SANUR VILLAGE FESTIVAL AND NUSA DUA FIESTA:
FROM EVENT PRODUCT TO TOURIST DESTINATION BRANDING

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Abstract
The most basic and important aspect of event tourism is to attract tourist, both domestic and foreign. Event as tourist attractions must exert a pull on potential visitor. Sanur Village Festival (SVF) and Nusa Dua Fiesta (NDF) are creative events in Bali, which is created to be able to motivate people and tourists to attend. SVF and NDF tried to put a strategic initiative to attract tourists and to reinforce their brand.

The method of case study will be used, by which two cultural events which take place in Bali located in Sanur and Nusa Dua areas. The purpose of this paper are: 1) introduces the related concepts and characteristics of festival tourism; 2) analyzes the development status of Bali festival tourism from perspective destination branding. The different sizes and locations of SVF and NDF on the destinations naturally affect the operating procedures. This article may be of interest to destination marketers and event organizers, especially in developing destinations which intend to differentiate themselves from the competitive market. This article may be of interest to destination marketers and event organizers, especially in developing destinations which intend to differentiate themselves from the competitive market.

Key words: tourist destination, events, destination branding, SVF, NDF

Introduction
The study of festivals and events is now an important and prolific area of tourism research enquiry (Quinn, 2009). Festivals and events have flourished in recent decades and interest in understanding their significance in the tourism academy has risen accordingly. Even the most cursory scan of leading tourism journals demonstrates that literature on festivals and events is now one of the most prolific of any area of tourism research and there is now a burgeoning collection of monographs, academic textbooks and practical handbooks available. To a large degree, the complexity that this introduces mirrors the breadth of tourism research more broadly, involving as it does a variety of theoretical and methodological approaches, with diverse applied and conceptual orientations.

Bali, which has been a popular destination for foreigners since the 1930s, is one of the islands that receives special attention from the government in order to achieve the government’s middle-term target of attracting about 20 million foreign tourists by 2020 in the whole archipelago. According to official statistics of the Bali Provincial Tourism Service (Dispar, 2016) in the recent years the destination Bali as whole has seen a steady increase from 2 million foreign visitors in 2008 to 4 million in 2015. A similar picture presents itself when it comes to the domestic tourism market when there were around 6.4 million domestic travelers in 2014 and 7.1 million in 2015. In the years from 2014 to 2015 there was a total increase of 6.2% in international arrivals.
compared to an increase of 11.7% in domestic arrivals. Accordingly, the predictions for 2015 by the local tourism board have been reached. The 2016 arrival numbers are aimed to increase even more according to predictions of the Dispar, reaching 4.2 million international and 7.5 million domestic tourist arrivals (Bali Discovery, 2016). The interesting aspect in all these growth predictions is the steadily decreasing occupancy rate according to the statistics of Room Occupancy Rate of Classified Hotels in Bali 2012-2016, which were published by Dispar and the Central Statistics Bureau (Dispar, 2016).

Study area
The study was conducted in Bali, observed and paper based research related to Sanur Village Festival and Nusa Dua Fiesta. Sanur Village Festival is well known as community events and Nusa Dua Fiesta is a creative event which supported Nusa Dua as an enclave tourist destination. There are two different approached for two kinds of the events. SVF push their strategic market on how to build community through tourism; and NDF is focus on how to promote their tourism destination. To complete this paper, descriptive qualitative approach is followed. Information is obtained through primary and secondary data.

Literature Review
Events
Bali has many uniqueness events, from culture event to creative event. A festival can be defined as —A series of performances of music, plays, films/movies, etc., usually organized in the same place once a year; a series of public events connected with a particular activity or ide. The term ‘event’ is used to describe a wide range of activities many of which have quite different characteristics. Such events range from the Olympic Games at the mega-event end of the scale to small regional festivals. An event can be defined as ‘a onetime or infrequently occurring event of limited duration that provides the consumer with a leisure and social opportunity beyond everyday experience’. Categorization of Events Events vary from local community based events (eg Folk Festivals) to major events (eg The Olympics). The nature of events can also differ due to the number of venues used during the event. Events can be all inclusive at one venue or held at many venues throughout a region. Multiple venue events are more difficult to evaluate or assess as boundaries become blurred, the sample and study area gets larger, and there is often a chance of counting the same visitor many times. A framework for the categorization of events is useful for determining strategic gaps through the identification of different events, their timing, location and themes. It is also useful to classify events in order to assess economic performance against criteria such as the timing of the event (whether a summer or winter event), its location, or its themes (whether it is an active sports event, or a passive music event).

Sanur Village Festival
After a phenomenal one decade of the event, Sanur Village Festival (SVF) hits it’s 11th year and will happen from August 24-28, 2016 in Mainsonette Area, Inna Grand Bali Beach, in sunny Sanur Bali bringing the theme Tat Twam Asi. As one of the largest
community events in Bali, the event attracted more than 80 thousand spectators last year. Showcasing more than 100 performances across the 5 day event, there is no doubt the program always be amazing every year. The festival is always community driven and celebrates the society. SVF is truly the icon event people look forward to every year in Sanur area. In 2016, SVF arrange Bali Triathlon Championship, the popular food festival, Small Medium Enterprise (SME) Bazaar, and musical performances by national and local artists, International Kite Festival, body painting, and many fun social events to make SVF an unforgettable experience that contribute to Sanur’s reputation as “the happening destination” in Bali (balinews, 2016).

Source : SVF 2015 and incoming event media online promotion (2016)

**Nusa Dua Fiesta**

Aims and objectives of the Nusa Dua Fiesta 2016 is expected to help tourism recover and improve. By attracting tourists to come to Bali and extend their stay by presenting a spectacle and exhibitions of high-quality artwork.

Nusa Dua Fiesta 2016 plays an important role as a vehicle to reflect a steady and comprehensive Balinese art and culture in particular and Indonesia in general, in all forms and hues of the multi-cultural identity of respective regions throughout Indonesia, through dance, song. There will be more music performances in 2016’s event, based on survey conducted last year.

The Nusa Dua Fiesta is an annual festival that features a week of arts, culture, sports, music and exhibitions that take place in and around the peninsula in Nusa Dua. The opening day features various art competitions and exhibitions at the beach fronts of the hotels that line the Peninsula. The following days are also filled with diving tours, children's carnivals, charity gala dinners and various live modern and cultural entertainments for the public. This year's Fiesta will mark its 17th year running.

Source : NDF and incoming event media online promotion (2016)
Destination Branding

According to Littlejohn (2006), some hold branding as perhaps the most powerful marketing weapon available to contemporary destination marketers confronted by increased competition (Morgan and Pritchard, 2004: P60). The purpose of this paper is to understand some theoretical and practical issues in the branding of urban destinations. Two area examples are taken: Sanur and Nusa Dua.

A brand is ‘an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely. Success results from being able to sustain these added values in the face of competition’ (Chernatony and McDonald, 2003, p.25 on Littlejohn, 2006). Added values may be functional and non-functional and take on meanings where consumer awareness is triggered consciously or intuitively (McRae et al, 1995).

Branding destinations styles itself as ‘strategic place marketing’ (Kotler and Gertner, 2004:46). It emphasizes proactive management of image in relation to enhancing a destination’s position by:

- Understanding environmental forces that affect its marketability
- Monitoring the external environment in relation to opportunities and threats
- Involving all relevant stakeholders including government, citizens and businesses to develop a shared image
- Setting and delivering incentives and managing the factors that may affect buying decisions including image, attractions, infrastructure and people (Kotler and Gertner, 2004)

Thus branding takes into account (i) factors that influence consumers decision-making and (ii) effects on differences in consumers’ perceptions of destinations and their satisfaction ratings. However, destination branding must incorporate the fixity of tourism products provided by their location (destination size and composition of tourism supply) and the images and perceptions currently held about it (Cai, 2002). Table 1, whilst not comprehensive, extends this application of product branding to places.

Table 1: Product branding and place branding: a comparison

<table>
<thead>
<tr>
<th>Factor</th>
<th>Product branding</th>
<th>Destination branding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Supply characteristics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Offering</td>
<td>Focused around a few variables</td>
<td>May involve a narrow OR varied set of variables dependent on resources at destination</td>
</tr>
<tr>
<td>• Quality variables</td>
<td>Follow a narrow offering</td>
<td>May be many and varied</td>
</tr>
<tr>
<td><strong>Demand/Markets</strong></td>
<td>Relatively targeted – may be mass or niche</td>
<td>May be broad including mass AND niche</td>
</tr>
</tbody>
</table>
Brand building and maintenance
- Allocation/ responsibility
- Allocation/monitoring/targets

Under control of one organization
Spend related to corporate strategy
Requires stakeholder buy-in: co-operation and joint budgeting/coordination amongst various suppliers
Spend related to general indicators such as perception of destination in key markets

Source: Littlejohn (2006)

Place branding is consumer-orientated: it should build lifestyle statements associated with emotional relationships (Sheth, Mittal and Newman, 1999) as well as highlighting tourist attractions. However, brand formation must also account for all stakeholders who deliver brand values—either actively (e.g. tourism suppliers) or passively (e.g. local communities who provide the bedrock economic and social life). These is Table 2 who shown tourism brands by level and type.

Table 2: Tourism brands by level and type

<table>
<thead>
<tr>
<th>Supra national tourism brands</th>
<th>Event Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location/Community/Destination</td>
<td>Niche tourism*</td>
</tr>
<tr>
<td>Sanur: Sanur Village Festival (SVF) and Nusa Dua : Nusa Dua Fiesta (NDF)</td>
<td>Special interest</td>
</tr>
<tr>
<td></td>
<td>Tradition &amp; Culture</td>
</tr>
<tr>
<td></td>
<td>based</td>
</tr>
<tr>
<td></td>
<td>Activity-based</td>
</tr>
<tr>
<td></td>
<td>Community based</td>
</tr>
</tbody>
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* Adopted from Novelli (2016)

Building a destination brand

Based on the theoretical perspectives above it is useful to consider tourism destination brand development under four headings.

(1) Antecedents: To what extent must a new image reflect existing images/perceptions: countries evolve over centuries and reflect many social, cultural, economic, religious, aspects as well as contemporary features? The pull of tradition over more radical change must be weighed. This stresses the core values and the underlying nature of offer (physical opportunities and emotional benefits on offer).

(2) Tourism Dynamic: Offers must be related to consumer’s desires and the stage of market development. Thus Morgan and Pritchard (2004, P 69) propose a destination ‘brand fashion curve’ (adapting the product life cycle and Butler’s Tourist Area Life Cycle, 1980) to suggest four stages: (i) fashion and high growth in demand; (ii) a famous destination experiencing a slower, peaking growth; (iii) consumer familiarity as the destination matures (iv) fatigue as demand declines to a minimum level. This accentuates a role for planning and market research to ensure high market orientation and to ensure that brands meet specific long and short-term requirements.
(3) Brand leadership and synchronization: Leadership emphasizes the need for direction in the development and co-ordination of brands, very important in a fragmented industry. Synchronization relates to the need for brands to add value – particularly if a place is encompassed in several brands, operating at different levels: differences in brands must add value to target markets. Synchronization with markets is particularly important as brands evolve.

(4) Integration of branding with other activities: Branding is one of many marketing and promotional activities undertaken by tourism organizations. These include: research, representation abroad; organization of workshops/trade shows; familiarization trips; travel manual; supporting production and distribution of materials; participation in joint marketing schemes; information and reservation systems; support for innovation etc. (Middleton and Clarke, 2001: P342-346). Destination management organizations have limited resources to finance and must ensure that resources are used effectively.

Brand Identity
Based on Brand identity clearly specifies what the brand aspires to stand for and has multiple roles. First, it is a set of associations that the brand strategist seeks to create and maintain. Second, it represents a vision of how a particular brand should be perceived by its target audience (Aaker & Joachimsthaler 2000). Third, upon its projection the brand identity should help establish a relationship between a particular brand and its clientele by generating a value proposition potentially either involving benefits or providing credibility, which endorses the brand in question.

Research Methodology
The key person or key informan who organized event in SVF and NDF are selected for this study. This study examined the organizer perceptions toward impact of events to build their destination through SVF and NDF. The observation method and paper based research are used to complete this paper. This study is based on qualitative methodology to investigate the organizer toward event impacts. The qualitative methods are used explicitly in the exploratory stage to initiate or to subordinate and enhance the empirical findings. Walle (1997, p. 528 on Aref et al.) explained that as tourism is becoming a multidisciplinary field, tourism researchers should explore the variety of tools and techniques available to them. This research provides a literature-review-based overview of community events and festivals.

Result
Similar result and related information from Konecnik (2009) are used to compare this paper to its findings. The importance of the brand identity concept is commonly accepted in the branding literature, whereas the tourism research line has so far mostly neglected this important perspective on brand investigation. Therefore, the presented paper underpins the tourism destination brand from the owner’s perspective and thereby completes the many previous studies concerning investigations of the tourism destination phenomenon. Combining the previous findings of the marketing and tourism literature we introduced a theoretical framework for a tourism destination’s brand identity which provides us with a base.
orientation for investigating our investigated tourism destination brand – Sanur Bali and Nusa Dua-Bali.

The second most important finding of SVF’s and Nusa Dua’s brand investigation from a management perspective is seen in its strategic-analysis discussion. Within the topic of strategic-analysis discussion, we also opened up some possible and important areas for further investigations on SVF and NDF brand. The last discussion, concerning development of the identity process, was oriented to its implementation.

The study results are subject to several limitations and qualifications. Further improvements are needed on the theoretical and especially the practical level. First, our proposed theoretical framework for a tourism destination identity should be further refined and developed. Second, additional investigations are needed in the process of building and developing Bali identity as a tourism destination. Due to the lack of information on the investigated topic, we invited SVF and NDF representatives responsible for its marketing function in foreign markets and asked them what represents the essence of the brand Bali. In our research the selected representatives represent just one interest group of the tourism destination Bali. Accordingly, the conducted qualitative research should be treated as exploratory. The next step would be to invite more representatives to express their opinions and especially to invite representatives from different areas which also constitute the destination’s stakeholders. However, this is in our opinion a long-term process and we thereby regard our suggestion as a first step in further investigations of Slovenia’s identity as a tourism destination.

Future research could replicate the study by surveying different interest groups of the destination Sanur and Nusa Dua. Not only the commonly accepted different tourism destination interest groups (such as inhabitants, tourism industry representatives) but also other destination groups (such as ethnologists) should be included in the interview process (Augé 2000 on Konicke, 2009). By combining and comparing their responses we would be able to collect a comprehensive overview constituting Bali’s identity as a tourism destination in relation to other important perspectives on the country brand Bali.

Conclusion

Event tourism can contribute to economic diversification and profitability by increasing employment, improving basic services, and increasing economic equity between urban and rural populations. Events and festivals can help people be more aware of their capabilities, perceive new job and business opportunities and improve quality of life. Community events and festivals can attract local, national and international tourists and visitors. Events help to capture attention and promote attractions and infrastructures. They make it possible to maximize and rationalize the use of certain spaces. Preservation of these spaces may result in financial benefits and dissemination of artistic and cultural heritages. Events and festivals play a role in putting a region on the map and distinguishing their basket of attractions from other similar regions. Events can also result in social benefit such as —increased community pride and —enhanced community image. Research shows that the more involved local people and suppliers are in terms of provision of services, food, beverages, and attractions, the greater the economic benefits to the region. Local vendors, artisans,
craftspeople, restaurateurs, hoteliers and innkeepers may make a large portion of their annual income during the course of an event. Organizers should build partnerships and involve the greatest number of possible local operators. Organizers should think about all the potential benefits, and consider the community events to be an investment in community sustainability. Community events and festivals can make a significant contribution for rural development with strategic planning, well-defined goals, local level partnerships and funding. However, rural communities often organize tourism events to inject cash into their economies. This cash is not enough to achieve comprehensive rural economic development. Events assist the tourism businesses of the region but are not enough to revive the entire economy.

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