

UNIVERSITI TEKNOLOGI MARA

DETERMINANTS OF EVENT
PRACTITIONERS' INTENTION TO
IMPLEMENT SUSTAINABLE
EVENT MANAGEMENT
PRACTICES IN KLANG VALLEY,
MALAYSIA

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ABSTRACT

The move toward low-carbon communities and sustainable systems through sustainable event management shifting from conventional event management to more environmentally friendly and socially responsible practices requires active engagement from event companies and various stakeholders. This study aims to explore the relationship between attitude, subjective norms, and perceived behavioural control on the intention to practise sustainable event management. Additionally, it examines how environmental consciousness and economic benefits moderate event practitioners' intentions after being influenced by these variables. This paper contributes to the literature by providing a deeper understanding of what drives event management intentions toward sustainability, supporting existing green event initiatives. It also aims to raise stakeholder awareness and inform policymakers to develop innovative strategies for reducing environmental impact. This research employed purposive and cross-sectional sampling, collecting data from event professionals across various event types. The relationships among these variables were validated using Partial Least Squares Structural Equation Modelling (PLS-SEM) with a two-stage approach, including moderation analysis through the interaction term method. These findings are crucial for the Malaysian event management industry to implement sustainable practices effectively. The study also discusses limitations and directions for future research.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter summarised the background of the study and the problem statement related to the research. Additionally, it included the research objectives that guided the purpose of the study, the research questions, the significance of the study, and its scope. The chapter concluded with the definition of key terms to facilitate understanding of the essence of the research and the organisation of this proposal.

1.2 Background of the Study

The event industry is a growing one. The global events industry market was valued at USD 1,022.4 billion in 2024 and is projected to reach approximately USD 3,274.6 billion by 2033, signifying robust growth at a Compound Annual Growth Rate (CAGR) of about 13.5% during the forecast period (Custom Market Insight (CMI), 2025). Events today serve multiple purposes, ranging from business profitability and entertainment to cultural preservation and community building. They can be small-scale gatherings or large-scale conferences and festivals, but regardless of size, events continue to significantly influence individual experiences and broader societal development. As Mair and Smith (2021) noted, events often served as platforms to test new initiatives, gather feedback, and stimulate social innovation.

Event management, therefore, is recognised as a professionalised discipline that involves planning, organising, and coordinating diverse types of events. The process extends from conceptualisation to post-event evaluation, covering critical tasks such as venue selection, scheduling, logistics, budgeting, stakeholder engagement, and audience experience design (Bladen et al, 2022). The growing demand for professionally executed events has contributed to the industry's expansion, particularly in tourism and destination management, where events are vital in enhancing competitiveness and achieving organisational goals (Maliuta et al., 2021; Carswell et al., 2023).