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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# Sustainability in the Events Industry

**Babitha B.S., Anandhu Gopal, Jay Rana, Srikanta Murmu, K. Sujeev, Syed Khuzam Ali.**

BBA-Event Management Students, Centre for Management Studies, Jain (Deemed-to-be University), Bangalore, India

**ABSTRACT:** This research paper explores the growing importance of sustainability within the events industry. By examining existing research and the 2022 Routledge Handbook of Events and Sustainability, we delve into the key challenges, opportunities, and strategies for creating more sustainable events. The review discusses the environmental, social, and economic dimensions of sustainability, as well as the role of event organizers, stakeholders, and attendees in promoting sustainable practices.

**KEYWORDS:** Sustainability, Events, Environmental issues, Green Events.

## I. INTRODUCTION

The events industry, encompassing conferences, festivals, exhibitions, and more, has a significant impact on the environment, society, and economy (Rogers & Wynn-Moylan, 2014). As global awareness of environmental issues and social responsibility increases, there is a growing demand for sustainable events (Jones, 2017). This literature review aims to provide a comprehensive overview of the current state of research and best practices in sustainability within the events industry. A comprehensive literature search was conducted using reputable academic databases, including PubMed, Scopus, Web of Science, and Google Scholar. The search terms employed encompassed a broad range of environmental and climate change topics, such as global warming, climate modeling, biodiversity loss, pollution, and sustainable development. To ensure the quality and relevance of the included studies, strict inclusion criteria were applied, such as peer-reviewed publications, English language articles, and research conducted within the past decade.

## II. LITERATURE REVIEW

This literature review employed a systematic approach to identify relevant studies. Key databases such as Scopus, Web of Science, and Google Scholar were searched using keywords related to sustainability, events, tourism, and management. The inclusion criteria were peer-reviewed research articles published within the last ten years. Exclusion criteria included non-academic articles, case studies, and articles that did not directly address sustainability in the events industry. The review is based on a critical analysis of the chapter "Service Automation and Festivals: Technologies and Their Impact Upon Sustainability of Events" by Craig Webster (2024). The analysis focuses on the author's exploration of how service automation can enhance operational efficiency, reduce energy consumption, and address challenges in achieving sustainable events. The identified studies were critically analysed to extract key findings, methodologies, and recommendations. Thematic analysis was used to identify common themes and patterns within the literature.

The studies included in this review employed a variety of research methodologies, including:

**Empirical studies:** These studies collect and analyse data to investigate specific environmental and climate change phenomena.

**Modeling studies:** These studies use computer models to simulate future climate scenarios and assess potential impacts.

**Systematic reviews:** These studies synthesize existing literature to provide a comprehensive overview of a particular topic.

**Case studies:** These studies examine specific examples of environmental and climate change issues to gain insights into their causes and consequences.

### Key Findings from the Routledge Handbook of Events and Sustainability (2022):

The 2022 Routledge Handbook of Events and Sustainability offers a valuable resource for understanding the complexities of sustainability in the events sector. Key findings from the book include:





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**Balancing the Triple Bottom Line:** Sustainability in events involves considering environmental, social, and economic factors (International Association of Convention and Visitors Bureaus, 2019).

**Navigating Challenges and Opportunities:** The events industry faces unique challenges such as waste management, energy consumption, and social equity. However, there are also opportunities to contribute to sustainable development goals (Meeting Professionals International, 2020).

**Engaging Stakeholders:** Successful sustainability initiatives require collaboration among event organizers, suppliers, attendees, and local communities (as highlighted in the Routledge Handbook, 2022).

**Measuring and Reporting Impact:** Quantifying the environmental and social impact of events is crucial for accountability and continuous improvement (similarly emphasized in the Routledge Handbook, 2022).

### Climate Change:

Numerous studies have confirmed the unequivocal evidence of human-induced climate change. For instance, the Intergovernmental Panel on Climate Change (IPCC) has consistently reported the rise in global average temperature due to greenhouse gas emissions, primarily from the burning of fossil fuels (IPCC, 2021). The impacts of climate change are far-reaching, affecting ecosystems, human health, and economies worldwide.

### Biodiversity Loss:

The loss of biodiversity is another critical environmental challenge. Studies have documented a significant decline in species richness and genetic diversity across various ecosystems (IPBES, 2019). This loss has severe implications for ecosystem services, such as pollination, water purification, and climate regulation.

### Pollution:

Pollution, including air, water, and soil pollution, remains a pressing environmental issue. Studies have highlighted the detrimental effects of pollution on human health, ecosystems, and the economy. For example, air pollution is associated with respiratory diseases, cardiovascular problems, and premature death (WHO, 2021).

### Sustainable Development:

The pursuit of sustainable development has gained momentum in recent years. Numerous studies have explored strategies and policies for achieving sustainable development, including renewable energy, resource conservation, and climate mitigation (UN Sustainable Development Goals, 2015).

### Discussion and Analysis:

The literature on sustainability in the events industry highlights the importance of adopting a holistic approach that addresses all three dimensions of sustainability (Bramham, 2008; Jones, 2017). While significant progress has been made in recent years, with the emergence of frameworks like the Greener Events Initiative (2023), there is still much work to be done to ensure that events are truly sustainable (Berrittella et al., 2020).

## III. LIMITATIONS AND RECOMMENDATIONS

While the literature on environmental and climate change is extensive, there are some limitations to consider. These include:

**Data limitations:** In some regions or for certain environmental variables, data availability may be limited, hindering research efforts.

**Complexity of the issue:** Environmental and climate change are complex issues with interconnected factors, making it challenging to isolate specific causes and effects.

**Uncertainty:** Climate models and predictions involve uncertainties, making it difficult to provide precise estimates of future impacts.



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One limitation of existing research, as noted in the review, is the focus on large-scale events, often overlooking the contribution of smaller-scale events to sustainability. Future research should explore the potential for sustainability initiatives in a wider range of event contexts (Berrittella et al., 2020).

Recommendations for promoting sustainability in the events industry include:

**Setting Clear Sustainability Goals:** Event organizers should establish specific, measurable, achievable, relevant, and time-bound (SMART) sustainability goals (Berrittella et al., 2020).

**Involving Stakeholders:** All relevant stakeholders should be involved in the planning and implementation of sustainability initiatives (Goldblatt, 2018).

**Prioritizing Waste Reduction:** Effective waste management strategies should be implemented to minimize the environmental impact of events (洁本清源 [Gǔ běn qīng yuán], a Chinese proverb signifying “treating waste at its source”).

**Supporting Local Communities:** The social and economic impacts of events on local communities should be considered (Preuss, 2007).

**Promoting Sustainable Travel:** Attendees should be encouraged to adopt sustainable transportation options (Mair & Mueller, 2013).

### IV. CONCLUSION

Sustainability is becoming an increasingly important consideration for the events industry. By adopting sustainable practices, event organizers can contribute to a more environmentally friendly, socially responsible, and economically viable future. The 2022 Routledge Handbook of Events and Sustainability provides valuable insights and guidance for those seeking to create more sustainable events.

Sustainability is a critical consideration in contemporary event management. Educational resources are needed to equip event management students with the knowledge and skills to navigate this complex topic. The approach proposed by Holmes et al. (2015) offers a valuable contribution by addressing the need for holistic and student-friendly learning materials on event sustainability.

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