

Sustainable Issues and The Events Industry

Ioana Dobos

Introduction

The concept of sustainability has been topic of discussion for numerous authors over the years; however, due to the fast development of the media, the approach and understanding towards sustainability has changed (Dickson & Arcodia, 2010). The focus of sustainable issues has shifted from a political responsibility to an international joint responsibility of all individuals and organisations that may contribute to these issues (Dickson & Arcodia, 2010; Musgrave, 2011).

Sustainability is a contemporary topic worldwide, showing a major concern within service industries such as events and tourism (Dickson & Arcodia, 2010; Sox et al., 2013; Laing & Frost, 2010; Getz, 2009; Rittichainuwat & Mair, 2012). The fast development of tourism within the last 20 years has brought forward sustainable issues that perhaps were not as noticeable previously (Lansing and Vries, 2007; Bernini et al. 2015). Additionally, the events industry brings £42.3bn within the UK only (Booker, 2016), showing a fast development of the industry and high demand, which can be subject to bringing numerous sustainable issues. Festivals and business events are specifically becoming a product of the tourism industry, due to the high demand in taking international and domestic trips to participate in these (Rittichainuwat & Mair, 2012; Quinn, 2006; Jago & Mair, 2010).

The aim of this essay is to critically discuss sustainability applying the 'triple bottom line' concept to festivals and business events, exploring the main sustainable issues related to them. Moreover, the author aims to explore the level of involvement of stakeholders and attendees in taking part in sustainable practices. Lastly, appropriate recommendations on how this contemporary issue can be improved will be made.

What is Sustainability?

Sustainability is a well-known topic within the tourism and events industry. Over the years, authors have looked at impacts caused by the events industry, focusing on three pillars: environmental, economic and social (Lawton, 2009; Hansmann et al., 2012; Morelli, 2011; Okech, 2010).

Sustainability aims to meet the needs of the current generation, ensuring that these current needs are not bringing any negative impacts for the future generations (Hansmann et al., 2012; Lansing and Vries, 2007; Morelli, 2011; Dodds and Joppe, 2009; Okech, 2010).

However, other authors argue that organisations use sustainability and ethical practices as a marketing tool to promote and differentiate themselves from other competitors on the market (Laing & Frost, 2010; Lansing and Vries, 2007; Campo & Baldassarre, 2016). Additionally, Campo and Baldassarre (2016, pp.421) believe that " The interconnection between sustainability and marketing is closer than it appears" and that many organisations use sustainability to become more appealing to stakeholders (Campo & Baldassarre, 2016). On the other hand, Lawton's (2009) research does not recognise any benefits in promoting festivals as sustainable, meaning that not all organisations can

use sustainability as a competitive advantage. Other organisations are considered to focus on “preserving” resources rather than “sustainably using” them (Dewhurst & Thomas, 2003, pp.348); meaning that due to the different definitions of sustainability, it is difficult for companies to take one single approach around this concept and implement policies (Dodds & Joppe, 2009; Morelli, 2011).

Festivals and Business Events

The events industry within the UK accounted £42.3bn in 2016 (Booker, 2016), with £19.9bn generated from meetings and conferences and £2.4bn from festivals and music events (Brooker, 2016). However, festivals and business events are now more popular not only on a national scale but also internationally, slowly becoming a product of the tourism industry (Rittichainuwat & Mair, 2012; Mair & Laing, 2012). Therefore, these have a higher likelihood to bring sustainable impacts to destinations. Destinations often use the “Boosterism” strategy (Getz & Page, 2016, pp.593) to promote themselves through events by using these as an “unique selling point” (Getz & Page, 2016, pp.593) aiming to place themselves higher on the market against competitors.

Festivals can vary from music, food, film or religious and are important as they bring high opportunities for cultural tourism to developed and developing countries and an increased destination marketing promotion (Rittichainuwat & Mair, 2012; Andersson & Getz, 2008). Europe is a great example for festivals, with numerous music festivals within established countries such as England, Sweden, Belgium, Italy, Spain and France but also with new countries slowly emerging such as Croatia, Hungary, Romania and Poland (Paris, 2017). Additionally, USA and Australia are also great examples for festivals such as Coachella and Splendour in the grass (DiCrescenzo et al., 2017). On the other hand, business events include conferences, meetings, exhibitions and seminar, also known as MICE (Mair & Jago, 2010). These events are huge contributors to the economy as individuals travel to domestic or international destinations for business purposes, and often decide to spend extra time to visit the destination (Sox et al., 2013; Mykletun et al., 2014). According to Smart Meetings (2017), Europe and Asia hold the most suitable facilities and infrastructures for the MICE industry, bringing high incomes to local and national economies.

Festivals and business events are considered to bring both negative and positive sustainable impacts; however, this essay focuses on the negative impacts. To better understand sustainability within the events industry, the concept of triple bottom line is used to focus on economic, environmental and social impacts festivals and business events are currently bringing worldwide.

Sustainability in the Events Industry

Sustainability and Events

In the last decades, individuals' approach to travelling has completely changed forgetting frontiers between nations and opening up to more regular international trips (Taks, 2013). This has enabled events to become part of the tourism industry and stimulate individuals to travel to other destinations for events such as festivals and business events.

Although, these types of events are very popular and beneficial for the worldwide economy, it is important to consider other sustainable issues they may bring (Rittichainuwat & Mair, 2012; Sox et al., 2013; Andersson & Getz, 2008; Mair & Laing, 2012; Musgrave, 2011). According to Zifkos (2015) there is not enough available research on sustainability in relation to the events industry, believing that majority of studies focus on the management aspect of events. This is also confirmed by Frost and Laing (2010) who believe that little research has been carried out in relation to green events. Additionally, Zifkos (2015) suggests that the events industry is such a diverse and dynamic industry that it is impossible to combine management and sustainability; therefore, further research within sustainability is required. On the other hand, Collins and Cooper (2017) argue that in the last few years the study of sustainability within events has shifted from an environmental and economic focus to a more broader examination, considering also social and cultural factors. This emphasises that the growth of the events industry, has brought a greater awareness amongst individuals who are now more motivated to research about this phenomenon.

The sustainable issues within the events industry can be explored through the concept of the triple bottom line. The triple bottom line was introduced by John Elkington in 1994 discussing that organisations should not only focus on their economic performances but should also embrace responsibilities on a social and environmental level (Zak, 2015). This concept confirms Collins and Cooper's (2017) argument of sustainability becoming a broader subject taking into consideration environmental, economic and social issues.

This concept has often been correlated to sustainability and applied to Corporate Social Responsibility (CSR) strategies. CSR strategies are used by organisations to set sustainable practices into place (Font et al., 2014; Bohdanowicz et al., 2011). CSR strategies are created to ensure that organisations behave ethically towards the environment, people and economy which is a concept very similar to sustainability (Dodd & Joppe, 2009). However, it is often forgotten that differently from sustainability, CSR involves regulations and certificates to promote the business' ethical behaviour, aiming to create a competitive advantage against other businesses (Doods and Joppe, 2009; Bohdanowicz et al., 2011; Inoue and Lee, 2011). Through the triple bottom line, it is possible to identify issues that are currently ongoing within festivals and business events, which can then be considered by organisations and applied accordingly within their CSR strategies.

Sustainable issues at Festivals and Business Events

Festivals and business events are subject of bringing numerous environmental, social and economic issues to a destination.

Environmental

The major environmental issue associated with festivals and business events is the effect that travelling is having on the world; the high CO₂ emission from short/long haul and domestic trips by air, road and sea are contributing to the planet's climate change (Collins & Cooper, 2016; Rittichainuwat & Mair, 2012; Mykletun et al., 2014). Climate change brings negative impacts on both festivals and business events, as they involve either outdoor activities or air travel; hence, individuals

may be demotivated to attend such events due to weather conditions and possible natural disasters (Andersson & Getz, 2008; Mair & Jago, 2010; Dickson & Arcodia, 2010; Merrilees & Marles, 2011). Other important sustainable issues caused by festivals and business events are paper waste, water consumption, energy consumption, air pollution from fireworks and overcrowding areas (Dickson & Arcodia, 2010; Sox et al., 2013; Mykletun et al., 2014). For example, India and China hold every year events such as Diwali or lantern festivals which involve lighting a high number of fireworks and sparkles creating air pollution through carbon dioxide, metal and other chemicals affecting the well-being of local communities (Dickson & Arcodia, 2010). Additionally, overcrowding, water and energy consumption and CO₂ emission are the main issues within art festivals in South Africa (Viviers et al., 2017). Organisers and participants of these art events are aware of the environmental issues that these are causing, however not everyone is willing to compromise to minimise those impacts (Viviers et al., 2017). On the other side, Turkey's overall business events industry has little knowledge on the concept of 'green'; therefore, minimising issues such as wastage, CO₂ emission, energy and water consumption through the implementation of policies results to be pretty challenging and will remain so until organisations will build an interest around the 'green events' topic (Aksu et al., 2015). Lastly, festivals like Glastonbury in the UK suffer every year from overcrowding, food and litter wastage and air pollution (Moore, 2014). Overall, it is possible to notice that festivals and business events deal with similar environmental issues not matter their geographical position. However, little information in regard to how organisations deal with these issues is available; therefore, it is challenging to explore whether developing and developed countries deal with environmental issues similarly. There are still very little appropriate regulations put in place for events to be sustainable; hence, stakeholders and participants might still not recognise the above issues as such (Mykletun et al., 2014).

Social

Social issues focus on the relationship between local communities and guests but also on the level of satisfaction of residents while these events are taking place (Yolal et al., 2016; Lawton, 2009; Pavlukovic et al., 2017). Social issues have mainly been discussed within festivals, as due to the nature of these events, they are more likely to bring negative social impacts to the community (Deery & Jago, 2010). Little information is associated with business events as they primarily focus on the economic aspect of the issue (MICE Report, 2013). However, only in recent years authors have increasingly focused on social issues within festivals, hence this is a relatively new topic of research (Jani & Philemon, 2016; Kumar & Hussain, 2014; Deery & Jago, 2010; Pavlukovic et al., 2017). The main social issues identified at festivals are: drug and alcohol consumption, sexual harassment, changes in local culture and traditions (Pavlukovic et al., 2017; Deery & Jago, 2010). For example, Sweden's Bravalla music festival will be cancelled in 2018 due to 11 sexual harassment reported in 2017 (BBC, 2017), aiming to organise a festival for women only in 2018 (White, 2017). This is a perfect example of how an image of a destination can be ruined by social issues. Additionally, UK festivals are likely to introduce drug-testing services to minimise the risk of negative social behavior taking place (Baggs, 2017). 173 people were arrested at Outlook festival in Croatia due to high consumption of drugs (Robson, 2017). All these examples, emphasise that once again developing and developed countries take similar approaches towards negative social issues.

Social issues discussed above affect the positive perception local communities have on festivals, as these anti-social behaviours can take place before, during and after an event (Yuruk et al., 2017) and can result dangerous for residents and can negatively affect the image of a destination (Pavlukovic et al., 2017; Deery & Jago, 2010). Additionally, festivals involve a high number of volunteers who are usually local residents; therefore, it is important to ensure that organisations bring appropriate

security measures and set specific plans into place to ensure a smooth relationship between residents and participants (Pavlukovic et al., 2017).

Economic

Economic issues caused by festival and business events focus on the negative impacts these bring to the local communities and the overall destination (Pavlukovic et al., 2017). Business events and festivals are known to be really important for the economy of developing and developed countries as these bring direct and indirect income to destinations (Kumar & Hussain, 2014). However, the events industry is also known to bring negative economic impacts to destinations such as pricy products and investment of money on appropriate infrastructures to hold events (Pavlukovic et al., 2017; Horvath, 2011). Many destinations that are popular for festivals have increased prices of products to benefit from a higher profit, as visitors are always willing to pay more while away (Pavlukovic et al., 2017). However, this has brought negative socio-economic impacts to residents who have to spend extra money to buy products or eat out which contributes to a negative perception from locals towards festivals (Pavlukovic et al., 2017). Additionally, as business events are becoming more popular, new infrastructures have been built in different destinations to be able to provide appropriate services and satisfy attendees' expectations (Horvath, 2011). The issue with building new venues is that many residents (taxpayers) are unhappy that the money is spent on facilities that are not beneficial to them (Horvath, 2011). For example, in Siofok (Hungary) a high amount of money has been invested in improving the city and building new hotels and venues to make the destination more appealing to business travellers; however, the issue is that Hungary is still a developing country that could use the money to improve other facilities that can bring direct benefit to locals (Horvath, 2011).

Stakeholders and Attendees involvement

Stakeholders and attendees' level of interest in taking part in sustainable practices varies depending on their level of interest and benefits perceived in taking this action (Adema & Roehl, 2010; Laing & Frost, 2010; Dickson & Arcodia, 2010; Babiak & Trendafilova, 2011; Mair & Laing, 2012; Dickson & Arcodia, 2010; Musgrave, 2011; Mykletun et al., 2014).

Stakeholders

Stakeholders play a huge part in ensuring that sustainable practices are taken within the events industry. Stakeholders implement strategies such as CSR which aims to implement specific practices to ensure that employees work together to ensure a smooth delivery of services without affecting the environmental, social and economic factors of a destination (Babiak & Trendafilova, 2011). On the other hand, CSR strategies are often used as a marketing tool to promote their practices, also known as "greenwashing" (Babiak & Trendafilova, 2011; Laing & Frost, 2010, pp.265). Researches have shown that many stakeholders have taken actions to minimise their footprint (Mair & Lago, 2010); however, stakeholders at different levels will have different expectation and involvement in sustainable practices (Mykletun et al., 2014; Sox et al., 2013). Mykletun et al.'s (2014) research,

shows that within business events managers, planners, delegates and meeting organisers have different interests on sustainability.

Stakeholders are aware of sustainable issues that the events industry can cause to a destination, however planners and meeting organisers believe that it would be too expensive to take sustainable actions (Mykletun et al., 2014). However, Sox et al.'s (2013) research suggests that meeting planners are willing to invest more to use sustainable venues. Delegates result more open minded than managers, as they are happier to embrace sustainable practices (Mykletun et al., 2014). This emphasises that within the same category of stakeholders, levels of interest in being sustainable can differ, which may be due to other factors such as education and age (Mykletun et al., 2014). Females have shown a higher interest in undertaking sustainable practices (Mykletun et al., 2014), which may explain the reasons behind the lack of specific sustainable regulations in place. 40% of men are more inclined to be promoted to a management position (CMI, 2017), making it difficult for women to take control of the current sustainable issues. Furthermore, the lack of agreement between stakeholders in regard to sustainability at festivals often is related to factors such as lack of financial support from association and agencies, lack of time and lack of control (Mair & Laing, 2012; Dickson & Acordia, 2010). Additionally, another important stakeholder group to consider are sponsors and participants who according to Laing and Frost (2010) are very challenging to manage as in the last years they have become more aware of sustainability and are now looking to work with venues and events that are sustainable. Contrary, Rittichainuwat & Mair (2012) research, suggests that sponsors are the ones who are not very supportive towards sustainability as it makes events look low-priced. Generally, it is possible to notice an unbalance between stakeholder groups towards sustainability which also confirms Mykletun et al. (2014) who believe that this is due to the fact that sustainable approaches are currently taken with the bottom-top approach. Therefore, employees at the bottom are trying to convince managers and CEO's to become more environmentally friendly.

Attendees

On the other hand, attendees' perspective towards sustainability can vary as not all attendees will have the same approach towards taking sustainable practices (Rittichainuwat & Mair, 2012). This is because little research has been conducted to understand attendees' level of interest and motivations in becoming sustainable during events (Rittichainuwat & Mair, 2012; Lee et al., 2013). Current research suggests that attendees are willing to pay more at events that are sustainable (Sox et al., 2013; Laing & Frost, 2010). However, according to Myung (2017), attendees are likely not to choose sustainable events as they may affect the cost of their tickets. Moreover, Myung's (2017) research identifies that women attendees, differently from men, are more inclined to pay extra for an event that uses sustainable venues and undertakes sustainable practices. This confirms Mykletun et al.'s (2014) research who believe that women are more interested in being sustainable. Additionally, other researchers argue that attendees are lacking in awareness of what appropriate sustainable practices are (Lee et al., 2013), making it challenging for individuals to embrace the concept of sustainability. According to Lee et al. (2013), attendees will become more predisposed to sustainable practices if organisers introduce signs and posters at events that can educate individuals towards appropriate practices.

Conclusion

To conclude, this research contributes to the understanding of sustainability within the events industry. The events industry contributed to the UK economy by £42.3bn in 2016 (Brooker, 2016) and has now become a product of the tourism industry (Rittichainuwat & Mair, 2012). This research has identified numerous environmental, social and economic issues related to the events industry (Pavlukovic et al., 2017; Deery & Jago, 2010; Dickson & Arcodia, 2010). The main issues identified are air pollution, wastage, drugs and alcohol consumption, sexual harassments and building new infrastructures (Pavlukovic et al., 2017; Deery & Jago, 2010; Dickson & Arcodia, 2010). Additionally, it is possible to notice that developed and developing countries are dealing with the same sustainable issues; however, due to the limited research it is challenging to determine whether these countries are able to minimise sustainable issues in similar ways. Moreover, this research suggests that the involvement of stakeholders and attendees in sustainable practices are likely to differ based on their knowledge, education, age, gender and level of interest (Mykletun et al., 2014; Sox et al., 2013; Mykletun et al., 2014; Lee et al., 2013). Overall, little agreement between stakeholders and attendees is perceived within this research, making it challenging to find ways to minimise the issues identified and currently ongoing within the events industry.

Recommendations

The author believes that there are measures that can be taken to improve current sustainable issues within the events industry. There are technological developments that could be implemented within events, for example the use of iPads and laptops to minimise paper wastage (Sox et al., 2013). Recycling at festivals will minimise the wastage of litter and food. Additionally, introducing security measures such as drug tests and extra police/security men at events to minimise sexual harassments and drug consumption will contribute to a positive image of destinations and will improve the perception residents have towards attendees. Moreover, the infrastructures that are being built for event purposes could be used for other purposes that can benefit residents to ensure that the socio-economic impacts of events are minimised and residents are satisfied. Overall, the most important action to take to improve these sustainable issues is for stakeholders to take involvement in sustainable practices, by implementing specific regulations and practices that will motivate attendees to become sustainable. Building employees and attendees education around sustainable practices will bring positive results. Future research is recommended involving large samples and primary research to collect further information.

References

- Aksu, A. et al. (2015) Analysing Green Meeting Perceptions of Medical Meeting Participants: An Exploratory Research in the Antalya Region of Turkey. **European Journal of Tourism Research**, pp. 114-132.
- Adama, K. L. and Roehl, W. S. (2010) Environmental scanning the future of event design. **International Journal of Hospitality Management**, 29, pp. 199-207.
- Andersson, T. D. & Getz, D. (2008) Stakeholder Management Strategies of Festivals. **Journal of Convention & Event Tourism**, 9 (3), pp.199-220.
- Babiak, K. and Trandafilova, S. (2010) CSR and Environmental Responsibility: Motives and Pressures to Adopt Green Management Practices. **Corporate Social Responsibility and Environmental Management**, 18, pp. 11-24.
- Baldassarre, F. and Campo R. (2016) Sustainability as a marketing tool: To be or to appear to be?. **Business Horizons**, 59 (4), pp. 421-429.
- Baggs, M. (2017) Call for drug test services at all UK festivals and clubs after successful pilot. **BBC** [Online] 8th June. Available from: <<http://www.bbc.co.uk/newsbeat/article/40188448/call-for-drug-test-services-at-all-uk-festivals-and-clubs-after-successful-pilot> > [Accessed 12th December 2017].
- BBC (2017) Swedish music festival is cancelled in 2018 after rape and sexual assault claims. **BBC** [Online] 3rd July. Available from: <<http://www.bbc.co.uk/newsbeat/article/40477791/swedish-music-festival-is-cancelled-in-2018-after-rape-and-sexual-assault-claims> > [Accessed 12th December 2017].
- Bernini, C. et al. (2015) Visitor expectations and perceptions of sustainability in a mass tourism destination. **Tourism in Southern and Eastern Europe**. Vol. 3, pp. 1-17.
- Bohdanowicz, P. et al. (2011) International hotel chains and environmental protection: an analysis of Hilton's we care! Programme (Europe, 2006-2008). **Journal of Sustainable Tourism**, Vol.9, (7) pp. 797-816.
- Brooker, B. (2016) An Introduction To The UK Event Industry In Numbers. **Eventbrite** [Online] August. Available from: <<https://www.eventbrite.co.uk/blog/uk-event-industry-in-numbers-ds00/> > [Accessed 10th December 2017].
- CMI (2017) Men 40% more likely than women to be promoted in management roles. **CMI** [Online] 23rd August. Available from: <<http://www.managers.org.uk/about-us/media-centre/cmi-press-releases/men-forty-percent-more-likely-than-women-to-be-promoted-in-management-roles> > [Accessed 13th December 2017].
- Collins, A. and Cooper, C. (2017) Measuring and managing the environmental impact of festivals: the contribution of the Ecological Footprint. **Journal of Sustainable Tourism**, 25 (1), pp.148-162.
- [Deery](#), M. and [Jago](#), L. (2010) "Social impacts of events and the role of anti-social behaviour". **International Journal of Event and Festival Management**, 1 (1), pp.8-2.
- Dewhurst, H. and Thomas, R. (2003) Encouraging sustainable business practices in a non-regulatory environment: A case study of small tourism firms in a UK national park. **Journal of Sustainable Business**, Vol.11, (5) pp. 348-403.

- Dickson, C. & Arcodia, C. (2010) Promoting sustainable event practices: The role of professional associations. **International Journal of Hospitality Management**, 29, pp.236-244.
- DiCrescenzo, B. et al. (2017) The 50 best music festivals in the world. **Timeout** [Online] 23rd February. Available from: < <https://www.timeout.com/london/music/the-50-best-music-festivals-in-the-world> > [Accessed 10th December 2017].
- Dodds, R. and Joppe, M. (2009) **The demand for and participation in corporate social responsibility and sustainable tourism- implications for the Caribbean**. Vol.2, (1) pp. 1-10.
- Fletcher, M. (2015) Events industry helps power UK economy. **Raconteur** [Online], 28th May. Available from: < <https://www.raconteur.net/business/events-industry-helps-power-uk-economy> > [Accessed 17th November 2017].
- Font, X. et al. (2014) Sustainability motivations and practices in small tourism enterprises in European protected areas. **Journal of Cleaner Production** pp. 1-10.
- Getz, D. (2009) Policy for Sustainable and Responsible festivals and events: institutionalisation of new paradigm. **Journal of Policy Research in Tourism, Leisure and Events**, 1 (1), pp.61-78.
- Getz, D. and Page, S. J. (2016) Progress and prospects for event tourism research. **Tourism Management**, 52, pp. 593-631.
- Horvath, Z. (2011) The economic impacts of conference tourism in Siofok, the "Capital" of lake Balaton. **Journal of Tourism and Geosites**, 7 (1), pp.75-86.
- Hansmann, R. et al. (2012) Principal sustainability components: empirical analysis of synergies between the three pillars of sustainability. **International Journal of Sustainable Development & World Ecology**, 19, pp. 451-459.
- Inoue, Y. and Lee, S. (2011) Effects of different dimensions of corporate social responsibility on corporate financial performances in tourism-related industries. **Tourism Management** pp. 790-804.
- Jani, D. and Philemon, J., R., M. (2016) Comparison of Local and international festival attendees' motives and perception of festivals impacts: case of Sauti Za Busara. **Events Management**, 20, pp. 341-351.
- Lansing, P. and Vries, P. (2007) Sustainable Tourism: Ethical Alternative or Marketing Ploy?. **Journal of Business Ethics**, pp. 77-85.
- Laing, J. & Frost, W. (2010) How green was my festival: Exploring challenges and opportunities associated with staging green festivals. **International Journal of Hospitality Management**, 29, pp.261-267.
- Lawton, L. J. (2009) Birding Festivals, Sustainability, and Ecotourism. **Journal of Travel Research**, 48 (2), pp.259-267.
- Lee, W. et al. (2013) Green attendees' evaluation of green attributes at the convention centre: using importance-performance analysis. **An International Journal of Tourism and Hospitality research**, 24 (2), pp. 221-240.
- MICE (2013) Green Meetings [Online]. Available from: <https://www.businesseventsthailand.com/fileadmin/user_upload/documents/mice-reports/MICE_Report_2013_-_Issue_1.pdf> [Accessed 11th December 2017]

Merrilees, B. and Marles, K. (2011) Green business events: profiling through a case study. **Events Management**, 15, pp.361-372.

Morelli, J. (2011) Environmental sustainability: definition for environmental professors. **Journal for Environmental Sustainability**, Vol.1 (1) pp. 1-9.

Moore, T. (2014) Festival season: how to encourage sustainable behaviour among campers. **The Guardian** [Online] 14th July. Available from: < <https://www.theguardian.com/sustainable-business/estival-season-waste-emissions-transport-sustainable-behaviour> > [Accessed 11th December 2017]

Musgrave, J. (2011) Moving towards responsible events management. **Worldwide Hospitality and Tourism Themes**, 3 (3), pp.258-274.

Mykletun, R. J. et al. (2014) Green Meetings – Do They Matter to their closest stakeholders?. **Scandinavian Journal of Hospitality and Tourism**, 14 (3), pp. 211-233.

Myung, E. (2017) An exploratory study of attendee willingness to pay for environmentally friendly meetings. **International Journal of Hospitality and Tourism Administration**, 18 (3), pp. 272-287.

Okech, R. N. (2010) Socio-cultural impacts of tourism on World Heritage Sites: Communities' perspective of Lamu (Kenya) and Zanzibar Islands. **Asia Pacific Journal of Tourism Research**, Vol.15, (3) pp. 340-351.

Pavlukovic, V. et al. (2017) Social impacts of music festivals: Does culture impact locals' attitude toward events in Serbia and Hungary?. **Tourism Management**, 63, pp. 42-53.

Paris, N. (2017) Europe's best summer music festivals for 2017. **The Telegraph** [Online] 2nd May. Available from: < <http://www.telegraph.co.uk/travel/festivals-and-events/europe-best-summer-music-festivals/> > [Accessed 10th December 2017].

Quinn, B. (2006) Problematising 'Festival Tourism': Arts Festivals and Sustainable Development in Ireland. **Journal of Sustainable Tourism**, 14 (3), pp.288-306.

Rittichainuwat, B. & Mair, J. (2011) An exploratory Study of attendee perceptions of green meetings. **Journal of Convention & Event Tourism**, 13 (3), pp.147-158.

Robson, S. (2017) Croatian police arrest 173 people during drugs crackdown at Outlook festival - 103 are British. **Mirror** [Online] 13th September. Available from: < <http://www.mirror.co.uk/news/uk-news/croatian-police-arrest-173-people-11164844> > [Accessed 13th December 2017].

Sox, C. B. et al., (2013) An exploratory study of meeting planners and conference attendees' perceptions of sustainable issues in convention centres. **Journal of Conventions & Event Tourism**, 14 (2) pp.144-161.

Taks, M. (2013) Social sustainability of non-mega sport events in a global world. **European Journal for Sport and Society**, 10 (2), pp. 121-141.

Viviers, P. et al. (2017) Attendees' attitudes towards supporting green practices at two Afrikaans art festivals. **African Journal of Hospitality, Tourism and Leisure**, 6 (2), pp.1-25.

White, A. (2017) Swedish music festival to go 'women-only' following string of sexual assaults. **The Telegraph** [Online] 6th July. Available from: <<http://www.telegraph.co.uk/music/news/swedish-music-festival-go-women-only-following-string-sexual/>> [Accessed 12th December 2017].

Yolal, M. et al. (2016) Impacts of festivals and events on residents' well-being. *Annals of Tourism Research*, 61, pp.1-18.

Yuruk, P. et al. (2017) Analyzing the effects of social impacts of events on satisfaction and loyalty. **Tourism Management**, 60, pp. 367-378.

Zak, A. (2015) Triple bottom line concept in theory and practice. **Social responsibility of Organisations Directions of Changes**, 387, pp. 251-164.

Zifkos, G. (2014) Sustainability Everywhere: Problematising the "Sustainable Festival" Phenomenon. *Tourism and Planning development*, **12**, pp. 6-19.