

# EXPLORING GREEN VALUE IN THE PROCESS OF ORGANIZING A GREEN FESTIVAL

Norol Hamiza Zamzuri<sup>1</sup>, Azzura Nordin<sup>1</sup>, Zakiyah Hasan<sup>2</sup>

Faculty of Business and Management, Universiti Teknologi MARA (UiTM) Selangor, Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, MALAYSIA

Jabatan Seni Reka Perindustrian, Fakulti Seni Lukis & Seni Reka, UiTM 40450 Shah Alam, Selangor

\*For correspondence; E-mail: norol@uitm.edu.my

**ABSTRACT:** *This paper explores the concept of an uncaptured meaning in the organization of a case. There is a lack of knowledge about the rise in green value after a case. This research examines a variety of waste products, such as tin, plastic bottles, and LCDs, which can be turned into money. In addition, the study found that group participation is seen as an uncaptured attribute, which is rarely emphasized as a green event mechanism. Thus, group engagement is important as an uncaptured attribute to be emphasized as an important factor in the process of green events. A case study has been selected to design qualitative analysis methods and successful observation of attendance has been applied to gather data. This study concentrated solely on the Borneo Jazz Festival and potential scholars could examine other activities.*

**Keywords:** Green Value, Green Festival, Event

## 1.0 INTRODUCTION

Essential to attracting numbers of event participants is the emphasis on event significance through group engagement. Profiling the importance of the case is a problem for case leaders during pitching, in particular. This dilemma is seen as an obstacle for Malaysian organizers. The reasons are that the appeal and minimal data are missing in new product creation and organizer innovation to define the scale, advantages, and values of the organizing of events in Malaysia [1]. It is critical for event promoters to stress the values of the event in identifying values that can draw the participant attraction in the event [2]. One of the reasons that the importance of the case improves the familiarity of the event participants [2; 3]. This is because the biggest challenge is to captivate the best performers during the gathering. The event experience should be compatible with anticipation, attendance or commitment during the event and the reversion to daily life after the event finishes [4].

The term value can be categorized by so-called caught and uncaptured influences [5]. Captured value is focused on the valuation of capital converted into unrecovered costs and is focused on any relative process not illustrated as the key process of event assessment. Input, performance, and problem-resolving [6], value can also be classified according to three distinct methods. In all forms of value, there is still very little discussion of non-captured value [5]. An uncaptured value is defined by excess value, missing value, lost value, and missing value [5]. Much of the report, however, dealt with the importance relevant to manufacturing firms. Meanwhile, debate remains unexplored on the service sector.

Event management is diverse as there are many types of events namely business events, sport' and cultural events [7]. Ellert, Schafmeister, Wawrzinek, and Gassner [8] follow the complexity of the case to observe the reasoning phases in the management of events by means of the value chain, value network, and value store. These authors analyze the difficulty of the case across these processes and found it necessary to use the value shop to overcome the issue in order to avoid the

collapse of the value network. These scholars add a phenomenological case study that centers on confusion about events. The green benefit is thus a big concern for this analysis in the application of the green philosophy during market activities. This is because if an event is not adequately supervised by the event organizers, there is a possible negative effect [9]. Given the concern to incorporate the green philosophy during activities, numerous studies addressed related concerns such as drivers, hurdles, and barriers to the organization of the green business event [10]. However, there is no discovery of the green value in the course of planning a gathering. The purpose of this analysis is therefore to discuss the addition of uncaptured green value in the process of planning a green event in order to resolve the academic gap.

## 2.0 Literature Review

### 2.1 Sustainable Event

The events are a significant part of the tourism industry as they provide valuable economic, social, educational, and cultural benefits as well as future tourism growth for many international destinations [11]. Excess products and supplies should be properly handled and recycled in a beneficial and meaningful manner using approaches that have negligible effects on the environment.

Sustainable activities are relatively recent ideas that require the implementation of social, economic, and environmental processes. This holistic perspective involves a more inclusive method of approaching implementation and the hygiene aspect is absent in current models (including the principle of expectancy-value widely used in interpreting sustainable events). Sustainable events could secure and boost Malaysia's future. The project is intended to guide the management of all resources in ways that meet fiscal, social, and aesthetic needs and conserve cultural identity, critical ecological processes, and biodiversity and livelihood structures [7]. In line with Mair and Jago [12], their assertion is that in order to enhance the sustainable performance of events, event organizers need to apply sustainable event practices and this would include natural practices. Therefore, if this is to be applied within the sustainable business events framework, it would include incorporating eco-value into such conceptualization.

## 2.2 Sustainability

Sustainability is based on the word 'sustainable' or 'environmental protection' [13]. Sustainability has arisen as a subject of controversy in the field of events and is associated with fiscal, social, and environmental problems [14]. For example, economic prosperity must increase the community's quality of life while preserving and preserving the ecosystem. According to Raj, Cabi, and Robson [15], there are three important pillars in environmental dimensions. This is because, without a stable economy to support the infrastructure, a sustainable community is hardly achieved. The environmental commitment for sustainable practice within the community is to ensure that the infrastructure development will not create a negative impact on the community. According to Tassiopoulus [16], "the core elements of social sustainability is the society's safety, the development of social resources, equity in terms of access to resources and opportunities, participation in decision-making processes and investments in social capital", (p. 210). The author also highlighted that society is socially differentiated and not homogeneous. Therefore, the process of organizing an event is challenging as it involves various effects on individuals and groups within a community. Both factors imply that event organizers need to understand the range of social impacts on individuals and groups within the community. Apart from the social issue, this author also emphasized economic considerations especially for developing countries such as South Africa, Brazil, and India. The author stressed that "it is crucial for event stakeholders and managers to develop economic development strategies that do not create a negative economic impact such as economic leakages, price hikes, increased taxes and limited economic opportunities for the community", (p. 214). For this reason, several economic assessments are applied to assist in monitoring economic performance.

The economic output is measured by the tourist spending at the event or destination, the contribution to the event, and the capital expenditure on infrastructure, the work creation, and taxes or revenues created by the event. The last issue Tassiopoulus [16] highlights are the environmental issue. The author emphasized that "the greening of an event relates to the increasing importance of combining environmental concerns in the preparation and execution of activities" (p. 217). Three key issues are evidently illustrated by these writers, namely social, economic, and environmental issues. It also seems that the societal, economic, and environmental aspects of an event should be taken into account during the event.

The three pillars which are used in evaluating event performance, are known as the Triple Bottom Line (TPB) by Sherwood [17]. This author evaluated the event based on these three important dimensions. The social impact is evaluated through elements such as the values, pride, and quality of life of the community. The economic performance is evaluated through business investment opportunities, destination promotions, the economic impact on host destination, employment opportunities, and skill development and legacy of the infrastructure. Lastly, environmental performance is evaluated through waste, water, energy consumption, and the promotion of environmental programs.

Based on the study by Sherwood [17], it can be assumed that the aim of evaluating event performance is for the benefit of the community. This is in line with the most important definition for sustainable development that was produced by World Commission on Environment and Development (WCED) in 1987 [13]. This definition is defined as "the development that meets the needs of the community must not degrade the ability of future generations". This definition emphasizes the community benefits, both for the present and future generations.

The three dimensions can be seen in activities when the increasing need for the organization of an enterprise has an economic and social effect. The growth of the event market, Deery and Jago [18] said, leads to an improvement in economic activity and social growth. This is apparent from the growing number of events in Malaysia, which need better facilities for the government, such as buildings and highways. The growth of infrastructure would indirectly open up more opportunities for jobs [19]. The growth of the event sector also leads to negative consequences such as obstruction of traffic and noise [20]. Therefore, planning a fair or green business event is one of the methods to achieve environmental sustainability. These pillars also promote debates on environmental sustainability at business activities [12]. Several researchers have found that the aim of sustainability is accomplished by a sustainable or green occurrence [12]. Nevertheless, it is important to remember that many overlap social, economic, and environmental components, and these intersections and connexions should be addressed when preparing and designing a case, in particular, to ensure that one aspect (economic benefits) does not have a detrimental effect on another (environmental impact) [16]. However, while there has been much dialogue on this pillar, it appears that event organizers do not know how to bring into motion the idea of environmental protection during an event.

### 2.3 Green Event

The term eco-green is derived from the term environmental protection or protection [13]. The paradigm developed by Zamzuri [21] is best explained by the implementation of sustainable business activities. In line, Christine French Alan Collier [22] stressed the need to combine the three pillars of sustainable fiscal, social and environmental events in order to increase the quality of the environment. Therefore, it is important to discuss more components of the natural world, and a solution to researching this is to consider the importance of value engineering to achieving sustainability events.

Values are also interpreted as documented and uncaptured values from two separate viewpoints as Yang et al, [5]. It is believed that if the individual value is improved, value forecast in strategic planning is improved and this, in turn, contributes to profitable business [23]. This is in line with our projected contribution to this report, in which eco-green does not influence Malaysia's sustainable sector, but its earnings.

### 2.4 Theoretical Framework

Based on the theoretical framework in sustainable events which are relatively novel concepts, it encompasses the application of practices that are attuned to the social, economic, and environmental needs. Such a comprehensive

perspective requires a more inclusive method of addressing the implementation and what is lacking in existing models (including the expectancy-value theory commonly used in comprehending sustainable events), which is the hygiene component. The sustainable event could protect and enhance opportunities for Malaysia's future earnings. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems [11]. Therefore, in terms of green practices, there is awareness among event organizers for organizing a green event. Unfortunately, there is a lack of knowledge on how to practice green during their event [24] and the discussion on un-captured value in the green event is also lacking. For this reason, the aim of this study is to explore the value of green practice in implementation during an event.

### 3.0 Methodology

Several databases were used in this study such as Scopus, Science Direct, and Emerald. Based on the researchers' observations, it seems that most of the event literature discussed in several journals are subscribed under these databases, for example, the Journal of Sustainable Tourism, Journal of Sustainability, International Journal of Event and Festival Management, and International Journal of Tourism Research. The literature consists of an in-depth review of the business, tourism, event literature, and other related reviews from the event industry. The aim of reviewing the literature is to identify and consolidate the factors involved in the process of organizing a sustainable business event. A review of the relevant literature should always be undertaken prior to the collection of primary data as it allows the researcher to gain a better understanding and a broader insight into the subject area [25]. The use of secondary data enables the researcher to view definitions and methodologies used by previous researchers, keeping in mind the validity and relevance of the data. The literature review consists of analyzing written documents used to determine theories that examine and identify gaps in the literature, contextualize the research objectives and determine the methods to be used in the study.

Based on the current readings in the literature, it was found that there is a need to explore green practices among event organizers as 70% of them were not aware of how to conduct a green event. This shows a deficiency from the past literature. A deficiency in the evidence means that 'past literature or practical experiences of the researcher does not adequately address the research problem'.

A case study was chosen as a research technique as Miri Jazz Festival is seen to apply green practices or create awareness on how to apply green event during an event. In this qualitative approach, the method chosen is the most appropriate to get in-depth information and data [26]. The

qualitative approach is more concerned with words than numbers and is inclined on developing a theory based on phenomenon. The term 'theory' is used to explain observed regularities. The result of a qualitative study is to develop a theory. It is also an inductive process of building broad themes based upon the data analysis and later on to theory generalizations.






Qualitative results are subject to the interpretation of an individual. This is seen as one of the weaknesses of the qualitative approach. The interpretation of data is based on several factors such as culture, experience, and personal background. The interpretation of data depends on the researcher's view because the interpretation relies on human perception and understanding. The researcher is the instrument of the study. In order to safeguard the validity of the research, the 'members check method' is used to reduce the bias. The members check method is also called 'a respondent's validation'.

The rationale for choosing a case study as the research inquiry in this study is because it permits a researcher to explore programs, events, activities, processes, or one or more individuals. The case study as a unit of analysis because it is a component that is related to the fundamental problem of this study. The fundamental problem of this study is the lack of knowledge among event practitioners on how to organize a sustainable business event. Subsequently, this leads to the exploration of the organizing process of a sustainable event. Hence, highlighting this process is the main question in this study. The unit of analysis involves addressing the questions arising from the study and according to Merriam [26], the unit of analysis is not the topic of investigation but a characteristic of the case study. A case study involves the events, processes, and individuals. The research method involves the forms of data collection, analysis, and interpretation that researchers propose for their studies. In the data collection process, the researcher applied the participant observation method as it provides an opportunity for researchers to be involved during the process. Fieldwork is one of the methods of obtaining data as it allows the researcher to locate himself in a pattern that fulfills the purpose of the study. In this study, the researcher explored the process of organizing the green event. There were 150 volunteers involved in the intervention process of developing the plastic waste art during the Borneo Jazz Festival 2019.

There were seven informants involved during the semi-structured interview and all the informants were interviewed for around 20 minutes as the interview was conducted when the event was going on. There was an interruption of sound during the interview and it was seen as a challenge for the interview to be conducted smoothly. The data were transcribed and analyzed by using the constant comparison technique.

## 4.0 RESULT

## PLASTIC WASTE ART INSTALLATIONS BJF2019 – COCO CABANA

NO	ITEMS	Quantity	Materials	DISMANTLING HANDLING INSTRUCTION
1	PLASTIC ARCH		770 PET Plastic Bottles Clear Plastic Tapes Steel Truss LED Lighting	Will be removed by the contractor: - Steel Truss - LED Lighting - “BJF and Logo” wording Bottles to be disassembled and packed in a plastic bag
2	GRAND CHANDELIER		1200 PET Plastic Bottles Metal Ring Lighting Steel Cable, Chain, and Ratchet	Will be removed by the contractor: - Hook and chain - LED Lighting DO NOT remove the bottles from the circle steel frames
3	SEAHORSE SMALL		1400 CD Wooden Frame Velvet Fabric Steel wire	The whole installation was not to be disassembled. Come and go as one piece.
4	SEAHORSE LARGE		1100 CD Wooden Frame Velvet Fabric Steel wire	The whole installation was not to be disassembled. Come and go as one piece.
5	SAXOPHONE (MAIN HALL)		300 CD Styrofoam Plywood Steel pole Rotating motor	Will be removed by the contractor: - Rotating motor The installation was not to be disassembled. Come and go as one piece.

6	SAXOPHONE (DJ CONSOLE)  HDPA MULTICOLORED BOTTLE LIGHTING		160 CD Styrofoam Plywood  32 HDPE bottles Jute string LED light bulbs	The installation was not to be disassembled. Come and go as one piece.  The installation was not to be disassembled. Come and go as one piece.
7	YELLOW BRICKS BINS		1100 HDPE small bottle	The installation was not to be disassembled. Come and go as one piece.
8	LIQUID EQUALIZER (BOTTLES WITH COLOURED WATER)		780 PET BOTTLES Cotton twine Colored Water	Will be removed by the contractor: - Steel Truss - Steel Frame & Mesh (awning)  Bottles are securely capped and needed to be transported in upright position.

**5.0 DISCUSSION**

The plastic waste art installation was part of the Borneo Jazz Beats Plastic Campaign. The aim of the campaign was to raise awareness of the Miri community about the harmful impact of plastic usage and how to wisely manage waste, especially plastic waste. This campaign is also aligned with the Miri City Council LA21 efforts in achieving the low-carbon city status. The program was a collaborative project between UiTM, No Black Tie (the event organizer), and the host of the Borneo Jazz Festival, Miri City Council. Volunteers were being engaged by government agencies and the local communities. Words were being spread about the event through the local media, Myprimabuzz, and with the help of the Miri City Council.

A month leading to the event, three workshops were held during the weekend to prepare for the materials that were going to be used for the art installation. The UiTM team flew to Miri for each of these workshops to teach the volunteers and prepare for the art installation. The 5-member team was also joined by two festival managers and their crew to help strategize how to set up the art installations.

At each workshop, volunteers were taught to create parts of the art installations from plastic bottles and CDs. An average of 50 volunteers attended each workshop that ran on Saturday and Sunday for three weekends. The majority of the volunteers are employees of government agencies such as Miri State Council, the State Library, and the Health Department. There were also students from private colleges and families with children.

The materials needed for the art installation such as PET plastic bottles, HDPA containers, used tires, aluminum cans

were prepared by the council and sent in by volunteers and the community. The event organizer agreed to "pay" the contributor with a ticket to the event in exchange for the recyclable items that were brought in. They were entitled to one ticket for the first day of the event in exchange for a pre-determined number of items. In addition, for the volunteers, if they joined all the three weekends of the workshop, they were entitled to the whole festival entry.

The art installations were not just decorations to create the ambiance at the festival, there were also functional. For example, the team created rubbish bins, chandeliers, and an entrance arc for the event. All of these installations were then kept by the venue, Miri City Council, and the event organizer. Most of the volunteers informed that they felt engaged with the event as there were involved during the preparation of the event. Most of them highlighted that apart from their interest to attend Borneo Jazz Festival 2019, they attended the event as they were interested to look at their outcome as a result of several workshops that they attended in making the art decoration.

Based on the interview with several event stakeholders, it seems that the involvement of the community in the process of organizing the event creates an impact on the local community in terms of enhancing knowledge and creating awareness on the importance of preserving the environment. It was mentioned by one of the respondents who has been involved throughout the four days of the workshop. Most of them were happy to be involved in making the art installation. The support given by the local government was mentioned as one main driving factor for the event's organizer to highlight the element of green during the event.

They also felt that they have learned new things related to preserving nature by reusing all items that they used during the daily activities. However, the practice is seen as still at the beginning stage as only some parts of the event were used to inculcate the green practice during the event. It is seen as a value for the local community, event organizer, and local government.

## 6.0 CONCLUSION

In conclusion, green event value is seen as in demand for emphasizing sustainable concept in event management. Although there is still a lack of awareness among event organizers on how to organize a green event, the efforts from event organizers are significant in achieving sustainable development goals. In achieving sustainable goals several areas are in demand for the researcher to highlight especially on the un-captured value from the process of organizing a green event. Un-captured value is observed especially on the use of waste materials such as plastic bottles, cans, wood, and LCD.

Un-captured value is not only highlighted on the use of materials, but also on community engagement throughout the process of organizing the event. The volunteers involved during the process of organizing this event felt happy and satisfied as they believed that this event is as part of their involvement and contribution to their community. This shows that un-captured value is not only seen from the use of the event's materials, but the value is also on the community commitment throughout the event. However, there is still much to be explored on the uncaptured value such as emotional commitment. This study is only limited to Borneo Jazz Festival, whereas there are many other areas that can be explored by researchers.

## REFERENCES

- [1] MyCEB. (2019). Malaysia's Business Events Roadmap Charting Malaysia's Journey to 2020 and Beyond. *Malaysian Convention Exhibition Bureau*, 1–13. Retrieved from [https://www.myceb.com.my/clients/Malaysia\\_Convention\\_and\\_Exhibition\\_Bureau\\_75E277C6-C63D-4DC3-89AC-F6B30D21417D/contentms/img/programme/pdf/Business\\_Event\\_Roadmap\\_2020.pdf](https://www.myceb.com.my/clients/Malaysia_Convention_and_Exhibition_Bureau_75E277C6-C63D-4DC3-89AC-F6B30D21417D/contentms/img/programme/pdf/Business_Event_Roadmap_2020.pdf)
- [2] O'Leary, J., Huan, T. C., Chiang, C. C., King, B., & Nguyen, T. H. (2012). Taiwan's MICE visitors: Business, leisure and education dimensions. *International Journal of Culture, Tourism and Hospitality Research*, 6(1), 21–33. <https://doi.org/10.1108/17506181211206225>
- [3] Boukas, V. Z. N. (2014). *meaning of event experiences Contextualizing phenomenology in event management research Deciphering the meaning of event experiences*. <https://doi.org/10.1108/IJEFM-08-2012-0023>
- [4] Ziakas, V., & Boukas, N. (2013). Extracting meanings of event tourist experiences: A phenomenological exploration of Limassol carnival. *Journal of Destination Marketing and Management*, 2(2), 94–107. <https://doi.org/10.1016/j.jdmm.2013.02.002>
- [5] Yang, M., Evans, S., Vladimirova, D., & Rana, P. (2017). Value uncaptured perspective for sustainable business model innovation. *Journal of Cleaner Production*, 140, 1794–1804. <https://doi.org/10.1016/j.jclepro.2016.07.102>
- [6] Ellert, G., Schafmeister, G., Wawrzinek, D., & Gassner, H. (2015a). “Expect the unexpected.” <https://doi.org/10.1108/IJEFM-02-2014-0003>
- [7] Dickson, C., & Arcodia, C. (2010a). *International Journal of Hospitality Management Promoting sustainable event practice: The role of professional associations*. 29, 236–244. <https://doi.org/10.1016/j.ijhm.2009.10.013>
- [8] Ellert, G., Schafmeister, G., Wawrzinek, D., & Gassner, H. (2015b). “Expect the unexpected”: New perspectives on uncertainty management and value logics in event management. *International Journal of Event and Festival Management*, 6(1), 54–72. <https://doi.org/10.1108/IJEFM-02-2014-0003>
- [9] Mohindra, K. S. (2008). *Greening public health conferences: educating ourselves*. 108(4), 269–271. <https://doi.org/10.1108/09654280810884151>
- [10] Mair, J., & Jago, L. (2010a). *The development of a conceptual model of greening in the business events tourism sector*. 18(1), 77–94. <https://doi.org/10.1080/09669580903291007>
- [11] Dickson, C., & Arcodia, C. (2010b). Promoting sustainable event practice: The role of professional associations. *International Journal of Hospitality Management*, 29(2), 236–244. <https://doi.org/10.1016/j.ijhm.2009.10.013>
- [12] Mair, J., & Jago, L. (2010b). The development of a conceptual model of greening in the business events tourism sector. *Journal of Sustainable Tourism*, 18(1), 77–94. <https://doi.org/10.1080/09669580903291007>
- [13] Baker, S. (2006). *Sustainability Development*. New York: Routledge Taylos & Francis Group.
- [14] Razaq, R., & Musgrave, J. (2009). *Event Management and Sustainability*. Oxfordshire: CABI.
- [15] Raj, R., Cabi, J. M., & Robson, L. M. (2010). Event Management and Sustainability Sex Tourism in Africa: Kenya's Booming Industry. *Annals of Tourism Research*, 37(4), 1200–1201. <https://doi.org/10.1016/j.annals.2010.07.006>
- [16] Tassiopoulus, D. (2010). *Event Management: A Developmental and Managerial Approach*. Claremont: Juta.
- [17] Sherwood, P. (2007). *A Triple Bottom Line Evaluation of the Impact of Special Events: The Development of Indicators*. (Doctoral Dissertation Victoria University).
- [18] Deery, M., & Jago, L. (2010). Social impacts of events and the role of anti-social behaviour. *International Journal of Event and Festival Management*, 1(1), 8–28. <https://doi.org/10.1108/17852951011029289>
- [19] PEMANDU. (2015). *Economic Transformation Programme (ETP)*.
- [20] Small, K. (2007). Social Dimensions of Community Festivals: An Application of Factor Analysis in the Development of the Social Impact Perception (SIP) Scale. *Event Management*, 1–2(11), 45–55(11).
- [21] Zamzuri, N. H., & Alam, P. (2011). *SUSTAINABLE BUSINESS EVENT*.
- [22] Christine French Alan Collier, S. C.-S. (2000). *Principles of Tourism* (Second). Pearson Education Australia.
- [23] Warren-myers, G., & Warren-myers, G. (2016). *Sustainability evolution in the Australian property market knowledge and value*. <https://doi.org/10.1108/JPIF-04-2016-0025>
- [24] Zamzuri, N. H., Nordin, N. A., Ainun, N., Atory, A., & Raja, R. M. (2011). *The influence of Event Destination Attributes towards Social Impact*. 24, 102–105.
- [25] Sekaran, U. (2003). *Research Methods for business*. Hermitage Publishing Service.
- [26] Merriam, S. B. (2009). *Qualitative Research: A Guide to Design and Implementation*. San Francisco: John Wiley & Sons, Inc.