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**MUF655
RESEARCH PROJECT**

**A REVIEW OF THE ENVIRONMENTAL IMPACT ON THE MUSIC
FESTIVAL**

**MUHAMMAD ANEEQ AQASHAH BIN ZUBIR
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ABSTRACT

This research intends to analyse the environmental impact of music festivals by using The Good Vibe Music Festival in Malaysia as a reference to scale the results. The ultimate purpose of this research is to develop frameworks for identifying the potential approaches to better manage those events. It is a review from literature study with the purpose of outlining the parameters of music festivals, what the usual practises are for arranging them, and other elements related with the production of these types of festivals. The findings of this study will be helpful to event organisations, suppliers, and vendors that have a direct connection with these events. This includes individuals and groups that might be interested in adopting environmentally friendly practises, as well as researchers who are interested in continuing their studies on this subject. In this study, a type of secondary data approach method that focuses on literature survey was used, and the findings showed that due to the scale of these events, which evolved over the years, has created various complexities and challenges in managing the masses due to the economics of scale that they bring. These findings were derived from the findings of another study that used a different type of qualitative research that focuses on interviews. Everything from the disposal of waste to the organisation of logistics takes up more and more space each year, which raises questions about the practicability of continuing these events in the future. There are also some recommendations for future research in order to develop further literature regarding the impact of mega-scale event management on the environment, particularly in connection to its practise in Malaysia.

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