Wedding Blessing Package.

Sanctoo Suites & Villas offers a range of event packages that are designed to deliver memorable experiences for its guests. Among its standout offerings is the Wedding Blessing Package, which includes exclusive use of the Garden Jaba Temple for two hours, a private commitment and wedding ceremony accompanied by traditional Balinese "Rindik" music, and a two-night stay in a luxurious One-Bedroom Private Pool Villa. Additional features include a wedding celebrant, a ceremonial certificate issued by Sanctoo, fresh floral decorations, a pair of doves for release, two flower girls in traditional Balinese attire, a standard sound system with two microphones, and inclusive tax and service charges of 21%. The resort also organizes other unique gatherings, such as Luncheon Gatherings, which highlight its commitment to delivering exceptional culinary experiences in a refined

and serene environment.

The target market for Sanctoo Suites & Villas is diverse, consisting of clients who value luxury, exclusivity, and memorable experiences. The primary market segment includes corporate clients seeking exclusive venues for business events such as luncheons, meetings, and employee appreciation gatherings. The resort also caters to social groups and communities hosting special occasions, including birthdays, community meetings, and informal gatherings. Additionally, group tourists seeking unique Balinese culinary experiences in a luxurious setting represent a significant portion of the market. The needs of these customers focus on comfortable venues, high-quality culinary services, and distinctive experiences. Demographically, the target audience ranges from ages 25 to 45 for weddings and community events, and 30 to 55 for corporate events. This segment is composed mainly of middle-upper to upper-class clients, both domestic and international, particularly from Australia, Europe, and East Asia. Psychographically, these customers value aesthetics, cultural authenticity, and premium services. Geographically, they are drawn to Bali's strategic location and tropical ambiance.

This study includes a detailed analysis of Sanctoo's market positioning through an assessment of its strengths, weaknesses, opportunities, and threats. The existing product offerings, including exclusive suites, private villas, wellness facilities, and event venues capable of hosting Meetings, Incentives, Conferences, and Exhibitions (MICE), provide a strong foundation for growth. However, in a rapidly evolving industry where event clients increasingly demand tailored, creative, and sustainable solutions, Sanctoo must continue to innovate its products.

A key aspect of this review is understanding the needs and preferences of event clientele, ranging from business travelers to event planners and incentive travel organizers. The research aims to identify the customer groups relevant to Sanctoo while also considering broader global event trends, including the rising demand for hybrid events, sustainable practices, and immersive experiences, to ensure that product development aligns with contemporary market demands.

(Getz & Page, 2019) highlights that event tourism is a critical element in enhancing destination competitiveness, with higher satisfaction and loyalty achieved when clients are offered specialized and well-curated services. As such, this study also focuses on market development as a fundamental strategy. Beyond improving its event products, Sanctoo Suites & Villas should aim to expand its reach within the event market by utilizing digital marketing channels, partnering with travel agencies, and participating in trade fairs and industry networks. (Kotler, 2022) emphasize that building brand equity and market reach requires integrated management that aligns marketing initiatives with consumer behavior. This research will further examine how Sanctoo can leverage Bali's reputation as a world-class event destination while offering distinct value propositions that differentiate it from competitors.

The competitive landscape will also be analyzed, including leading competitors in Bali and the Asia-Pacific region. Such comparative analysis will help identify best practices and uncover market gaps where Sanctoo can establish a strong presence. The goal is to adopt successful approaches that deliver sustainable competitive advantage and profitability within the event industry.

A central issue in the development of Sanctoo's event products and market reach lies in the mismanagement, misalignment, and underperformance of its implementation strategies. While existing literature offers robust theoretical foundations for competitive positioning and market development, the practical execution at Sanctoo has been less effective. This misalignment suggests that current strategies fail to adequately address market demands, resulting in inefficiencies in client acquisition and retention. Despite having strong potential in the event industry, Sanctoo's strategic implementation does not fully optimize business growth or competitiveness.

This gap in performance is not necessarily due to a lack of strategic knowledge but rather to the ineffective execution of well-established strategies. Factors such as insufficient market research, operational inefficiencies, and weak stakeholder engagement may contribute to this challenge. Consequently, the venue struggles to maximize its market opportunities, limiting its ability to position itself competitively. Addressing these issues requires a comprehensive evaluation of current strategies and a structured approach to aligning them with market needs.

This study adopts a qualitative methodology, integrating its findings with industry reports to develop actionable recommendations. The analysis will be supported by secondary data from academic journals and industry publications to ensure methodological rigor and evidence-based conclusions. Ultimately, the study seeks to provide Sanctoo Suites & Villas with strategic recommendations to strengthen its positioning as a premier event destination. By aligning its products and services with industry trends and client expectations, Sanctoo can create new

opportunities for growth, foster long-term client relationships, and contribute to the sustainable development of both the business and the broader community. Guided by the background and phenomena outlined above, the researcher has finalized the title of this study as *Event Product Development Management at Sanctoo Suites & Villas*.

1.2 Formulation of Problems

Based on the research background that was presented previously, two problems were formulated, which include:

- a. How is the current implementation of event product development managed at Sanctoo Suites & Villas?
- b. What is the model for event product development at Sanctoo Suites & Villas?

1.3 Objectives of The Study

1.3.1 General Objective

The primary aim of this study is to focus on the comprehensive development of event products and markets at Sanctoo Suites & Villas. Specifically, the study seeks to identify the current status and efficiency of event services, which includes evaluating how well the existing offerings meet client expectations and requirements, as well as assessing their contribution to the achievement of the venue's business objectives.

1.3.2 Specific Objective

This research is conducted to evaluate the current event services and identify gaps in product offerings. It focuses on conducting a comprehensive assessment of the existing event services provided by Sanctoo Suites & Villas and identifying areas where the current offerings may fall short of customer expectations and business goals. By pinpointing these gaps, the study aims to provide insights for enhancing the quality and appeal of event products.

- a. Develop targeted market expansion strategies. This objective aims to design strategic approaches for reaching new and untapped market segments in the event industry. It involves analyzing potential markets, understanding customer demographics, and determining the most effective channels and methods to increase market reach. The goal is to enable Sanctoo Suites & Villas to expand its client base and strengthen its market position.
- b. Propose an action plan for implementing new product development initiatives. This objective focuses on designing a clear and practical action plan that outlines the steps required to implement new event product development and market expansion strategies. It includes assessing potential operational challenges, estimating economic impacts, and suggesting timelines for implementation. The aim is to ensure that the strategic recommendations are feasible and aligned with the business's long-term objectives for growth in the event sector.

In summary, the specific objectives of this study are to evaluate the current event services to identify any gaps in product offerings, develop targeted strategies for market expansion to reach new customer segments, and propose a

comprehensive action plan for implementing product development initiatives. This will include assessing operational challenges, estimating economic impacts, and suggesting practical steps and timelines to ensure that the recommended strategies are feasible and aligned with the long-term growth objectives of the business in the competitive event sector.

1.4 Significances of The Study

Researchers hope that the results of this research can be implied into two classifications of benefits, namely theoretical benefits and practical benefits.

1.4.1 Theoretical Significances

The theoretical significance of this study lies in providing insights into best practices for managing event services and offering new perspectives on market dynamics, customer behavior, and operational challenges. The study also contributes to refining strategies for growth in luxury resorts and event venues, bridging the gap between product innovation and market demand, and enhancing academic knowledge on how event services can evolve to remain competitive in a changing market environment.

1.4.2 Practical Significances

a. For researcher

The results of this research are a thesis project part of the researcher's journey to complete studies at the State Polytechnic of Bali.

b. For Politeknik Negeri Bali

This study can bring several benefits for the State Polytechnic of Bali,

including:

- a. Enriches course materials with real case studies on event product and market development in luxury hospitality, strengthening students' understanding of event management.
 - b. Bridges academic theories with industry practices, preparing students for careers in hospitality, tourism, and event sectors.
 - c. Serves as a reference for future research and student projects aligned with industry needs in event and hospitality management.
- c. For industry

The study provides several benefits for Sanctoo Suites & Villas, including:

- a. Identifying gaps and opportunities in the current event services, offering practical insights to develop value-added and customized service innovations that can attract a wider range of clients.
- b. Delivering strategies for targeted market development, enabling the identification of new customer segments and effective approaches to reach them based on customer needs and market trends.
- c. Guiding event providers in staying competitive by adapting to industry trends and evolving customer demands, supporting long-term business growth.

CHAPTER VI

CLOSING

6.1 Conclusion

Sanctoo Suites & Villas has implemented a strategic approach to event product development that emphasizes the property's exclusivity, natural surroundings and personalized service. The current implementation of event products includes thematic packages such as intimate garden weddings, corporate retreats, family gatherings and culinary experiences all designed to integrate indoor and outdoor settings while maintaining privacy and a sense of luxury, as explained by Ni Wayan Juli Widyantini and Agus Suarjana Putra. Based on the results of qualitative analysis from interviews observations document study and Focus Group Discussion (FGD) it was found that Sanctoo leverages its partnership with Bali Zoo to add value to its offerings and to differentiate experiences through unique activities such as animal interactions education-themed retreats and eco-luxury experiences, as described by Ni Kadek Arianti. The findings also revealed that the current product development remains limited to general events that show minimal differentiation from competitors and is constrained by factors including the limited indoor venue availability insufficient audiovisual equipment and lack of specialized human resources in event management, as highlighted by I Made Bayu Pramana. Social media serves as a key promotional channel that highlights visual setups and immersive experiences and facilitates early client engagement leading to inquiries

site visits and eventual bookings, according to Agus Suarjana Putra and I Made Bayu Pramana

The model for event product development at Sanctoo Suites & Villas follows principles similar to POAC management and aligns with Ansoff matrix strategies. Planning is implemented through tailored package designs that consider client objectives, participant profiles, budget constraints and seasonal timing while emphasizing unique location advantages, as explained by Ni Wayan Juli Widyantini. Organizing focuses on allocating internal resources coordinating among operational event production and sales teams and integrating partnership opportunities with Bali Zoo and local communities to support seamless execution, as stated by Ni Kadek Arianti. Actuating occurs when curated events are delivered and promoted through social media campaigns direct sales and national promotional participation while controlling involves monitoring client feedback engagement metrics and post-event evaluations to improve future offerings, according to Agus Suarjana Putra and I Made Bayu Pramana. Market development has focused on existing local event segments with potential expansion to professional communities and educational institutions outside Bali through strategic partnerships, travel agency collaborations, digital marketing SEO and paid advertising targeting non-Bali keywords, as suggested by I Putu Subali Adi Putra.

This integrated strategy positions Sanctoo Suites & Villas to strengthen its identity as a destination resort for exclusive curated events while building sustainable growth through continuous enhancement of planning, organizing execution and control functions in line with both product and market development objectives.

6.2 Recommendations

The Researcher suggests that in order to strengthen its position in the domestic market, Sanctoo Suites & Villas should further develop its product differentiation strategy, particularly by leveraging its strategic synergy with Bali Zoo as a core attraction. The creation of bundled packages such as corporate retreats and intimate / garden weddings set within a natural and exclusive environment will help reinforce Sanctoo's brand positioning. Moreover, integrating innovative event concepts that emphasize sustainability and wellness could offer added value, allowing Sanctoo to attract niche target markets with higher brand loyalty and spending capacity.

From a promotional standpoint, future strategies should be enhanced through the utilization of digital platforms and customer data analytics. Implementing a structured Customer Relationship Management (CRM) system will enable Sanctoo to better understand client preferences and tailor promotional campaigns accordingly. Marketing content should be enriched through visual storytelling, including authentic client testimonials and immersive event experience videos.

In the long term, Sanctoo is encouraged to explore capacity expansion or partnerships with external venues if it intends to attract international event participants. While market diversification is not yet a primary focus due to resource constraints, infrastructure improvements, workforce capacity building, and the establishment of consistent internal evaluation mechanisms will be essential for future scalability. The monthly evaluation of event space usage should also be

incorporated into a strategic reporting framework to support data-driven decision-making. It is advised that academically, Politeknik Negeri Bali should encourage applied research collaborations with industry partners such as Sanctoo, particularly in developing digital marketing frameworks, event evaluation models, and sustainable tourism strategies that align with both academic learning and industry needs.



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