

## G20 Summit: The Economic Impact for Tourism in Bali

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**Abstract:** This study discusses the impact of the Bali G20 Summit on tourism and economy. The success of the G20 Summit in Bali has positively impacted the Balinese economy, which depends entirely on tourism activities, considering that Bali tourism has been suspended during the Global Covid-19 Pandemic. The analysis methods used in this study are qualitative analysis methods and literature review. Data collection occurs through journals, abstracts, reviews, books, statistical data, and relevant research reports. The study results show that implementing the G20 Summit in Bali has had a positive impact, especially the infrastructure improvement. The Ministry of Public Works and Public Housing of the Republic of Indonesia has allocated an Rp—800 billion budget to repair various supporting infrastructures and improve the Bali region. With increasing competitive advantages, Indonesia's G20 Presidency has two competitive advantages: Strategic Competitive Advantage and Direct Competitive Advantage. The last is increasing the selling image of Bali. This benefit has an impact on accelerating the growth of tourism and the economy of Bali.

**Keywords:** G20 Summit Tourism, Economic, competitive advantage

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### Introduction

Major events may draw attention to a location and, more significantly, boost the local economy and communities that welcome tourists. Regular influxes of tourists from outside the area may significantly boost local economies by boosting employment and local tax collections (Steitz & Hall, 2020). Large-scale events and conventions have a significant impact on a range of dimensions, including economic and cultural contexts. The economic implications of mega-events have long been the subject of urban economics research. A major event is a vast, quick occasion that boosts a location's visibility and has significant economic advantages (Wolfe *et al.*, 2022). The significance of major sporting events, such as marathons, and their economic influence on hotel performance during these varying times on business tourists had been examined in the earlier research. The economic impact of the marathon event on hotel performance in the race region was the main focus of the investigation (Borovcanin *et al.*, 2020). The impact of the Super Bowl on hotel room rents, prices, and room income in four prior host cities using more than eight years of daily data. The research includes the following conclusions: (1) the net gain in rentals is significantly less than the gross number of rooms rented; (2) benefits are uneven across cities; (3) the areas that benefit are not always those near stadiums; and (4) nearly 90 percent of hotel room revenue gained is due to increased room rates (Heller, 2020).

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Like an international sporting event, the G20 Summit is a significant mega event that catalyzes global development, socioeconomic advancement, and environmental betterment. Additionally, holding the G20 Summit would increase the hostcity's commercial and worldwide profile (Du & Huang, 2021). 15-16 November 2022 be an important moment for Bali, hosting the G20 Summit. According to Statistics Indonesia or BPS, the regional economy expanded by 8.09 percent. According to BPS, Bali's GDP increased by 3.05 percent in the third quarter of this year compared to the second quarter. In terms of quartal-to-quartal comparisons, the growth was 0.6%. Following the continued easing of public mobility and travel restrictions, Bali's economic growth in the third quarter was primarily driven by improved performance in tourism-related business fields, specifically transportation, the provision of lodging and food and drink, as well as wholesale and retail trade (Afifa, 2022).

G20 Summit has brought a positive impact after almost two years of Bali's economic downturn due to the Covid-19 pandemic. Since Bali's economy primarily relies on tourism, which has negatively impacted travel bans and lockdowns, the Covid-19 epidemic has substantially affected Bali's economy. Due to the epidemic, Bali's economy suffered a severe downturn in 2020. The Bali Provincial Government estimates that in 2020, compared to the year before, Bali's economy shrank by 9.3 percent. The fall in tourism earnings, which fell by 75 percent from 2019, was the main cause of the contraction. Travel, hospitality, and retail were some of the areas of the economy that were impacted by the drop in tourism. Thousands of employees were laid off or given furloughs, and some businesses were forced to close. Bali's economy began to show some signs of recovery in 2021 as travel restrictions loosened (Bali, 2022). The Covid-19 pandemic's significant effects have fueled Indonesia's determination to overcome all obstacles, particularly in its finance sector. Through the G20 International Forum, Indonesia has made some genuine steps to revive its economy. Since Italy formally stepped down as the G20 (Group of Twenty) President on October 31, 2021, Indonesia has assumed the role of host.

The G20 summit had a favorable effect on the tourism industry overall. This good effect was noticed in the hospitality sector as well as in adjacent businesses, including the food and beverage and retail industries. A considerable improvement in occupancy rates mostly caused the rise in revenue per available room (RevPAR) in September. The daily average rate keeps rising in the meanwhile. This is consistent with research that examines the economic impacts of marathon competitions on hotel performance in the area that serves as the venue for the Vienna City Marathon, which was held in April. The findings of this study show that marathons have a considerable impact on three important hotel performance parameters (i.e., hotel occupancy, revenue per room available, and total revenue). The results of this study might assist local governments or event planners in defending financial investments in planning marathons or other athletic events to revive tourism during the present pandemic (Borovcanin *et al.*, 2020). According to data from the Bali Indonesian Tourism Industry Association (GIPI), the occupancy rate of hotels has risen to almost 50 percent, while there Nusa Dua region recorded 100 percent occupancy as the G20 Summit venue. There are 5,485 rooms, meeting rooms, and conference rooms, and each one can hold up to 21,000 people.

## 2 Literature Review

### 2.1 G 20 Summit

More effective management of international interdependencies and reform of global economic governance is required in light of the rise of new economic powers in a world economy that is becoming more linked. Due to its perceived success in managing the financial and economic turbulence on a global scale as a "crisis committee," the G20 has become a significant multilateral forum since 2008. It has evolved into the "permanent steering

committee” of the globe, with a broader focus on issues including global imbalances, climate change, commerce, and development (Subacchi & Pickford, 2011). The G20 summit can be viewed as either a G8 summit membership expansion or a G20 forum upgrading from a ministerial to a meeting of leaders, or both. Understanding the past of these two institutional forerunners will help to comprehend the present G20 conference and its future (Bradford & Linn, 2012). The G20 is a highly dynamic platform for economic dialogue on a global scale. The dialogue between developed and emerging market nations is considerably tighter than before the crisis (Callaghan, 2014). The G20’s existence offers renewed hope for global economic expansion. This economic club aims to provide a worldwide framework that can subsequently be incorporated into different international organizations or economic cooperation mechanisms. Due to the participation of numerous nations, this exclusive economic community is receiving encouragement (Sushanti, 2022). It is an honor for Indonesia to be a part of the G20, which was founded in 1999. Indonesia is the sole representative nation for the Southeast because of the size of its economy and population. Indonesia has participated in more linked regional and global economies, such as the ASEAN Economic Communities (AEC) and the World Trade Organization. (WTO) (Fitriani, 2015). Indonesia has maintained its focus on enhancing the nation’s debt management, fiscal consolidation, and transparency, as well as promoting the stability of the financial markets and the development of good governance. The priority has been on reforming Indonesia’s bureaucracy in line with the reformation of governmental concerns. In order to reduce poverty and increase the welfare of developing nations, Indonesia must promote the implementation of the Monterrey Commitments. In the G20, Indonesia has positively contributed to ensuring that both developed and developing nations may benefit from the organization. Indonesia’s current economic and political contributions could help industrialized nations perceive developing nations as equal partners in international cooperation (Salim, 2011).

## **2.2 Bali’s Tourism**

The government has allocated Bali as a leading sector for the past 46 years to make the most use of the tourism potential Bali Province offers in the form of cultural distinctiveness and natural beauty. Bali’s economy is dominated by the tourism sector, as seen by the percentage of companies associated with PDRB. Following the lodging and food and beverage industries as key businesses with an expanding market share over the past ten years is the agricultural industry as a secondary business sector. Moreover, even though more and more new tourist locations in Indonesia arose, the number of visitors to Bali kept growing (Suwendra *et al.*, 2020).

The number of tourists increased by an average of 11.86 percent between 2007 and 2019. Unfortunately, the number of tourists fell dramatically 2020 by 82.96 percent (BPS Province of Bali, 2020). The Covid-19 virus outbreak, which halted the Bali and global tourism industries, was to blame for the fall in visitors. Since early April 2020, the majority of tourism infrastructure enterprises have closed due to Covid-19, and the number of layoffs in the industry has increased (Technica, 2016). The Penta Helix collaboration in Bali helped manage the impact of Covid-19 on the tourism sector.

A collaborative approach ensured that all stakeholders worked together to help the sector recover and promote Bali as a safe travel destination (Priyo Purnomo *et al.*, 2021). The Bali government plays a crucial role in managing the impact of Covid-19 on the tourism sector, implementing health protocols, providing financial support to the tourism industry, and promoting Bali as a safe and healthy travel destination. The industry has worked closely with the government to implement health protocols and promote Bali as a safe travel destination. Academia has played a vital role in supporting the tourism industry by providing research and analysis on the impact of Covid-19 on the sector. Local communities in Bali have also played a key role in managing the impact of Covid-19 on the tourism sector. The community has supported the tourism industry by following health protocols,

promoting Bali as a safe travel destination, and supporting local businesses. Media has played a key role in promoting Bali as a safe travel destination during the pandemic (Budhi *et al.*, 2022; Wiranata & Desiana, 2022).

### **2.3 Bali's Economic**

Bali is vital and greatly contributes to the Indonesian tourism sector from various perspectives. In addition, tourism is a very vital sector for regional milestone revenues in the Province of Bali (Antara & Sumarniasih, 2017). In the modern era, traveling is no longer considered expensive by many people, so increasing public interest in tourism is on the rise, with Bali being the top choice that tour operators make.

During the pandemic, Bali faced three major problems: a reduction in tourism revenues, low government income, and slow economic growth. This is due to Bali's economic structure, where 56.8 percent is dominated by the tourism sector (Mahagangga *et al.*, 2020). On the other hand, the contribution of non-tourism sectors such as the agriculture sector (9.24%), marine and fisheries sector (4.21%), industrial sector (14.63%), and other sectors (15.14%) is relatively small.

Bali's dependence on the tourism sector makes Bali's economy highly vulnerable to changes in external factors. This is exacerbated by the lack of optimal strengthening of the economy outside the tourism sector, such as the business sector, marine/fisheries, and licensed industries. Due to the Covid-19 pandemic, tourism in Bali has dropped dramatically, both foreign and domestic. In 2020, foreign tourists reached 1,069,473, a significant drop from 6,275,210 in 2019. The number of domestic tourists traveling to Bali could reach 10,545,030 in 2019, then drop significantly in 2020 to a total of 4,596,157, with little change in 2021, and reached 4,301,592 people. The decline in foreign and domestic tourism has a significant impact on the Provincial Revenue (PAD) of Bali and the regencies within the territory of Bali. In 2019 PAD in Bali could reach Rp 4,023,156,316,000, but in 2020, it will only reach Rp 3,434,785,985,000 (Bali.bps.go.id).

The Bali Provincial Government must implement policies to help Bali's economy grow to meet the conditions. The Provincial Government of Bali made several efforts to boost public confidence and enhance the tourism industry, beginning with the certification of tourism businesses as Clean, Healthy, Safe, and Environmentally Sustainable (CHSE) by the Minister of Tourism and Creative Economy (CHSE) (Handayani *et al.*, 2021). There are several obstacles to reviving Bali tourism; first, the global economic conditions are not supportive. Second, fluctuations in energy and food commodity prices at the global level. Third, the cost of tourism has become more expensive. Fourth, the Covid-19 pandemic is not yet clear when it will end. Fifth, travel rules are now increasingly complicated. Sixth, the policies of each country are different. The blow of the Covid-19 pandemic, which was so devastating for the tourism sector, on the other hand, actually aroused other sectors. The agricultural sector, micro, small and medium enterprises (MSMEs), and creative industries that were previously underdeveloped after the Covid-19 pandemic have become sectors that can save the economy of the Balinese people (Made *et al.*, 2023). Policies that support the growth of non-tourism sectors in Bali and optimization are needed as alternative milestones for Bali's economy is facing the threat of recession in the coming years. Previous studies on the implications of digital technology have shown that digital transformation positively affects competitive advantage and the performance of MSMEs (Yuliantari & Pramuki, 2022).

## **3 Methodology**

According to Creswell (2016), qualitative research explores and understands meaning in several individuals or groups of people derived from social problems. The information presented by participants is collected in the form of words or text. Data in the form of words or text is then analyzed. The analysis results can be in the form of depictions or descriptions or can also be in the form of themes. Snyder (2019) said literature review is crucial

to strengthen the output of the interviews. Snyder (2019) also suggested that the literature review results provide an understanding of knowledge development, sources of stimulus policy-making, sparking the creation of new ideas and values as a guide for research in specific fields (Snyder, 2019). This method is an important step in research. This step includes systematically identifying, locating, and analyzing documents containing information related to research problems. These documents include journals, abstracts, reviews, books, statistical data, and relevant research reports. The main purpose of this literature review is to see what has been done concerning the problems examined (Raco, 2018).

## **4 Findings**

The economy of the host nation may benefit from hosting the G20 meeting. On the one hand, it can support small companies in the area and the tourism sector while also generating employment and investment prospects. Also, the heightened global awareness could help promote the host nation as a location for trade and investment. The advantages Bali has reaped as a result of hosting the G20 Summit are as follows:

### ***4.1 Infrastructure Improvement***

Bali received many infrastructure improvements for the G20 Summit. The same thing also applies to all international events in each country and sporting events at the international level. Nations vigorously contest Sports mega events to have both a short-term economic impact and long-term growth brought on by the defining event. The infrastructure, which makes the games feasible and has significant effects on long-term economic growth in the host city, is well known to be essential to the economic legacy (Baumann & Matheson, 2013). Smith and McGillivray also focused on the reconstruction and active use of urban space to hold significant events, and they critically evaluated the long-term effects of trends in the sustainable use of public space for event sites (Smith, 2015). For the G20 Summit, Bali received a substantial infrastructure investment. The Ministry of Public Works and Public Housing of the Republic of Indonesia has been given a budget of Rp. 800 billion to repair various supporting infrastructure and improve the Bali region. Infrastructure improvements in Bali have been made to:

#### ***Transportation:***

Improving transportation infrastructure is often a major concern for large gatherings such as the G20 conference. Improvements to public transport, roads, and airports could be included in this to make the movement of people and products easier. The construction of the VIP guest building at Bali's Ngurah Rai Airport, the Bali Mandara Toll Road arrangement, and the arrangement of several pedestrian paths.

#### ***Public Space Commodifying***

The ministry also arranged for the Tahura Ngurah Rai Mangrove Area around the Muara Nusa Dua Reservoir area to be used as a mangrove showcase. The scope of work on the arrangement of the Tahura Ngurah Rai Mangrove Area includes the construction of the entrance gate, the G20 monument, the plaza area, beji, wantilan, mangrove tracking paths, nursery areas, receiving areas (lobby, ticketing, receiving offices), viewing towers, viewing decks towards the bay Benoa, and the parking area around the Muara Reservoir.

#### ***Accommodation:***

To accommodate the large number of people anticipated for the G20 Summit. Hotels in the main area, namely Nusa Dua, have made many improvements to become venues for activities and hotels in Kuta, Sanur, and their surroundings.

**Security:**

As with any international event, security is a top priority, and hosting the G20 conference requires spending heavily on security measures and involves setting up new security measures, deploying more law enforcement and military personnel, and establishing boundaries and safety checkpoints.

**4.2 Competitive Advantage**

International events typically have a long-term positive impact on a region's economic growth. In addition to encouraging quick growth and supporting infrastructure that can be used more widely after the event, there was a rise in tourism revenue and foreign investment (Nauright, 2013). Fang explained that the G20 forum gave an advantage to the national renewable energy competitiveness of G20 Forum members (Fang *et al.*, 2018). The Indonesian G20 Presidency has three national priority agendas: Global health architecture, Digital economic transformation, and Energy transition. Indonesia's G20 leadership presents six key agendas: an exit strategy to ensure a fair recovery; a discussion of scarring effects to secure future growth; digital payment systems; sustainable finance; financial inclusion; and international taxes.

**4.3 Selling Image**

The success of organizing international events is expected to be able to provide benefits or advantages for the host country. The G20 Indonesia 2022 Summit held in Bali was considered a success and became the biggest in history because the G20 Summit succeeded in adopting and ratifying the G20 Leaders' Declaration (Team, 2022). During a multifaceted crisis, an unequal global economic recovery brought on by the Covid-19 pandemic, and geopolitical circumstances that created vulnerability, particularly in the oil, food, and financial sectors, the Indonesian G20 Presidency was effectively held. This success has an impact on increasing the selling image of Indonesia and Bali, especially as the main venue for the G20 Summit. Selling Images can increase international trust in Indonesia so that it becomes the state's capital in carrying out cooperation both bilaterally, multilaterally, or regionally which is shown in developments in certain aspects, including export, tourism, investment, culture, government and society. There is a strong relationship between the promotion and holding of international events on the image of a region and the development of a region (Bradley *et al.*, 2002).

**4.4 G 20 Summit: The Economic Impact For Tourism in Bali**

Since the Covid 19 Pandemic paralyzed Bali tourism, the success of Bali's presidency of the G20 Summit has had a favorable impact on the industry and a good acceleration for the island's economy. According to Bali Ida Bagus Agung Partha Adnyana, the chairman of the Indonesian Tourism Industry Association (GIPI), the G20 Summit generated an overall economic benefit that was between 1.5 and 2 times more than that of the IMF World Bank Annual Meeting in Bali in 2018 (Ramadhan, 2022). More than 1.5 million foreign tourists and 3.1 million domestic tourists have visited Bali as of October 2022. The Bank Indonesia Bali Province report at the beginning of November 2022 stated that the activities of the Indonesian G20 presidency would contribute to Bali's economic growth in the second half of 2022. The accommodation, food, and beverage sectors are the main pillars of regional economic growth, followed by the agricultural, construction, and trade sectors.

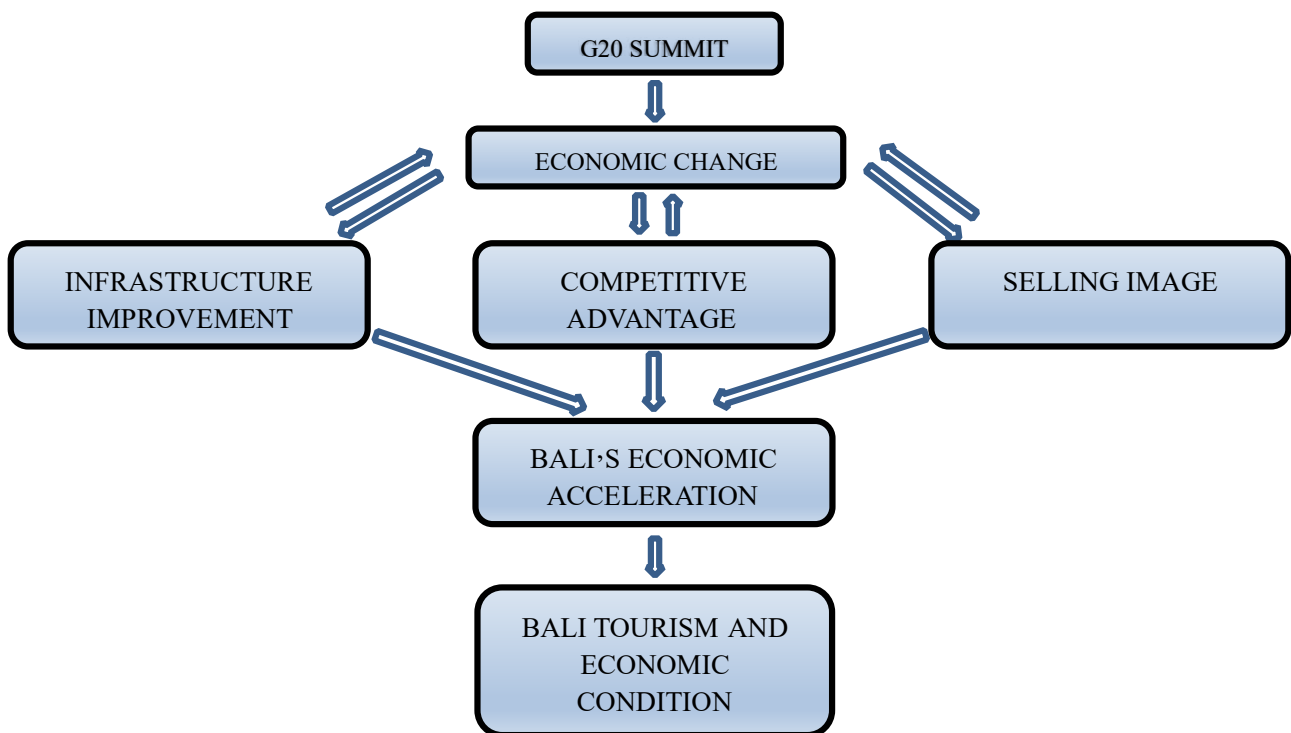


Figure 1: Conceptual Framework

BPS noted that during the third quarter, July-September 2022, the Bali economy experienced a growth of 8.1 percent compared to the same period the previous year. At the same time, the national economy grew by 5.72 percent. This condition shows that post-COVID-19 Bali's economic growth has exceeded national economic growth. On the other hand, the expanding tourism sector has contributed to positive economic growth in Bali. Bali's economy grew 8.09 percent in July-September 2022 compared to the same period the previous year. Since the first quarter of 2022, Bali's GDP has also shown positive growth of 1.4 percent annually and 3.1 percent in the second quarter. This growth is certainly inversely proportional to the previous two years. In addition to the economic impact on Bali, the G20 event is also considered a free promotional event worldwide. There are 2,500 people from 39 delegates visited Bali, including G20 member countries, invited countries, and world institutions.

## 5 Conclusion

The G20 is the main forum for international economic cooperation, which consists of countries with the largest economies in the world. G20 Summit in Bali has had an extraordinary impact on tourism and the economy of Bali. Infrastructure development is crucial for the long-term growth of the tourism industry. It can make tourist destinations more accessible and alluring, increasing the number of people who visit them. Competitive advantages like better lodging, transportation, and other amenities can also help Bali develop a favorable reputation as a tourist destination.

Bali's promotion as a desirable travel destination to the rest of the globe can benefit from the G20 Summit in Bali. The summit's media coverage and exposure may spark interest in Bali and promote travel there. This could result in a rise in tourism. In addition to attracting more foreign direct investment and business prospects, positive image and branding can help promote economic growth in the area.

This affects the condition of tourism and the acceleration of the Bali economy. Bank Indonesia noted that the expanding tourism sector has contributed to positive economic growth in Bali. Bali's economy managed to grow 8.09 percent in the July–September 2022 period compared to the same period the previous year. Since the first quarter of 2022, Bali's GDP has also shown positive growth of 1.43 percent annually and 3.05 percent in the second quarter.

## 6 About the author

Ni Nyoman Sri Astuti is currently active as a teaching lecturer at the Department of Tourism in the Tourism Business Management Study Program, Politeknik Negeri Bali. She holds a Ph.D. in tourism and is actively writing about specific tourism in the hospitality industry, rural tourism, cultural tourism, and tourism management.

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