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## SUSTAINABILITY EVENT MANAGEMENT

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**Abstract:** Events that emphasize responsibility towards the environment, society, and the economy. This research investigates the concepts and methods of sustainable event management, focusing on the incorporation of environmentally friendly initiatives, efficient use of resources, and community involvement throughout the event planning and implementation process. Important tactics comprise reducing waste, lowering carbon emissions, and encouraging ethical behavior among all parties involved. The results underline the rising significance of embracing sustainable approaches in light of global environmental issues and the growing interest in eco-friendly events. By analyzing case examples and effective practices, this study offers practical recommendations for event planners to synchronize their activities with sustainability objectives, ultimately aiding in the creation of a more sustainable future within the event management sector.

**Keywords:** Sustainable, Event Management, Practices, Challenges, and Opportunities for Environmental and Social Impact

### INTRODUCTION

The core principles of sustainability event management involve creating a process of change that is aligned with the use of resources, investment, technological development, and institutional change. In event management, sustainability encompasses the management of important assets, including natural, human, financial, and physical assets, to support long-term wealth and well-being. However, social sustainability is often overlooked in sustainable development discussions, which tend to focus more on environmental aspects. Social sustainability in event management is very important to ensure the well-being of individuals and communities. Furthermore, sustainable festivals or events not only implement environmentally friendly practices but also ensure events remain relevant by providing positive contributions to the surrounding environment. Economic sustainability can also be a primary concern in event management. Organizers must ensure events run according to budget and provide sustainable positive economic impacts for local communities, and these benefits must be felt equitably among the community. With a comprehensive approach, sustainable event management must consider economic, social, and environmental aspects in an integrated manner.

The key practices in effective sustainability event management to reduce environmental impact include waste management through recycling, promotion of sustainable transportation such as the use of public transportation and bicycles, implementation of energy efficiency with energy-saving equipment and renewable energy sources, as well as water conservation through water-saving facilities. Sustainable procurement by selecting suppliers and local products with minimal packaging is also important, accompanied by stakeholder engagement to increase awareness of sustainable practices.

Sustainability event management is considered quite important in the tourism industry because it is influenced by various reasons. People are now aware that large events such as festivals, conferences and meetings can damage the environment. For example, such events are perceived to generate carbon emissions, waste, and high energy consumption, which can have negative impacts on local ecosystems. Tourists, especially the younger generation, are increasingly concerned about environmental damage. They tend to choose events or businesses that support sustainability and are environmentally friendly. Third, events that adopt sustainability practices usually have better

reputations and are more attractive to participants, sponsors, and the general public. Governments in various countries are now introducing regulations that encourage sustainability in the event sector. This makes event organizers follow these rules to remain attractive to the market. Not only that, sustainability events provide positive impacts for local communities, such as opening employment opportunities, preserving culture, and improving infrastructure. Other benefits include creating environmental awareness, encouraging environmentally friendly lifestyles, and preserving natural resources for future generations.

Previous research on sustainability events has focused more on discussing the reduction of negative environmental impacts from events held. The term "sustainability events" is often directly associated with efforts to create environmentally friendly events. However, when examined more closely, this approach is considered too narrow because it only focuses on environmental aspects without considering social and economic impacts directly. Social and economic impacts can be felt when village communities attend events and adjust their lifestyle, which shows social and economic influence while creating economic opportunities through the purchase and sale of relevant fashion. Government policies, including those issued by the Ministry of Tourism and Creative Economy, have significant impacts such as requiring the involvement of MSMEs (Micro, Small, and Medium Enterprises) in an event. This policy aims to create positive economic impacts for local business actors while supporting community empowerment through their active participation in the event.

An event needs to consider environmental, social, and economic aspects because these three aspects are very important and have considerable influence. Especially event managers must ensure that every event held must support environmental preservation, provide social benefits to the surrounding community, and contribute to local economic improvement. With an approach from these three aspects, events are not only successful operationally but also provide sustainable positive impacts. This research aims to examine how sustainable event management can contribute to environmental and social sustainability goals. This research not only focuses on the environment which receives much primary attention, but explores the role of events in sustainable social and economic development. In understanding how event management can support the sustainability of cities, communities, and society broadly, including social equality issues. This research also aims to identify challenges and opportunities faced by event organizers in implementing sustainability that can

drive positive change in the economy, by integrating the three dimensions of environmental, social, and economic sustainability as an inseparable unity.

## LITERATURE REVIEW

The Triple Bottom Line (TBL) framework serves as the theoretical foundation for understanding sustainability in event management by connecting economic, social, and environmental dimensions (Holmes dkk. 2015a). In tourism event planning contexts, TBL offers valuable guidance for decision-making to minimize negative impacts while generating optimal results. Economic sustainability focuses on event financial viability while considering economic impacts on surrounding communities, social sustainability emphasizes the well-being of people involved in events, and environmental preservation addresses waste minimization and conservation of water and energy (Holmes dkk. 2015a). Implementation challenges include impact measurement and reporting, stakeholder engagement, and cost considerations in implementing sustainable practices (Holmes dkk. 2015a).

Events demonstrate significant potential to enhance local community well-being through involvement, inclusivity, and cultural recognition (Holmes dkk. 2015a; Mair dan Smith 2021a; Perry, Ager, dan Sitas 2020). Cultural festivals unite various ethnic groups and strengthen social cohesion while building residents' sense of belonging and pride in their cultural heritage (Agyeiwaah dan Zhao 2024). Events contribute significantly to economic sectors through employment creation, increased tourist visits, and local business development (Holmes dkk. 2015a; Le dkk. 2024). Large events create employment opportunities especially in infrastructure development, urban layout renewal, and event operations while attracting tourists and media attention (Holmes dkk. 2015a; Richardson 2019).

Environmental impact reduction involves identifying main impacts such as air pollution, waste accumulation, energy consumption, habitat destruction, and traffic congestion (Holmes et al., 2015). Strategic steps include emission reduction through public transportation and renewable energy use, waste management with recycling programs, natural resource conservation, and choosing event locations without disturbing existing ecosystems (Holmes et al., 2015). Events supporting local businesses create positive impacts across all three dimensions by increasing community income, creating employment opportunities, strengthening resident relationships, preserving culture, and reducing negative environmental impacts through promoting renewable energy and low-emission

vehicles (Postaire, Jerman, dan Alcouffe 2024; M.S. dkk. 2025; Agyeiwaah dan Zhao 2024; González-García dkk. 2022; Torres, Barbieri, dan Muñoz 2024).

Research reveals several practical challenges including substantial additional costs requiring large initial capital for environmentally friendly materials and renewable energy investments (Holmes dkk. 2015a; Mair dan Smith 2021a). Stakeholder support from event organizers, vendors, participants, and local communities proves essential, and lack of supporting infrastructure including public transportation and recycling facilities affects implementation effectiveness (Holmes dkk. 2015a). Community involvement in event planning proves crucial, as active participation creates ownership sense and strengthens community support (Holmes dkk. 2015a; Parra-Camacho dkk. 2023; Perry, Ager, dan Sitas 2020; Postaire, Jerman, dan Alcouffe 2024).

Events serve as effective platforms for introducing environmentally friendly technology and promoting sustainable lifestyles (Mair dan Smith 2021a; Holmes dkk. 2015a; Richardson 2019). Technology implementation in event operations demonstrates concrete sustainability examples, while exhibitions showcase latest innovations allowing participants to interact directly with green technology (Elagouz dkk. 2022; M.S. dkk. 2025). Event organizers hold key roles in creating sustainable value through establishing sustainability standards, coordinating event elements, and implementing environmentally friendly practices (Bart Aswain dkk. 2024; M.S. dkk. 2025; Moradi dkk. 2024; Elagouz dkk. 2022).

## METHOD

This research employs a comprehensive literature review methodology to examine sustainable event management practices, challenges, and opportunities. The research synthesizes findings from multiple academic sources, with at least 80% of references from recent publications to ensure current and relevant findings. The Triple Bottom Line (TBL) framework serves as the primary theoretical foundation to analyze the integration of environmental, social, and economic dimensions in event management.

Data sources were collected from peer-reviewed journals, books, and academic publications related to sustainable event management, tourism, and environmental management. The literature selection criteria included: (1) relevance to sustainable event management; (2) focus on environmental, social, and/or economic dimensions; (3) empirical

evidence or theoretical frameworks; and (4) publication quality and credibility. Data analysis was conducted through content analysis and thematic synthesis, identifying key themes, patterns, and relationships across the reviewed literature. The analysis framework was structured around TBL dimensions, examining how events integrate sustainability across environmental conservation, social well-being, and economic viability. Case studies of successful sustainable events, including Bali Spirit Festival and Coachella Valley Music and Arts Festival, were analyzed to extract practical implications and best practices.

## RESULTS AND DISCUSSION

### Integration of Social, Economic, and Environmental Dimensions in Events

The Triple Bottom Line (TBL) framework proves essential for understanding sustainability in event management by connecting economic, social, and environmental dimensions (Holmes dkk. 2015a). In tourism event planning contexts, TBL offers valuable guidance for decision-making to minimize negative impacts while generating optimal results. Economic sustainability focuses on event financial viability while considering economic impacts on surrounding communities (Holmes dkk. 2015a). Social sustainability emphasizes the well-being of people involved in events (Holmes dkk. 2015a). Environmental preservation has become a widely considered aspect where minimizing waste and conserving water and energy are important priorities (Holmes dkk. 2015a). Implementation challenges include impact measurement and reporting (Holmes dkk. 2015a), stakeholder engagement including local communities, businesses, and tourists (Holmes dkk. 2015a), and cost considerations in implementing sustainable practices (Holmes dkk. 2015a).

### Social Dimension: Community Well-being and Inclusivity

Events demonstrate significant potential to enhance local community well-being through involvement, inclusivity, and cultural recognition. Cultural festivals that unite various ethnic groups strengthen social cohesion (Holmes dkk. 2015a). These events build residents' sense of belonging and pride in their cultural heritage (Mair dan Smith 2021a; Perry, Ager, dan Sitas 2020), providing platforms for social interaction that encourage collaboration among community members (Agyeiwaah dan Zhao 2024; Holmes dkk. 2015a). Well-designed events promote diversity and empower marginalized groups by providing visibility

(Perry, Ager, dan Sitas 2020) while improving quality of life through safe public spaces and access to arts and culture (Mair dan Smith 2021a).

Involving local communities in event planning and implementation is crucial for success and sustainability. Effective strategies include public consultation designed to facilitate community participation through open forums and surveys (Postaire, Jerman, dan Alcouffe 2024; Barbaros, Duduciuc, dan Grădinaru 2023; Liu 2020). Collaboration with local organizations such as NGOs and small businesses empowers local economies (Bart Aswain dkk. 2024; Vrontis dkk. 2021) and recruits effective volunteers (Mair dan Smith 2021a). Facilitating active community participation through training programs (Holmes dkk. 2015a), creative workshops (Mair dan Smith 2021a), and contests encouraging creative expression remains important. Recognition of local culture must be upheld by integrating local arts and culture into events and involving local artists (Le dkk. 2024), while ensuring respect for local values and traditions.

Events serve as venues to preserve and promote local culture while providing economic support for local businesses. The Mallaig festival celebrating maritime heritage attracts tourists to learn about local fishing culture while benefiting related businesses economically (Agyeiwaah dan Zhao 2024). Sebuah event berperan dalam mempromosikan bakat dan keahlian lokal dengan mendorong keterlibatan dan kontrol masyarakat, yang melibatkan warga dalam proses perencanaan untuk memastikan manfaatnya dirasakan secara langsung oleh komunitas. Pendekatan ini membantu menciptakan event yang relevan dengan lokasi dan didukung penuh oleh masyarakat setempat (Perry, Ager, dan Sitas 2020). Selain itu, event dapat menumbuhkan rasa bangga terhadap tradisi budaya lokal. Dengan edukasi publik menggunakan berbagai media untuk meningkatkan kesadaran akan pentingnya budaya lokal. Pendekatan ini tidak hanya memperkenalkan perubahan budaya tetapi juga memperkuat pemahaman masyarakat tentang pentingnya sustainability (Postaire, Jerman, dan Alcouffe 2024).

#### **Economic Dimension: Contribution to Local Economy**

Events contribute significantly to economic sectors through employment creation, increased tourist visits, and local business development. Large events like the Olympics create employment opportunities especially in infrastructure development, urban layout

renewal, and event operations (Holmes dkk. 2015a). Organizers utilize events as economic development tools to attract tourists and media attention (Holmes dkk. 2015a). Events also develop local businesses by utilizing agricultural products, local foods, and local products. Sports and cultural events support business actors, strengthen local communities, and increase cultural awareness, though reducing negative public perceptions of event impacts remains important to ensure contributions to sustainability event management (Le dkk. 2024).

Sustainability events provide various economic, social, and environmental benefits. Economically, such events create employment opportunities through prioritizing local resource use including catering services, transportation, hospitality, and event material production. Partnering with local vendors helps stimulate regional economies and opens new job opportunities (Richardson 2019). Sustainability events increase tourism by strengthening environmentally conscious destination images, attracting tourists who appreciate environmentally friendly practices. This tourism increase generates larger income for local businesses such as hotels, restaurants, and tour operators while creating new jobs in the tourism sector (Richardson 2019).

#### **Environmental Dimension: Reducing Negative Event Impacts**

Reducing negative environmental impacts from events involves identifying and observing main impacts such as air pollution, waste accumulation, energy consumption levels, habitat destruction, and traffic congestion (Holmes et al., 2015). Strategic steps include emission reduction through public transportation and renewable energy use, waste management with recycling programs, natural resource conservation, and choosing event locations without disturbing existing ecosystems (Holmes et al., 2015). Beyond mitigation, events can promote sustainability through participant education, collaborating with environmental organizations, and implementing sustainability practices throughout event series (Holmes et al., 2015). Systematic approaches need application, especially involving five main stakeholders across sectors to realize economic, social and environmental sustainability.

Environmentally friendly technology application in temporary events constitutes an important step to reduce negative environmental impacts. Implementable strategies include renewable energy use such as solar panels, energy-efficient equipment, and smart lighting systems. Water management improves through

water-efficient equipment, rainwater collection, and recycled water use (M.S. dkk. 2025). Additionally, recycled material selection, single-use plastic reduction, and organic waste composting contribute to better waste management (M.S. dkk. 2025). Thorough planning including environmental impact assessment, resource reduction targets, and participant education proves key to ensuring events run sustainably and provide long-term community benefits (Postaire, Jerman, dan Alcouffe 2024).

### **Synergy Between Social, Economic, and Environmental Dimensions**

Events supporting local businesses create positive impacts across economic, social, and environmental dimensions. Economically, they help increase community income in event environments and create new employment opportunities (Postaire, Jerman, dan Alcouffe 2024; M.S. dkk. 2025), encouraging sustainable economic growth (Postaire, Jerman, dan Alcouffe 2024). Socially, community involvement strengthens resident relationships, preserves surrounding culture, and improves quality of life (Agyeiwaah dan Zhao 2024). Environmentally, sustainability-focused events promoting renewable energy and low-emission vehicles reduce negative environmental impacts (Postaire, Jerman, dan Alcouffe 2024; González-García dkk. 2022; Torres, Barbieri, dan Muñoz 2024) and increase awareness about environmentally friendly lifestyles (Postaire, Jerman, dan Alcouffe 2024).

### **Challenges and Barriers in Sustainability Dimension Integration**

Research reveals several practical challenges in implementing sustainability events. Additional costs require substantial initial capital due to needs for environmentally friendly materials, renewable energy source investments, and waste management preparation affecting financial profits not calculable initially (Holmes dkk. 2015a; Mair dan Smith 2021a). Stakeholder support from event organizers, vendors, participants, and local communities proves essential, as parties prioritizing only their interests hinder implementation due to unwillingness to accept losses (Holmes dkk. 2015a; Mair dan Smith 2021a). Lack of supporting infrastructure including public transportation, recycling facilities, or renewable energy source tools affects implementation effectiveness (Holmes dkk. 2015a).

Temporary events like festivals, exhibitions, and conferences pose numerous sustainability practice challenges. Time limitations mean festivals rarely lasting several days affect

organizer-supplier relationships. Each event's unique scale, scope, and location should influence sustainability approaches. Events consume many resources like energy, water, and materials in short periods, affecting large waste generation, congestion, and accommodation and transportation demands. Stakeholders should maintain good connections to realize sustainability. Temporary event nature often hinders long-term sustainability planning and implementation. Main focuses include building and maintaining sustainability programs, establishing relationships committed to sustainability, involving communities in long-term sustainable efforts, and tracking and evaluating sustainable measures over time.

### **Community Role and Inclusivity in Event Management**

Community involvement in event planning and implementation is considered important especially regarding tourism. When communities actively participate in planning, they feel they have important roles in events, even small roles like selling products (Holmes dkk. 2015a). Involving communities in decision-making empowers them in shaping events, affecting communities feeling they have tourism roles making their opinions more considered and accountable (Holmes dkk. 2015a). Events become important platforms showcasing local culture and traditions by involving communities authentically according to what exists in that community, uniting traditional characteristics packaged in modern forms becomes interesting (Holmes dkk. 2015a; Mair dan Smith 2021a). Communities also contribute to social, economic and cultural sustainability of events.

To ensure event accessibility for all groups, organizers must address inclusivity by understanding stakeholder diversity. Steps include providing disability-friendly facilities and conducting staff training to respond to diverse participant needs. Additionally, maximizing technology use helps people with disabilities or those in greater need. Getting participant input proves crucial for making future events more inclusive, as accessibility must be continuously improved by learning from experience and adjusting to diverse participant needs.

Analyzing social impacts of events on communities is considered quite important to feel positive impacts produced (Holmes dkk. 2015a), identifying negative impacts and challenges that might arise (Holmes dkk. 2015a). This analysis increases accountability and transparency of event committees to communities (Parracamacho dkk. 2023) hasil evaluasi pun bisa

memberikan informasi dan memastikan sustainability (Parra-Camacho dkk. 2023).

### **Event Roles in Promoting Technology and Sustainable Lifestyles**

Events whether festivals, conferences, or exhibitions function to introduce environmentally friendly technology and gather stakeholders including organizers, participants, exhibitors, sponsors, and local communities to share knowledge, innovation, and sustainable solutions. Events become sustainability learning opportunities showcasing green technology like electric vehicles in Formula E events promoting renewable energy and environmentally friendly materials (Mair dan Smith 2021a), demonstrating sustainable practices in implementation such as renewable energy, waste reduction, and local product use like music festivals encouraging reduced water consumption (Holmes dkk. 2015a). Events providing space to inform sustainability through conferences include the MEDICOM Forum in Romania for exchanging sustainability strategy ideas in health (Barbaros, Duduciuc, dan Grădinaru 2023). Events like workshops at Peats Ridge Sustainable Art and Music Festival encourage participant behavior changes in implementing sustainable practices in daily life (Holmes dkk. 2015a). However, events must integrate sustainability consistently in implementation (Mair dan Smith 2021a).

Events serve as effective platforms introducing environmentally friendly technology, increasing awareness, and encouraging green technology adoption. Technology implementation in event operations like electric bus use at 2022 FIFA World Cup™ (Elagouz dkk. 2022) or solar energy-based smart microgrids at Amrita University (M.S. dkk. 2025) demonstrates how events become concrete sustainability examples. Additionally, exhibitions like CES and Greenbuild Expo showcase latest innovations while trial facilities and workshops allow participants to interact directly with environmentally friendly technology (M.S. dkk. 2025). Making events educational venues and experiences helps green technology become more easily accepted and supports sustainable futures.

Events become effective educational platforms promoting sustainable lifestyles. Supporting local products where local vendors and craftspeople receive space to display goods supports local economies (Richardson 2019). Events also exemplify sustainability practices by providing separate trash bins, composting stations, and environmentally friendly dining equipment. Visitors become more active through interactive experiences like recycling workshops

or minimal waste living challenges. Partnerships with environmental organizations enrich event content while providing participant involvement opportunities. These steps not only support environments but also create more meaningful and positively impactful events (Richardson 2019).

Several events have implemented environmentally friendly technology and sustainable lifestyles aimed at reducing negative environmental impacts while providing long-term benefits. For example, the "Stabiliz-E" event at Amrita University, India uses 12 kW solar panels to meet campus energy needs as an effort to reduce dependence on non-renewable fossil energy. The rural electrification project in Komazhikudi, Kerala uses river flow to provide electricity for households and public facilities, also serving as a step to educate surrounding communities about renewable energy (M.S. dkk. 2025).

### **Stakeholder Management in Sustainable Event Ecosystems**

Event management is influenced by identification, understanding, and involvement of various stakeholders affecting event sustainability performance (Holmes dkk. 2015a). Collaboration between organizers, participants, suppliers, sponsors, and local communities proves important in sustainability implementation (Holmes dkk. 2015a). Having same goals allows stakeholders to align processes, bring same perspectives to create excellent things, and provide best roles in sharing knowledge and best practices (Holmes dkk. 2015a). Stakeholder involvement increases accountability, transparency, and better event experiences (Bart Aswain dkk. 2024). The process involves stakeholder identification, influence analysis, targeted engagement strategies, collaborative planning, transparent communication, and continuous monitoring and evaluation for effectiveness (Holmes dkk. 2015a; Richardson 2019; Bart Aswain dkk. 2024). This approach enables events to reduce environmental impacts while providing social and economic benefits from various parties.

Event organizers hold key roles in creating sustainable value through establishing sustainability standards, coordinating event elements, and implementing environmentally friendly practices. They are responsible for formulating sustainability visions such as carbon emission reduction, water conservation, and waste reduction (Bart Aswain dkk. 2024). Organizers also select environmentally friendly locations and vendors and compile energy, water, and transportation management guidelines (Bart

Aswain dkk. 2024). Additionally, organizers must ensure effective communication and staff training to support sustainability (M.S. dkk. 2025). Logistics management supporting sustainability includes public transportation, sustainable food, and waste reduction (Moradi dkk. 2024; Elagouz dkk. 2022). By utilizing renewable energy, reducing plastic waste, choosing environmentally friendly materials, and providing local food, organizers make events inspirational venues for sustainability (Moradi dkk. 2024; M.S. dkk. 2025).

Visitors have important roles in supporting sustainability events. They can minimize personal environmental impacts by bringing reusable water bottles to reduce waste. Clear information about sustainability initiatives and how visitors can contribute proves important to encourage their involvement. Organizers can add educational elements like exhibitions, demonstrations, and interactive activities to teach sustainability practices. Partnerships with environmental organizations also open opportunities for visitors to contribute further. Additionally, efforts to reduce food waste prove important, which events can support by providing food in controlled portions. Visitors can also provide feedback through surveys or discussions to improve sustainability aspects at future events (Richardson 2019).

Local communities play important roles in sustainability event success through contributions as knowledge sources, local expertise, resource providers, participation encouragers and supervisors (Holmes dkk. 2015a; Parra-Camacho dkk. 2023; Perry, Ager, dan Sitas 2020; Postaire, Jerman, dan Alcouffe 2024). The Africa Week Festival in Johannesburg involves local communities in planning because they have deep understanding of culture, environment and needs in their own regions (Perry, Ager, dan Sitas 2020). Active local community participation creates ownership sense, strengthens community support thus making events more inclusive (Parra-Camacho dkk. 2023). However, local communities still often face challenges like difficult communication, lack of trust, and unequal profit sharing. Necessary measures to overcome this include establishing open communication, involving local communities in every decision-making, and creating fair cooperation.

Collaboration between event organizers, participants and local communities proves very important for sustainability events. Organizers can choose environmentally friendly locations using green technology (M.S. dkk. 2025) and use sustainable transport in activities. Participants

can actively participate by choosing environmentally friendly options and waste separation activities, while local communities can support through sustainable resources and training. Public and private sector integration also supports sustainability through appropriate and adequate policies and infrastructure (Elagouz dkk. 2022). The Kampung Berseri Astra festival in East Java exemplifies successful cooperation, inspiring other events to adopt similar practices.

### **Building Social and Economic Legacy Through Sustainable Events**

Sustainable events can provide long-term impacts on communities and economies, building legacies produced by events themselves. Socially, events increase community pride and involvement, strengthen social relationships, and improve quality, such as the Macau Food Festival promoting social interaction and place attachment (Mair dan Smith 2021b). Economically, events open employment opportunities, increase economic quality, encourage environmentally friendly businesses, and improve infrastructure and tourism income (Holmes dkk. 2015a; Mair dan Smith 2021a). Success requires good planning, stakeholder involvement, and focus on reducing negative impacts like inequality in benefits. By prioritizing social and economic sustainability, events provide real and sustainable benefits for local communities.

Events have great potential to provide long-term positive impacts for local communities by strengthening social relationships, increasing community participation, and creating empowerment opportunities (Postaire, Jerman, dan Alcouffe 2024). As meeting points, events encourage interaction, collaboration, and celebration of shared identity, strengthening social networks and building mutual trust (Parra-Camacho dkk. 2023). Community participation in event planning and implementation increases ownership sense, supports local initiatives, and provides volunteer opportunities for skill development (Mair dan Smith 2021a; Postaire, Jerman, dan Alcouffe 2024). Additionally, events can empower communities by increasing confidence, facilitating aspiration delivery, and promoting social change (Postaire, Jerman, dan Alcouffe 2024). According to Postaire, Jerman, dan Alcouffe (2024), by promoting collaboration and positive norms, events contribute to social capital strengthening community sustainability and local economies.

Sustainability events have significant positive impacts for local communities from infrastructure improvement to human resource

development. Infrastructure development like transportation, accommodation and public facilities provides long-term benefits in event preparation for the Tamworth Country Music Festival and 1992 Olympics in Barcelona (Holmes et al., 2015). Events create employment opportunities and improve local workforce skills through training and direct experience. Using local resources like food and labor strengthens local economies while reducing environmental impacts. Maximizing these benefits requires thorough planning, collaboration between event organizers and communities, and commitment to long-term positive impacts (Holmes et al., 2015).

### **Case Studies: Events Successfully Implementing Sustainability**

Sustainability issues in event organization have become main concerns amid increasing awareness of environmental, economic and impact issues on local communities where events take place. From large events like Olympics to small-scale festivals, implementing sustainability practices is demanded. One example is the emergence of guidelines and regulations issued by governments, industries and non-profit organizations designed to integrate environmental aspects, social welfare and financial transparency in every event held. In implementation, not only should social and environmental aspects be considered, because without considering economic aspects this will threaten event continuity in the future (Holmes et al., 2015).

Bali Spirit Festival (BSF) demonstrates sustainability commitment by implementing practices aligned with Tri Hita Karana philosophy, namely harmony between spiritual, social, and environmental aspects. In environmental sustainability, BSF uses environmentally friendly construction materials like bamboo and rattan from local farmers, and enforces strict "no single-use plastics" policy through waste management programs. From social-cultural sustainability, BSF deeply respects local culture by incorporating traditional Balinese elements like dance, yoga, and workshops. Local community involvement appears through recruiting workers for event venue construction and demolition. Economically, BSF prioritizes local suppliers for food, souvenirs, and arts to support local economies (Yusuf dan Praptika 2024).

The Coachella Valley Music and Arts Festival in California, United States, is a large event successfully implementing sustainability from environmental, social, and economic aspects (Holmes dkk. 2015a). To reduce environmental impacts, Coachella runs carpool

programs encouraging visitors to come together, reducing cars entering festival areas (Holmes dkk. 2015a). The festival also utilizes renewable energy with solar-powered stages and energy-efficient lighting, and has recycling and composting programs to reduce waste (Holmes dkk. 2015a). Socially, this event encourages visitor interaction by providing art installations and experiences enabling visitor interaction, besides showcasing multiple music genres representing various cultures (Holmes dkk. 2015a). Economically, this event involves local businesses through cooperation with various parties like food, beverage, and merchandise provision, positively impacting local economies through tourist arrivals (Holmes dkk. 2015a). This event provides evidence that large events not only reduce environmental impacts but provide social and economic benefits for surrounding communities.

BSF and Coachella display serious commitment to sustainability issues though with different approaches. BSF integrates Balinese local philosophy into event organization like Tri Hita Karana and Catur Marga Yoga as foundations to achieve sustainability. The festival emphasizes self-development and spirituality, not tied to any religion, while supporting local communities through using environmentally friendly materials along with environmental conservation and economic empowerment. On the other hand, Coachella focuses on social engagement and community through charity funds, local area artist participation, and providing space for communities to contribute to festivals. Coachella also has quite good programs in sustainability aspects including waste management, waste recycling, and public transportation use to reduce environmental impacts from private transportation. Despite differences in philosophy and scale, both festivals show unique sustainability approaches. BSF is smaller-scale and more spiritually oriented, while Coachella as a large festival offers broader entertainment and art experiences. Both provide positive impacts for environments and communities through seriousness toward sustainability and innovation in festival management (Holmes dkk. 2015a; Yusuf dan Praptika 2024).

Observing sustainability practices implemented by Bali Spirit Festival (BSF) and Coachella reveals sustainability is not only about protecting environments but also supporting local communities and surrounding economies. BSF carrying Tri Hita Karana philosophy provides positive impacts for Balinese communities through local economic support

and nature preservation. On the other hand, Coachella, though larger, also implements sustainability by managing waste, utilizing renewable energy, and involving communities and local artists. Both festivals show sustainability can be implemented in ways appropriate to respective contexts and philosophies, whether for small or large festivals. The implication is that sustainability practices involving strong relationships with local communities can enhance visitor experiences and provide real benefits for local communities. For Indonesian festivals like BSF, continuously developing sustainability practices aligned with local values proves very important, while large festivals like Coachella teach that innovation in waste management and community involvement remains crucial. Therefore, event organizers must learn from both festivals, create holistic strategies, and ensure social, economic, and environmental sustainability remain maintained for more responsible future event continuity (Holmes dkk. 2015a; Yusuf dan Praptika 2024).

## CONCLUSION

Sustainability event management becomes very important to reduce negative environmental impacts while providing social and economic benefits for surrounding communities. Practices like waste management, environmentally friendly material use, and supporting local products and labor can create more responsible events. However, various challenges remain including high initial costs, lack of awareness from all parties, and limited infrastructure supporting sustainability. To overcome this, approaches involving all parties need implementation so sustainability concepts are not only concepts but can truly be realized.

Close collaboration between event organizers, governments, local communities, and private parties proves very necessary. Governments can provide support through incentives or supporting facilities, while local communities can be

involved during events thus creating stronger ownership sense. Organizers also need to encourage environmentally friendly technology use like solar panels, energy-efficient equipment, and better waste management to reduce environmental impacts. Additionally, supporting local products will strengthen regional community economies.

Education also becomes key to success in sustainability event management. Organizers can present activities involving visitors like workshops or exhibitions to increase awareness about environmentally friendly lifestyle importance. This step not only provides more meaningful experiences for participants but also helps spread sustainability spirit to wider communities. After events end, comprehensive evaluation needs conducting to measure event impacts, whether social, economic, or environmental. With this approach, event management can create benefits not only felt during events but also provide sustainable positive impacts.

Several strategic recommendations emerge from this research. First, strengthening collaboration between event organizers, governments, local communities, and private sectors through clear mechanisms and aligned incentives. Second, encouraging environmentally friendly technology adoption including renewable energy, energy-efficient equipment, and better waste management systems. Third, prioritizing local product and labor use to strengthen regional economies. Fourth, developing comprehensive education programs for all stakeholders about sustainable practices and their benefits. Fifth, implementing systematic evaluation frameworks measuring social, economic, and environmental impacts to ensure continuous improvement. By implementing these recommendations holistically, event management can truly realize sustainability as not merely a concept but as concrete practice providing long-term benefits for all parties.

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