GREEN EVENT PRACTICES: UNDERSTANDING THE ADAPTATION OF EVENT ORGANISERS THROUGH A SYSTEMATIC REVIEW

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ABSTRACT

Scholars agreed that the events affect the economy, socio-culture, and the environment across the triple bottom line. However, the impacts across the triple bottom line are not always positive. Hence, the event organisers should implement green practices to reduce the negative impacts of the events. In the meantime, sustainable event management remains unchartered territory in event studies and the effort to systematically review the green event adaptation among event organisers is still lacking. Thus, this study supports further understanding of green event practices by focusing on published literature on green event adaptation among event organisers worldwide. For this purpose, this study conducted a systematic review using Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) in four phases. This study applies a qualitative approach to uncover the focused issues related to the adaptation of green event practice. According to the findings of this study, it can be concluded that published literature (journals) as one of the knowledge sources for the event organisers provides inadequate information regarding the green event practices, specifically on the adaptation of green events. Therefore, this study urged further research to include a holistic discussion or exploration of the topic. This effort can provide more information to the event organisers – but not only limited to them –, so that a better understanding regarding green event adaptation in

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organising their events in the future can be achieved. However, the event organisers are not the only party responsible for the green event practices. Proper action also needs to be taken to prepare the other stakeholders, facilities, resources and local authority to go green.

Keywords*: Green events practices, Event organisers, systematic review*

INTRODUCTION

According to Nawarathna and Arachchi (2021), events affect the economy, socio-culture, and the environment across the triple bottom line. Earlier, Anowar, Chamhuri and Shaharuddin (2013) also agreed that the events are among the vital sources of income generators in boosting Malaysia's economy by increasing economic impact and enhancing social, cultural and political impacts. For instance, from the economic perspective per se, MyCEB Malaysia Business Events Factsheet (2016) reported that business events brought more than one million delegates to Malaysia. This leads to an Estimated Economic Impact (EIP) of EUR 4.25 billion to Malaysia's economy in 2014. Malaysia also presents the best value as Asia's Business Events Hub in organizing business events named Meetings, Incentives, Conferences and Exhibitions (MICE) events (Positioning Malaysia as Asia's Business Events Hub, 2011).

However, Nawarathna and Arachchi (2021) added that the impacts across the triple bottom line are not always positive but also negative. Choe and Yap (2017) also agreed on these two sides of impacts (i.e., positive and negative). They mentioned that the increasing events held in Malaysia not only contribute positively to the country but also unfortunately lead to an increase in negative impacts on the environment. Hence, they suggested that event organisers and exhibitors should implement green practices to reduce the negative impacts on the environment. The suggestion from Choe and Yap (2017) seems aligned with Chiu, Ramely, and Abdul Wafi (2020). Chiu, Ramely, and Abdul Wafi (2020) expressed that the event organisers should plan, organise, manage and stage a greener event to reduce the negative impacts and optimize the opportunities.

Previously, Carlsen and Taylor (2003) also mentioned that green elements in the event industry are crucial and thus, are preferable in implementing planning and organizing any events. Discussing green, Hussain, Reddy, and Abdul Aziz (2019) also highlights Malaysia's big step towards sustainability. Besides, Pernecky (2015) also reported sustainable event management remains unchartered territory in the domain of event studies. Other than that, Devenish and Moital (2019) addressed that the effort to systematically review the green event adaptation among event organisers is still lacking. Thus, this study supports further understanding of the mentioned issue in upholding green event practices. This study explores green event practices by focusing on published literature on green event adaptation among event organisers.

LITERATURE REVIEW

The United Nations Environment Program (2009) defined a green event as a planned, coordinated, implemented event that reduces the negative impact on the environment and leaves a positive legacy for the host community. Waste reduction strategies, recycling initiatives, and water protection are among the various green practices (Laing & Frost, 2010). Other than that, Braungart et al. (2007) also listed waste minimization and recycling, energy management, pollution reduction, zero emissions, water savings, material use reduction, material life cycle assessment, and toxicity reduction as examples of green practices. An in-depth review from the shortlisted journals concluded that researchers in the event area ultimately agreed that green event practice is an ethical approach to save the environment (Tassiopoulos & Nicolaides, 2017).

On the other hand, Nawarathna and Arachchi (2021) addressed that hosting an event requires great resources. These resources include water, energy, material purchasing, transportation, and various other resources that result in waste and greenhouse gas emissions. Scholars also considered the non-green event as creating massive ecological footprints, including high use of energy, water, food and natural resources (Wee et al., 2017). However, Maguire and Hanrahan (2013) highlighted that stakeholders involved in the festival or event may not be sure on the way to reduce the impacts that arise from not managing these resources efficiently and effectively.

Indeed, the event hosted without adopting green event principles proved to negatively affect the environment (Wee et al., 2017) and has also impacted the environment considerably (Wadhwa, 2019). Therefore, a comprehensive understanding of green events among the event host is required.

METHODOLOGY

While this study explores green event practices by focusing on published literature on the green event adaptation among event organisers worldwide, this study conducted a systematic review using Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). According to Adnan et al. (2019), the systematic review is a systematic and explicit method to identify, select and critically review relevant data from past studies. Higgins et al. (2011) believe that the systematic review helps authors decide the content of past studies. PRISMA is a published standard that enables the evaluation and examination of the quality of past studies. Other than that, this study also believes the usage of PRISMA assists the study to better define the research questions that permits systematic research. Besides, it also helps the study in identifying inclusion and exclusion criteria. Sierra-Correa and Cantera (2015) also agreed with the mentioned values of PRISMA. Not only that, but PRISMA also allows the examination of the extensive database of scientific literature in a stipulated time and offers a systematic procedure for thorough review and process.

Halevi, Moed and Bar-IIan (2017) recommended to not solely depend on Google Scholar when making citations to optimise transparency and quality assurance. Thus, this study also includes the Scopus database in searching for the relevant articles. Indeed, the information gathered from the Scopus database complements the information collected from Google Scholars. This database covers multidisciplinary subject areas and the social sciences. Scopus is one of the most extensive abstracts and citation databases. It covers nearly 24,600 titles from approximately 5,000 publishers, of which 23,500 are peer-reviewed journals (Scopus Fact Sheet, 2019). However, this study specifies a few inclusion and exclusion criteria while screening the relevant articles from these databases. This study classifies the inclusion and exclusion criteria into four aspects: literature types, publication timeline, language, and the nature of study. Table 1

presents the details of these criteria.

Table 1. The Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Literature type	Journal (research articles)	Book series, chapter in the book, poster presentation
Publication timeline	2010-2019	2009 and before
Language	English	Non-English
Nature of the study	Focus on green event adaptation among event organisers	Not focus on green event adaptation among event organisers

Source: Self-developed figure by this study

As illustrated in Figure 1, this study conducted four phases of systematic review in May 2020. The first phase involves identifying the keywords used as listed in Table 2 in the search process. This study relies on previous studies and thesaurus in identifying the keywords related to green event adaptation. Figure 1 illustrates the number of literature identified on Scopus and Google Scholar databases. This study identified 724 literature which include 28 literature from Scopus and 696 literature from Google Scholar.

The second phase involves literature screening. At this stage, this study screened and removed 641 non-English literature out of 724 literature published before 2010 in the form of book series, chapters in books and poster presentations. The third phase is eligibility, whereby this study accessed the remaining literatures, which are the full journals. This study excludes the other 71 journals as they do not focus on green event adaptation among event organisers. Thus, only 12 journals are eligible and included in this study. The qualitative approach was applied to uncover the issues related to the topic under study, which is the adaptation of green event practice. While Dworkin (2012) mentioned many chapters in books, books, and articles that recommend guidance and suggest the number of participants of a qualitative study anywhere from 5 to 50 participants as adequate. Therefore, this study considers the number of journals reviewed in this study as acceptable and valid.
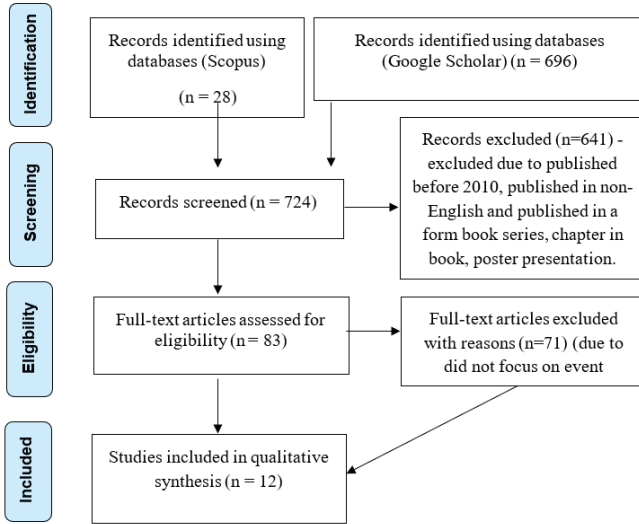
Figure 1. Number of Reporting Items for Systematic Reviews and Meta-Analyses

Source: Self-developed figure by this study

Table 2. The Search String used for the Systematic Review Process

Database	Keywords used
Scopus	TITLE-ABS-KEY (("green event" OR "environmental friendly event" OR "environmentally friendly event" OR "sustainable event" OR "eco-friendly event" OR "event greening" OR "environmental concern event" OR "responsible event" OR "ecological concern event" OR "event greening" OR "zero waste event" OR "zero-carbon event" OR "ecological responsiveness event" OR "go green event" OR "going green event" OR "responsible environmental event") AND ("event organiser" OR "event organiser" OR "event host" OR "event planner" OR "event manager" OR "event corporation" OR "event corporate"))
Google Scholar	Allintitle: ("green event" OR "environmental friendly event" OR "environmentally friendly event" OR "sustainable event" OR "eco-friendly event" OR "event greening" OR "environmental concern event" OR "responsible event" OR "ecological concern event" OR "event greening" OR "zero waste event" OR "zero-carbon event" OR "ecological responsiveness event" OR "go green event" OR "going green event" OR "responsible environmental event") AND ("event organiser" OR "event organiser" OR "event host" OR "event planner" OR "event manager" OR "event corporation" OR "event corporate")

Source: Self-developed table by this study

RESULTS

Table 3 lists 12 journals included and reviewed by this study. Indeed, this study confirmed the focus of these journals on green event adaptation among event organisers. The journals' focus on green event adaptation among event organisers can be classified into four main themes: green event definition, green event principles, barriers of going green, and benefits of going green.

Table 3. List of Journals Reviewed and their Four Main Focuses (Themes)

Journals (Authors)	Four Main Focuses (Themes)			
	Green Event Definitions	Green Event Principles	Barriers of Going Green	Benefits of Going Green
Buathong & Lai (2019)	/		/	
Devenish & Moital (2019)		/	/	
Wadhwa (2019)		/		/
Astawa et al. (2019)	/			/
Turner & Kennel (2018)	/		/	
Wang et al. (2018)		/		
Wee et al. (2017)	/		/	/
Diederichs & Roberts (2015)	/	/	/	/
Hunt (2015)	/	/		
Pernecky (2015)	/	/		
Zamzuri et al. (2015)	/	/	/	
Zhang & Park (2015)				/
Total Journals Focused on Theme	8 out of 12	7 out of 12	6 out of 12	5 out of 12

Source: Self-developed table by this study

Focus/ Theme 1: Green Event Definitions

The term green event has been explained differently by scholars worldwide. Turner and Kennel (2018) discussed a green event as an event that is not harming the environment, producing minimum waste, and ethically using the products and events materials. Indeed, an ethical event

organiser should always find an alternative to decrease the consumption of non-renewable resources and produce less waste (Wadhwa, 2019). As cited from the United Nations Environment Programme (2012), Wadhwa (2019) defined a green event as an event designed, organised, and implemented to minimise the negative impacts and leave a beneficial legacy for the host community and all involved. Hunt (2015) and Pernecky (2015) also refer to the green event as carbon neutral events and meetings; eco-events or eco-friendly events; green events; poverty reduction events; responsible events, and sustainable events. In a different study, Diederichs and Roberts (2015) classified the green event as a low carbon event properly designed to protect the climate.

The above definition verified that there is no unified definition of green events among practitioners even though there is a similarity in terms of the principles applied. Based on the variety of definitions reviewed, it can be concluded that the term green event is commonly explained using the following terms: an event that is not harming the environment, events that are minimising the negative impact to the environment, sustainable event, as well as low carbon event. The interchangeable word used increased the confusion that occurs among event organisers (Hunt, 2015).

Focus/ Theme 2: Green Event Principles

The next theme highlighted by the articles published in the Scopus and Google Scholar databases is green event principles. "Event greening principles" can be considered a standard approach to guide event organisers to produce a green event. However, event greening principles in explaining the flow of going green is sometimes interchangeably used with another term. Some scholars replaced the word "event greening principles" with "event greening indicators" (Astawa et al., 2019; Wadhwa, 2019). Diederichs and Roberts (2015) used "event greening initiatives" instead of event greening principles in a different study.

Nonetheless, all these terms carry the same concept and underpin the same goal: to minimise the negative environmental impact of events. Indeed, the process of greening an event requires a standard approach. Without a standard approach, the process of going green becomes difficult (Diederichs & Roberts, 2015). Content analysis on articles published within

Scopus and Google Scholar database found that there are six green event principles (which are also known as "green event variables, greening event indicators or green event initiatives) that are constantly being practised by event organisers worldwide (Figure 2).
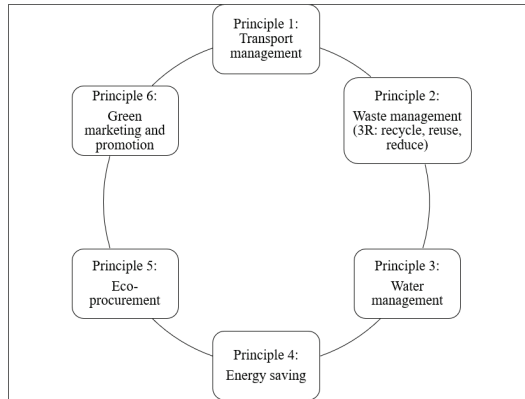
Source: Self-developed figure by this study

Principle 1: Transport Management

The event involved a lot of movement from the origin to the event venue. That movement required fuel to transport goods, services, and people to and from the event, resulting in carbon emissions. Several strategies can be undertaken to overcome the issue of high carbon emissions. For example is choosing the event venue near the target participants' origin (Wadhwa, 2019). Encouraging attendees to car share or carpool, using public transport such as buses, trains, shuttles, and others are also among the other examples (Wang et al., 2018). Buying event materials from local suppliers could also reduce the levels of movement. Besides, using an environmentally-friendly mode of transportation such as hybrid car is also good to be practised under transport management. The availability of shuttles and non-motorised public transport might help reduce the release of carbon into the air.

Principle 2: Waste Management (3R: Recycle, Reuse, Reduce)

The nature of the event that gathered many people at a specific location has resulted in the excessive use of several materials, leading to increased landfill waste. These materials are plastic bags, cans, plastic bottles, food

wrappers, event flyers/brochures, and food waste. The key components in waste management are waste minimisation and waste management. All these involve the 3R, which seems to be the best approach. For example, event organisers could provide a water refill station at the event venue instead of a single-use plastic bottle per person. This would prevent the waste of plastic bottles into landfills as it encourages recycling and reusing efforts. Moreover, changing the distribution of the information to the attendees into social media might also eliminate flyers or brochures.

Principle 3: Water Management

Water can be managed by selecting venues that implement water conservation and use water-efficient appliances. Before the venue selection, the event organiser must observe which event venue is adopting water management strategies. The event organiser should find a strategy to reduce attendees' dependency on water sources at the event venue. Perhaps organisers can follow suggestions proposed by Wang et al. (2018) and Zainol et al. (2017). For instance, decreasing wastewater emission, formulating water emission standards, improving wastewater treatment facilities, and implementing water reuse projects.

Principle 4: Energy Saving

An event is synonymous with enjoyment and excitement. Therefore, it needs to be designed exclusively and customised according to its theme to stimulate enjoyment and excitement. Most of the time, events' themes (regardless of the events) highly depend on the lighting. Proper lighting helps to visualise its theme. For example, a local entertainment event such as Anugerah Bintang Popular Berita Harian (ABPBH) needs an additional lighting system to visualise the concept brought by each of the performers. Besides, an indoor event also leads to high usage of air-conditioned system. To bring change in the current energy usage system, two main recommended aspects for event organisers are promoting energy-saving equipment or renewable energy (Wadhwa, 2019).

Principle 5: Eco-procurement

Having an event fundamentally involves a lot of purchasing goods and services. Eco-procurement or eco-friendly buying is considered appropriate

action to be taken by the event organiser to reduce the environment's adverse effects. Specifically, eco-procurement involves buying raw materials or event equipment from local suppliers. The motive is to shorten the movement level of suppliers to the event venue whilst reducing carbon emissions. For example, buying materials from suppliers in Kuala Lumpur might require 6 hours of travelling compared to buying materials from Alor Setar. It only requires a one-hour journey from the event venue, the Universiti Utara Malaysia (UUM), Sintok. Besides, the simple calculation shows carbon released from six hours journey might be heavier than the one-hour journey. Hence, less carbon is released into the air. The same principle applies when buying other events related to products such as gifts, bags, banners, decorative items, signage, and others.

Principle 6: Green Marketing and Promotion

Marketing and promotion are the most crucial stages in event management. This stage focuses on disseminating helpful information to the potential attendees so that the attendees will decide whether to attend the event or not. In green event contexts, marketing and promotion focus on how the event organisers conduct their marketing effort. The event considered as a green event is encouraged to use technological tools as agents to send the information. The traditional event organiser normally promote the event through a printed brochure or pamphlet, resulting in high paper use and high wastage. Luckily, the green event is an approach that encourages event organisers to promote events through the paperless approach.

Focus/ Theme 3: Barriers of Going Green

Apart from the benefits of going green, the articles published in Scopus and Google Scholar shortlisted as the sources of information for this paper also highlighted the barrier of going green-faced by the event organiser. Devenish and Moital (2019, p. 3) describe a barrier as "anything which prevents, obstructs or impedes while a facilitator is anything which assists, supports or expedites".

Indeed, going green is a holistic approach that can stabilise world ecology. However, this process is going to be challenging unless event stakeholders provide enough cooperation. Insufficient green knowledge that

leads to internal conflicts between the event organiser and its stakeholders might hinder the adaptation of the green principles. Thus, having proper communication would ensure the sustainable objectives and sustainable outcomes are understood by all parties involved (Turner & Kennel, 2018). Indeed, such communication on going green helps to achieve the green mission. Table 4 illustrates the barriers of going green that were explored by previous scholars.

Table 4. Barriers to Going Green

General Barriers	Specific Barriers	Explanation
Internal	No formal green policy in the organisation	The absence of a formal policy can hinder the reinforcement of green implementation. A formal policy stipulates rules and guidelines required to form green culture within an organisation (Devenish & Moital, 2019).
	Limited green event knowledge among staff	Limited green event knowledge among staff, i.e. event manager, or inter-department staff, to fully understand the green principle resulted in failure or misconduct in implementing the green event.
	Lacking management and organisational green culture, as well as green behaviour	Lack of green culture among the management team failed to encourage employee/staff to be involved in green principles. The management team did not nurture green culture among staff. Management is resistant to changes and prefers to proceed with the traditional way of managing events. This resistance is perhaps influenced by management's behaviour towards green practice.
	Lack of management support	Management and organisational culture did not encourage the employee to actively practice green. Management has a negative attitude towards green which results in discouragement in green practice.
	Lack of internal resources	Time and finance become constraints for green implantation within an organisation. Small Medium Enterprise (SME) have a low budget to send their staff for green training. Buying or renting greening equipment is also usually expensive rather than non-green equipment. Other than money, SME also has limited time to conduct research related to green effort.

External	An event venue that does not have environmentally friendly facilities	The event organiser must produce an event that suits with event concept. Some events require a specific place that might help to realise the event concept. The problem occurs when a particular place is not environmentally friendly. For example, hosting an event at a historic building might help create the event concept. However, most of the historical buildings did not have appropriate facilities for a green event. It has been built conventionally without an eco-bulb or inverter air-conditioned system (Turner & Kennel, 2018).
	Limited green knowledge / environmental knowledge among stakeholders	Outside catering companies, audio-video companies, and other external suppliers have limited green knowledge (Turner & Kennel, 2018).
	Less enforcement by the local authority	Green principles implementation requires cooperation from all stakeholders/parties involved. Lack of enforcement about the need of going green only reduce the cooperation level among stakeholders involved. If the local authority makes green practices compulsory, all stakeholders will definitely fulfil the requirement.
	Less participation and support from the government sector	Less participation from the government means less attention. Buathong and Lai (2019) found that leaders in destination never pay attention to the industry green's development.
	The absence of green policy at the local level.	The commitment to going green is strongly influenced by the green policy framework in the host cities.

Source: Self-developed table by this study

Focus/ Theme 4: The Benefits to Going Green

Content analysis on articles published in Scopus and Google Scholar databases also helps the authors to divide the benefits of green event practice into several themes. Table 5 illustrates the benefits of the green events according to their themes.

Table 5. Benefits of Going Green

General Benefits	Specific Benefits	Explanation
Organisational benefits	Positive status in the market	Event greening contributes to a noticeable validation of an event management company's commitment to sustainability, thereby creating a progressive image in the market. Due to the limited number of green events hosted in the market, the green event has become a unique product and attraction among other industry players. Some of the green events also become benchmarking for other non-green events. Thus, giving extra credit to the host and a positive reputation for the company.
	Sustain business practice	All the positive images and financial benefits gained from green event practice have been proven to sustain the event businesses.
	Financial benefits	Adapting resource conservation and waste management policies result in lowered costs and an increase in return on investment Expenditure can be reduced, and profit increased as green practices encouraged 3R: recycle, reduce and reuse.
Environmental benefits	Minimising the negative environmental impact of the event	Green event practices help in reducing energy consumption, minimising waste disposal and conserving water.
	Environmental innovation opportunities	Sustainable event management offers significant prospects to use innovative technologies and techniques in the field of event greening
		Promote resource-efficient local infrastructure, which establishes local climate protection that delivers long-term social and ecological benefits. Cultivate the investment in green event material such as energy efficiency equipment, renewable energy and efficient public transport systems. This will contribute to the establishment of a more sustainable, low-carbon develop-and efficient public transport system.
Employee benefits	Improve skills among employee	The green event requires a great understanding among the employees, workers, and volunteers involved in the events. Before the implementation of green event principles, sufficient information needs to be provided to the workers earlier. Hence it increases their green event-related skills and knowledge.
Community benefits	Providing job opportunities	For example, producing Durban's 2010 FIFA World Cup as a green event has created 81 permanent full-time jobs, 16 part-time jobs, and 452 temporary jobs for the people living in poverty in South Africa. Some 823 community 'Treepreneurs' grow trees and plants at home for the projects (Diederichs & Roberts, 2015).

	Reduce negative social, cultural and environmental impact	Many environmentally friendly practices can be learnt from attending a green event.
	Strengthen cultural sustainability	The green principles that directly require the community to participate, such as carpooling, recycling event materials, reducing the usage of plastic bottles and food waste, and bringing their mineral water during the events educate them to become more responsible people as well as strengthen the sustainability spirit.
	Public sensitisation	The more information received by the community about the negative impacts of the event on the environment, the more they demand an environmentally friendly event.
Industry benefits	Industry revolution	Integrating sustainable event practices in the existing event operations will eventually pave the way for a sustainable event model comprising event greening standards. It will also introduce environmentally responsible behavioural changes in the working system of all event management across the world.
	Increase industrialised knowledge and Innovation	Other than revolution, green event practice also led to expanding research or systems related to green practice. For example, the United Nations developed an environmental certification system entitled Green Meeting Guide to conducting environmentally-friendly events (UNEP, 2012). Green event practice also stimulates the formulation of green event standards. For example, ISO 20121 was created to lead the environmental certification to certified London Olympic 2012, the Presidential of European Union Denmark, and French Open 2014 as a green event (Astawa et al., 2019). Stimulate more investment related to ecological footprint such as resource-efficient local infrastructure and establish local climate protection projects that deliver long-term social and ecological co-benefits (Diederichs & Roberts, 2015).
	Positive legacy among stakeholders	The bigger the number of the stakeholders involved in producing a green event, the faster the green vibes spread within the industry. Cultivate and influence change by leaving a positive legacy and hopefully inspire event management to organise a more sustainable event.

Source: Self-developed table by this study

DISCUSSION

While this study aims to understand the mentioned issue in upholding green event practices by focusing on published literature on the green event

adaptation among event organisers worldwide, this study concludes the focus of this literature (journals) is somewhat limited. There are various topics covered on green event practices, specifically on green event adaptation among event organisers. However, this study found that these journals limit their focus to four aspects (themes): green event definition, green event principles, barriers to going green, and benefits. Not only that, not all reviewed journals focus on all mentioned aspects (themes). Indeed, as listed in Table 3, only one journal focuses on all aspects (themes).

On the other hand, two journals concentrate only on three aspects, two journals concentrate only on two aspects, and seven journals concentrate only on two aspects. Based on this finding, this study argued the reliable information or knowledge specifically from the published literature available to the readers, especially the event organisers (journals), is inadequate – if no other types of resources have been referred to by them. The information about the green event primarily through published literature (journals), specifically on the green event adaptation among event organisers worldwide, is not widely spread. Thus, lacking knowledge about green practice influenced people's perceptions about green adaptation. Boundless exposure about the need of taking care of the planet considerably is necessary to change the nation's perception of green events.

CONCLUSION & RECOMMENDATIONS

This study concludes that one of the knowledge sources for the event organisers, which is published literature (journals), provides inadequate information regarding the green event practices, specifically on the green event adaptation among event organisers. Therefore, this study urged further research to include a holistic discussion or exploration of the topic. This effort can provide more information to the event organisers (but not only limited to them). A better understanding regarding green event adaptation in organising their events in the future can be achieved. There is a high need for the event organisers to transform their non-green event into a more environmental-friendly event. Indeed, the organisers who intend to adapt to green has to prepare themselves with sufficient green knowledge to amend their perception towards green practices. Besides performance motives, event organisers' understanding of green impacts, initiative, and

support dictate green event adaptation among event organisers (Zamzuri et al., 2015). Again, a positive perception of green events leads to better green behaviour.

However, the event organisers are not the only party responsible for the green event practices. Proper action also needs to be taken to prepare the stakeholders (i.e. employees, suppliers, community, volunteers, etc.) to go green. Other than knowledge, the facilities at the event venue also need to be considered. The availability of resources is also something that needs to be considered before engaging in the green journey. This study also suggested that the local authority at the event destination maximise their roles. This is to ensure that a better perception towards the green event is created to solve the issues related to the perception towards green event implementation. Indeed, better green perception leads to better green behaviour.
In order to encourage greener event behaviour, the following four adaptation strategies should be considered:

•Prepare Standardised Event Greening Principles
Standard green event principles can guide event managers every time they want to host an event. Green event principles should be designed according to the capability of the staff and the company's resources. An event organiser may choose to adopt all six green event principles (i.e. transport management; waste, water and energy management; eco-procurement or green marketing and communication) or select two principles out of six. The green event principles should be accompanied by detailed implementation guidelines. For example, to improve transport efficiency, event organisers might suggest that their attendees use public transport or carpooling. Every single green principle must come out with a reliable suggestion.

•Green Event Policy
Green Event Policy is set by the government and the local authority. It is deemed as needed to ease the burden of event organisers in producing a green event. Having a sustainable or greening policy can show that the government is serious about green efforts. Indeed, the new norm without the formal enforcement and instruction by the government through proper policy, going green is difficult to achieve. A green policy in event facilities is required to facilitate the green effort. Turner and Kennel (2018) validated that event venues without a sustainable policy faced problems when the event

organiser intends to implement green principles while renting the venue.

•Provide Green Education to the Stakeholders
Residents, employees, suppliers, shareholders and other stakeholders, including primary and secondary stakeholders, should be given green education.

•Proper Planning and Monitoring
The green implementation without proper planning and monitoring is deemed worthless. The event manager should find a way to discover the relationship between their event and the environment. To what extent their event affected the environment must be analysed. Then, only they can draft a plan on how to monitor the impact.

ACKNOWLEDGEMENT

CONFLICT OF INTEREST

The authors declare no conflict of interest.

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