

Research Paper

Green Practices of Event Management Enterprises in Batangas City

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Abstract: Green practices for the event industry may be categorised into energy efficiency, waste minimisation, water consumption, and eco-procurement. Energy efficiency pertains to using less energy to provide the same level of energy by means of a more efficient technology or process. Waste minimisation is a set of processes and practices intended to reduce the amount of waste produced. Water consumption focuses on conserving water through policies and actions implemented by event organisers, suppliers, and attendees. Eco-procurement involves developing supply chains that deliver goods in a way that minimises the impact on the environment. These four are the aspects of green practices that the present research aims to look into. This research intends to assess the green practices of event management enterprises in the City of Batangas (or Batangas City), Philippines. The descriptive survey research method was used to describe specific behaviours as they occurred in the environment. The respondents of the study included 65 members of Batangas Wedding & Event Professionals (BWEP), which is the official organisation of event professionals in the Batangas province. The research used survey questionnaires as the main instrument in assessing the green practices of the event management businesses. This instrument was adapted from the research by Ahmad, Wan Rashid, Abd Razak, Mohd. Yusof, and Mat Shah (2013). The main findings of the study were that the majority of the respondents have operated for 1 to 8 years at a regional level and had a customer size of 201 to 500 people. The nature of their businesses was personal events. In terms of their green practices, the study results revealed that energy efficiency, waste minimisation, and eco-procurement were sometimes practised, while water consumption efforts were not often practised. In addition, there was a significant difference in the responses when they were grouped according to firmographic profile. As a recommendation, this research proposes strategies and a set of action plans for the greening of meetings and events.

Keywords: Eco-procurement, energy efficiency, events management, green practices, waste minimisation

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Introduction

Company initiatives to protect the environment are on the rise, in light of the ongoing issues of climate change and global warming. The tourism industry in particular has been gearing towards sustainability, and it has influenced the majority of sectors under it. The Meetings, Incentives, Conferences & Exhibitions (MICE) sector has been a centre of scrutiny among environmental groups, who recognise its negative effect on the surrounding environment. A one-day festival, for instance, can result in various wastes around the venue area, which can account for a huge contribution to pollution if accumulated over time.

Green practices for the MICE industry may be categorised into energy efficiency, waste minimisation, water consumption, and eco-procurement. Energy efficiency pertains to using less energy to provide the same level of energy by means of a more efficient technology or process. Waste minimisation is a set of processes and practices intended to reduce the amount of waste produced. Water consumption focuses on conserving water through policies and actions implemented by event organisers, suppliers, and attendees. Eco-procurement involves developing supply chains that deliver goods in a way that minimises the impact on the environment. These four are the aspects of green practices that the present research aims to investigate.

As much as researchers now are focusing on the greening of meetings and events, this has been given emphasis only in countries that are already advanced in terms of events management and environmental sustainability. In the Philippines, however, particularly in the province of Batangas, there is scarcity of knowledge as to the current status of the event management business with regard to implementation of green practices. It is this gap that this research aims to fill.

The present research will be beneficial to event managers, as they are the ones developing strategies to further improve the sustainability of their events. This study may also be a source of information for academe, especially those offering courses on events management and tourism sustainability. Greater awareness of green practices can further support the environment and the causes to protect it. Future researchers may use this research as the basis in their study of the event industry and its impact on the environment.

This study intends to assess the green practices of event management enterprises in Batangas City, Philippines. Specifically, it aims to: (1) present the firmographic profile of these enterprises in terms of years in business, market scope, customer size, and nature of events, (2) assess the green practices of these enterprises in terms of energy efficiency, waste minimisation, water consumption, and eco-procurement, (3) test the difference of the responses when grouped according to firmographic profile, and (4) propose strategies for the greening of meetings and events.

Review of Literature

Events refer to the public assembly of people's art at a given time and venue. Increasing business profitability, celebration, entertainment, and community causes, among others, may be the object of staging an event. Conferences and shows, business activities and workshops, marketing and fundraising, music and art performances, sports, festivals, trade shows, and launches of products—these are some of the most common events. Corporate companies and public companies are the major players in the event industry (Research Reports World, 2019).

There are many benefits in organising events in an environment-friendly manner. Among these benefits include a positive reputation and an improved image, social benefits, financial advantages, innovation, raising awareness, and inspiring change (United Nations Environment Programme, 2012). Promoting green events can also lead to creating more environmentally responsible events and help to alleviate the economic and social statuses of the event area (Lobato, 2014).

Event management businesses were keen on organising green meetings, and even being certified, but they were not aware of the certification requirements and the standards for implementation (Zitz, 2014). It is possible that, in the Philippines, event organisers are less aware of the possible green practices that they can execute, and of any certifying body for green events or meetings.

Ahmad et al. (2013) came up with a framework of initiatives for greening events and meetings. This framework included energy efficiency, waste minimisation, water consumption, and eco-procurement. They believed that the implementation of these practices would create greater awareness that will lead to sustainable development.

This was supported by Manninen and Vanha-Rauvola (2014), who explained in detail the specific practices that could be included in each of these aspects. According to their study, they found that energy efficiency was difficult to achieve due to limited possibilities to influence lighting and equipment in the facility. Among the four aspects, they indicated that waste minimisation, particularly in the area of management, was easier to implement, even though recycling was a practice that was not fully implemented yet. In general, there was still a lack of information dissemination and awareness among stakeholders, which made it difficult to achieve event sustainability.

Green Practices in the MICE Industry

Evidence has proven the positive relationship between the green practices of a specific event and the intention of people to participate in it. Apparently, there was a certain advantage for event organisers when they were known to have policies and practices that aimed to protect the environment. Between two events—one with green practices and another without any of these practices—the majority of people would have a greater inclination to participate in the first rather than the latter (Sisson, Grisamore,

& Jang, 2020). This was, therefore, sufficient motivation for the businesses under the MICE industry to look into ways that would transition them into an environment-friendly enterprise to attract a greater number of potential attendees to their event.

Energy Efficiency

Scott, McCarthy, Ford, Stephenson, and Gorrie (2016) suggested that in promoting improvement of household change, a combination of two types of interventions (pre- and post-intervention survey) might be most successful, starting with energy events in communities, before providing home energy audits. This would allow people, with the help of their social networks, to share their thoughts on this matter regarding energy and build trust in the process, before providing personalised audits. Overall, their results showed that interventions needed to be correctly targeted to appropriate communities in order to be effective. Moreover, according to Yfanti, Sakkas, and Karapidakis (2020), events were one of the key energy users. They had drawn considerable interest in improving their energy efficiency, besides being commonly linked to optimisation, both in design and services of heating, ventilation, and air conditioning (HVAC), lighting, and domestic hot water (DHW) systems, to innovation in building materials, as well as the integration of renewable technology in buildings. Further, Yfanti et al. developed a framework that was called “event-driven”; events were distinct moments in time associated with a potentially problematic behaviour, and the framework was aimed at tracking, acting on, and reporting these events.

Waste Minimisation

The task of organising events is highly resource intensive, and can have negative environmental consequences, such as waste of water, energy, and materials (Ahmad et al., 2013). More and more activities are being hosted internationally in a way that is environmentally, socially, and economically responsible. Many foreign businesses make the greening of events part of their tendering process. The greening of events should minimise the negative effects on the climate, but should also still leave the local community with a meaningful and enduring legacy. Pirani and Arafat (2016) found that the factors contributing most significantly to food waste generation included serving style and timing, types of food served, and prediction accuracy of the number of expected customers. In addition, they recommended a number of minimisation strategies for food waste in the hospitality sector. Based on their study, simple but effective strategies, which involved the cooperation of the hotel or restaurant staff and the guests, could lead to a drastic decrease in global food waste generation. However, a different study showed that the hospitality management in general paid no attention to green practices among their visitors. These included solid waste minimisation and eco-procurement which, when given emphasis, could help to green the mega-event industry (Wang, Wang, & Wang, 2019).

Water Consumption

Rahim, Nguyen, Stewart, Giurco, and Blumenstein (2019) suggested the most effective ways for consumers to conserve water, based on their historical data from smart water metres. The advantage of this for water utility companies in metropolitan areas was in managing demand, such as low pressure during peak hours or water shortages during drought. For customers, the effective recommendations could save them money. Additionally, there was a novel vision of a recommender system prototype, and the researchers discussed the benefits for both the consumers and the water utility companies. In the study by Robinson (2020), it was found that the water consumption metre had many excellent features which enhanced the efficiency of readings, protected the water consumption metre throughout freezing incidents, and alerted users to certain conditions of the water.

Eco-procurement

Wadhwa (2019) noted that a central movement in purpose arranging was the procurement of goods and projects. Eco-acquisition alludes to the range of eco-accommodating goods and administrations. In addition, by advancing the use of locally available materials and administrations, it facilitates the monetary turn of events and decreases transportation costs. Different benefits include minimising the measurement of waste transported to landfills, and moderating greenhouse gas (GHG) outflows and large-scale use of unsustainable properties. Eco-procurement may be possible through the accompanying techniques: giving inclination to nearby food providers who use occasional and natural items (useful for the climate and likewise the network) and using practical materials for the creation of function-related items (e.g., event souvenirs, sacks, pennants, ornamental things, signage) to have a positive effect on the climate.

Methods

Research Design

The descriptive survey research method was used to assess the green practices of event management businesses in Batangas City. The descriptive research method was used to describe specific behaviours as they occurred in the environment. In this study, a quantitative descriptive method was applied to assess the green practices among the event enterprises in the Batangas province.

Respondents of the Study

The survey respondents included 65 members of the Batangas Wedding & Event Professionals (BWEP). The BWEP is the official organisation of event professionals in the Batangas province.

Data Gathering Instrument

The research used survey questionnaires as the main instrument in assessing the green practices of the event management businesses. This instrument was adapted from the research by Ahmad et al. (2013). It comprised two parts. The first part described the firmographic profile of the businesses, including the years in business, market scope, customer size, and nature of events. The second part assessed the green practices of these enterprises, in terms of energy efficiency, waste minimisation, water consumption, and eco-procurement.

Data Gathering Procedure

The questionnaire for the purpose of assessing the green practices of event management enterprises was adapted after extensive review of the literature. This questionnaire was then validated by experts of the field, before the actual distribution to the respondents. The data for this research was collected using the survey questionnaires with the aid of google forms sent to each respondent. The participation in the research survey was on a voluntary basis and the respondents were given full freedom in answering the questions. No information about the respondents were given outside the educational purpose of this study. Participants were given time to respond. A focus group discussion was also conducted to gain qualitative information from the respondents. The data was tallied, and the respective statistical tools were used to process the data.

Data Analysis

To perform data analysis, the following statistical tools were used. Frequency and percentage distribution were used to describe the firmographic profile of the event management enterprises. Weighted means and ranking were used to assess their green practices. The Shapiro-Wilk test results revealed that the p -values of four major variables were less than 0.05, which meant that the data set was not normally distributed. Therefore, the Mann-Whitney U test for two groups and the Kruskal Wallis test for three groups were used as part of the non-parametric tests to determine the significant differences. The following Likert scale was used to assess the green practices: 3.50–4.00 (Always), 2.50–3.49 (Sometimes), 1.50–2.49 (Often), and 0.50–1.49 (Never). In addition, all data were treated using a statistical software known as PASW version 18 to further interpret the results of the study using an alpha level of 0.05.

Ethical Consideration

In line with the Data Privacy Act of 2012, the research ensured the security and confidentiality of the event management enterprises. The names and particulars of the enterprises were not mentioned throughout the study. The research also used a consent form to ensure that the respondents gave their consent and took part in the study willingly.

Results and Discussion

Table 1 presents the firmographic profile of the MICE businesses that includes information on their years in business, market scope, customer size, and nature of events. A majority of the respondents have been operating for 1 to 8 years. They cater for a regional market scope with a customer size of 201 to 500 people, and most of their events are personal in nature.

Table 1. Firmographic profile of the event management enterprises

	Frequency	Percentages (%)
Years in Business		
1–4	21	32.31
5–8	21	32.31
9–12	9	13.85
More than 12 years	14	21.54
Market Scope		
Provincial	14	21.50
Regional	28	43.10
Nationwide	23	35.40
Customer Size		
200 people and fewer	7	10.77
201–500	30	46.15
501–1,000	21	32.31
More than 1,000 people	7	10.77
Nature of Events		
Cultural	7	10.77
Personal	51	78.46
Corporate	7	10.77

In terms of years in business, 21 or 32.31% of the enterprises have been operating for 1 to 4 years. Meanwhile, a similar number of enterprises have been operating for 5 to 8 years, followed by 14 or 21.54% of those who have been operating for more than 12 years. On the other hand, only 9 or 13.85% have been operating for 9 to 12 years. This provided a wide range of operation years, since the majority of the enterprises were in the business between 1 to 4 and 5 to 8 years. The Batangas province has a few established MICE businesses which have stood the test of time. Additionally, the MICE industry has also been flourishing in the past five years, thus attracting more sole proprietors to partake in this promising industry. So much so that an association of wedding organisers was founded in 2015 by the businesses related to the event industry.

As for the market scope, 28 or 43.1% of them were operating at a regional level, 23 or 35.4% at a national level, and 14 or 21.5% at a provincial level. Hence, it was

evident that a majority of the enterprises had a regional market scope, that is, their events were limited to Region IV-A only. This might be due to difficulty in terms of logistics, or it could be attributed to heightened competition, since each region has numerous event management businesses.

With regard to the customer size, 30 or 46.15% of them handled 201 to 500 guests, 21 or 32.31% handled 501 to 1,000 guests, whereas 7 or 10.77% handled 200 guests and fewer. Likewise, 7 or 10.77% handled 1,000 guests and above. Thus, it can be said that a majority of the events had 201 to 500 guests. This might be attributed by the fact that most of the events consisted of weddings, which normally host 201 to 500 guests.

In terms of nature of events, the majority of the enterprises handled personal events which covered 51 or 78.46% of the respondents. Cultural and corporate events were handled by 7 or 10.77% of them. A big proportion of the businesses under the MICE industry in Batangas City catered for personal events (e.g., weddings, birthdays, anniversaries). As a matter of fact, the first few MICE businesses in Batangas started with organising family events and gatherings. Batangueños' (people living in Batangas) first appreciation of this industry stemmed from the efficiency of conducting events with the aid of paid organisers.

The firmographic profile of the MICE industry in the Batangas province was similar to the results of the study conducted by Borbon (2016), which found that the majority of event management businesses in Batangas fell under the category of personal event organisers and were in business for 1 to 3 years. This was not a surprise, considering the research which was conducted about five years ago had the same respondents as the present study. However, more event management businesses have also started in the past couple of years. Nevertheless, they have almost the same profile as the majority of the event management businesses that have been established for more than five years now. This illustrated that the MICE industry in the Batangas province was not only surviving, but thriving, apart from being widely acknowledged by the local residents. The locals now were more open to entrusting their events to professionals unlike a decade ago, thus paving the way for the MICE industry to grow exponentially.

Table 2 shows the green practices among the event management businesses in terms of energy efficiency, with the composite mean of 2.82. Among the items enumerated, the use of energy-efficient lights ranked the highest (3.42), followed by the use of energy-efficient or energy star-rated products such as computers and printers (3.22), and the use of natural lights and ventilation to reduce energy consumption (3.09). The use of energy-efficient lights happened to be the most commonly used energy efficiency practice in the event industry. This might be due to the wide availability of light-emitting diodes (LEDs) in the market which were both efficient and cost-effective. A majority of businesses, not only in events, are already switching from

traditional lighting to the use of LEDs to reduce long-term energy costs and increase future savings. There are also companies that are looking into the use of solar energy, specifically in areas that have access to sunlight most times of the day. The interest in these types of energy-efficient and renewable energy sources has propelled the event industry forwards into being more economical alongside preserving the environment. In fact, several researches have proven the efficiency of sustainable energy sources such as LEDs and solar panels (Azcarate et al., 2016; Karmakar, Das, & Ghosh, 2016; Khorasanizadeh, Honarpour, Park, Parkkinen, & Parthiban, 2016; Kovács et al., 2016; Mohandas, Dhanaraj, & Gao, 2019; Shahzad, Yang, Ahmad, & Lee, 2016).

Table 2. Green practices in terms of energy efficiency

Energy Efficiency	Weighted Mean (WM)	Verbal Interpretation (VI)	Rank (R)
1. Natural lights and ventilation were used to reduce energy consumption.	3.09	S	3
2. Energy-efficient lights were used.	3.42	S	1
3. Energy-efficient or energy star-rated products (e.g., computers, printers) were used during the event.	3.22	S	2
4. Electricity metre readings were requested before, during, and after the event to monitor electricity usage in order to reduce energy consumption during future events.	1.68	O	5
5. The event organisers endeavoured to switch off all lights and air-conditioners when leaving the room or venue.	2.68	S	4
Composite Mean	2.82	S	

Note: 3.50–4.00 (Always) (A), 2.50–3.49 (Sometimes) (S), 1.50–2.49 (Often) (O), and 0.50–1.49 (Never) (N).

On the other hand, the items that ranked at the lower end included the organisers' endeavour to switch off all lights and air-conditioners when leaving the room or venue (2.68) and the practice of monitoring electricity usage by requesting electricity metre readings before, during, and after the event (1.68). This might be due to the continuous nature of most of the events, thus taking a long time to finish. From preparations right up to the dismantling of booths by the exhibitors and sponsors, all lights and air-conditioners were also used continuously.

Table 3 presents the green practices among the event management businesses in terms of waste minimisation, with the composite mean of 3.21. Among the items

enumerated, saving important documents to a USB drive rather than printing them out in order to reduce paper use and encouraging reuse instead of disposal ranked the highest (3.42), followed by using recycle bins in the venue to encourage waste separation (3.31) and separating waste in a way that it can be treated separately by the municipal or private waste disposal facilities (3.22). In events management, the respondents believed that they were practising paperless transactions with the use of USB drives and emails instead of paper. This practice saved a lot of trees, thus was truly a good green practice among the event management enterprises.

Ferrara and Missios (2016) found in their research that waste management was costly even if only in terms of time. Enterprises can also engage in waste prevention, that is, produce less waste by reducing their consumption level and/or changing their consumption patterns in favour of less waste-intensive products. Moreover, Abdulredha, Kot, Al Khaddar, Jordan, and Abdulridha (2020) recommended that recycling should be encouraged through integrating the informal sector, improving public awareness, and introducing a formal recycling scheme to make the event municipal solid waste management system effective and financially sustainable.

Table 3. Green practices in terms of waste minimisation

Waste Minimisation	WM	VI	R
1. The event organisers tried to avoid printed handouts and, if it was essential, used recycled or eco-friendly paper.	3.11	S	4
2. The person-in-charge saved important documents to a USB drive to reduce paper use and encouraged reuse instead of disposal.	3.42	S	1
3. Single-use, disposable toiletries and food packaging were avoided, where possible.	3.00	S	5
4. Recycle bins were used in the venue to encourage waste separation.	3.31	S	2
5. Waste was separated in a way that it could be treated separately by the municipal or private waste disposal facilities.	3.22	S	3
Composite Mean	3.21	S	

Note: 3.50–4.00 (Always) (A), 2.50–3.49 (Sometimes) (S), 1.50–2.49 (Often) (O), and 0.50–1.49 (Never) (N).

On the other hand, the items that ranked the lowest were the event organisers’ effort to avoid printed handouts or use recycled or eco-friendly paper (3.11) and the avoidance of single-use, disposable toiletries and packaging for food, where possible (3.00). This might not be possible for budget-friendly events, since using packed

food and disposable items would help them to save time and be cost-efficient. Single-use, disposable items have been the norm for events for a long time. However, some event management enterprises were already using recyclable containers. This was one of the areas for improvement for the MICE industry, since the bulk of wastes was caused by these disposable items. This was something which could have been minimised had alternative solutions been adopted.

Sutcu et al. (2019) suggested that replacing wastes with ashes (up to 30%) might reduce the environmental impact of abundant waste products and conserve non-renewable natural resources. This would only be possible with the comprehensive use of recyclable materials and by being eco-friendly in all ways. Pollution and climate change are harming human health (Lemery & Auerbach, 2017). Therefore, maximising recycled and eco-friendly paper would not only lessen the operational cost, but it would also benefit the environment as it reduces pollution that is very alarming which is related to global warming. Furthermore, the global food system adversely affects humans and environmental health due to its methods of food production, processing, packaging, distribution, and disposal (Linstadt et al., 2020).

Table 4 shows the green practices among the event management businesses in terms of water consumption, with the composite mean of 2.32. Among the items enumerated, the avoidance of using bottled water and refilling reusable bottles instead ranked the highest (2.55), followed by selecting accommodation establishments that promote water conservation policies (2.46), and choosing venues that minimise water use in restrooms (i.e., the toilets, urinals, taps, showers) by reducing water flow, installing timers or sensors, and fitting other water-efficient devices (2.35). There were events that advocated the campaign of bringing along water bottles or tumblers, in view of promoting water conservation. This campaign not only helped the event organisers to minimise plastic waste by reducing the amount of bottled water used, but it also helped them to conserve the environment, specifically water resources. This was also in line with the study by Rahim et al. (2019), wherein they suggested several effective ways for consumers to conserve water.

Table 4. Green practices in terms of water consumption

Water Consumption	WM	VI	R
1. The event organisers selected venues based on the venues' water conservation practices (policies and actions), as well as made the delegates aware about them.	2.22	O	4
2. The event organisers avoided using bottled water, where possible, by providing jugs of water or filtering and serving water in reusable bottles.	2.55	S	1

Table 4 (con't)

Water Consumption	WM	VI	R
3. Logistics options included selecting accommodation establishments that promoted water conservation policies, such as towel and linen laundry policies where delegates could choose either to replace or reuse the towels or linen in their rooms.	2.46	O	2
4. The event organisers chose venues that employed rainwater harvesting (or recycled water collection) for non-potable purposes (e.g., flushing of toilets, watering of green areas).	2.00	O	5
5. The event organisers chose venues that minimised water use in restrooms (i.e., the toilets, urinals, taps, showers) by reducing water flow, installing timers or sensors, and fitting other water-efficient devices.	2.35	O	3
Composite Mean	2.32	O	

Note: 3.50–4.00 (Always) (A), 2.50–3.49 (Sometimes) (S), 1.50–2.49 (Often) (O), and 0.50–1.49 (Never) (N).

On the other hand, the items that ranked the lowest included the consideration and selection of venues based on the venues’ water conservation practices (policies and actions) and making the delegates aware of them (2.22), and choosing venues that employed rainwater harvesting (or recycled water collection) for non-potable purposes (e.g., flushing of toilets or watering of green areas) (2.00). Venues are crucial in the event management process. They may make or break the overall satisfaction of the customers, exhibitors, and sponsors. Coming up with eco-friendly venues that promote efficient water consumption is vital and, thus, should be considered.

Table 5 presents the green practices among the event management businesses in terms of eco-procurement, with the composite mean of 2.95. Among the items enumerated, the use of products that were sustainably sourced ranked the highest (3.15), followed by requesting products that were eco-friendly and manufactured locally in issuing purchase orders (PO) (3.03) and requesting food that were local, seasonal, and organic, where possible (3.02). It was necessary to consider the procurement process, as it could affect the totality of the event, from the supplies and decors, to even the smaller details of the event. This could affect the success of the event considerably. For the event management enterprises, it is essential to consider acquiring products and services that are eco-friendly, especially considering that the world is facing global warming and climate change. Having environmentally sustainable procurement can contribute significantly to eliminating the negative effects of events on the environment. Eco-procurement might be possible through the accompanying techniques: giving

inclination to nearby food providers who use occasional and natural items (useful for the climate as well as the network), and using practical materials for the creation of function-related items (e.g., event souvenirs, sacks, pennants, ornamental things, signage) to positively affect the climate (Wadhwa, 2019).

Table 5. Green practices in terms of eco-procurement

Eco-procurement	WM	VI	R
1. The event organisers ensured that their purchasing power was fully optimised when choosing venues that implemented environmental practices, such as energy efficiency and waste reduction.	2.68	S	5
2. In issuing their purchase orders (PO), the event organisers requested products that were eco-friendly and manufactured locally.	3.03	S	2
3. The event organisers requested food that were local, seasonal, and organic, where possible.	3.02	S	3
4. The products used in the events were sustainably sourced.	3.15	S	1
5. Preference was given to suppliers and subcontractors who implemented eco-friendly practices.	2.89	S	4
Composite Mean	2.95	S	

Note: 3.50–4.00 (Always) (A), 2.50–3.49 (Sometimes) (S), 1.50–2.49 (Often) (O), and 0.50–1.49 (Never) (N).

On the other hand, the items that ranked the lowest included giving preference to suppliers and subcontractors who implemented eco-friendly practices (2.89) and ensuring that their purchasing power (the event organisers') was fully optimised when choosing venues that implemented environmental practices, such as energy efficiency and waste reduction (2.68). Looking for a supplier who implements eco-friendly practices may not be easy for an event management enterprise, since this is a business of services and products that may contradict with implementing environmental practices such as energy efficiency and waste reduction. Furthermore, in the study by Wadhwa (2019), it was noted that buying products and ventures was a key movement in function arranging. Eco-acquisition alludes to picking items and administrations that are eco-accommodating. It also upholds monetary turn of events and lessens transportation costs by advancing the use of locally accessible materials and administrations.

Table 6 presents the significant differences in the green practices when the event management enterprises were grouped according to years in business. The findings revealed that the event management enterprises with less than nine years in the business had significantly higher green practices, in terms of energy efficiency,

waste minimisation, water consumption, and eco-procurement, compared to those with nine years and above. It is possible that the first year in business for any event management enterprise is typically used to establish its image and reputation. For this reason, it is important for the enterprise to assess and focus on different aspects. One such aspect is whether to consider green practices—not only for a good reputation, but also for the economic and environmental benefits and impact that are associated with green practices. The findings might also be attributed to a greater awareness of green practices among the enterprises that were just starting out. Greening of events was introduced in the Philippines in the past decade and these new practices were easily adopted by those who were new to the business. For the seasoned enterprises, they needed time to change their ways and usual practices. This was supported by the study by Martin-Rios, Demen-Meier, Gössling, and Cornuz (2018), who concluded that financial costs and the conduct of a cost-benefit analysis were first considered whenever various innovations were introduced in the hospitality business. For experienced event organisers, adopting certain innovations, particularly in the area of greening practices, entailed additional costs without immediate financial returns.

Table 6. Significant differences of the green practices when grouped according to profile variables

	Years in Business	
	<i>z</i> -value	<i>p</i> -value
Energy efficiency	-2.828**	.005
Waste minimisation	-3.457**	.001
Water consumption	-3.021**	.003
Eco-procurement	-4.936**	.000
	Market Scope	
	<i>x</i> ² -value	<i>p</i> -value
Energy efficiency	37.719**	.000
Waste minimisation	41.213**	.000
Water consumption	20.978**	.000
Eco-procurement	28.812**	.000
	Customer Size	
	<i>z</i> -value	<i>p</i> -value
Energy efficiency	-3.060**	.002
Waste minimisation	-1.693	.091
Water consumption	-0.861	.389
Eco-procurement	-3.115**	.002

Note: **Significant at *p*-value < 0.01

In addition, with regard to market scope, the findings indicated that the event management enterprises with provincial market scopes had substantially higher green practices compared to the enterprises with regional and nationwide market scopes. While identifying the market scope is key for the event management process, it may not however be an integral part of the success of the event.

For smaller market scopes, this study posited that they had a higher view of green practices compared to the other scopes because they might be more aware of every detail pertaining to green practices, since they were in small quantity. They also had greater knowledge of possible event suppliers within their province who observed green practices, unlike those whose scope was on a national level, wherein the clients might choose suppliers who were not yet environmentally friendly. In these situations, their influence in terms of decision making when choosing event suppliers would be more limited. A study found that in the context of mega events, most hospitality management failed to emphasise waste minimisation, eco-procurement, and the greening of their visitors. Further, environmental certification among suppliers was not evident for this type of event (Wang et al., 2019).

In relation to customer size, the results proved that the event management enterprises with 500 and fewer customers had significantly higher green practices, in terms of energy efficiency and eco-procurement, compared to the enterprises with more than 500 customers. It is possible that the enterprises with smaller customer sizes viewed green practices more seriously because they were more aware of green practices such as energy efficiency and eco-procurement. They may also be more observant of the logistics and the energy consumption of LEDs, and even the physical environment, since the event venue may not be that crowded with many attendees.

This is similar to the study by Beroe Inc. (2019), which found that North America was considered one of the leading MICE markets with a 4 to 5 per cent growth rate, and the Asia Pacific region had a comparatively smaller market share with a high 8 to 9 per cent growth rate. The highly developed markets of North America and Europe held nearly three-fourths of MICE sales. With this, Asia Pacific, including the Philippines, were normally in a smaller market and, thus, they viewed green practices for events management more significantly.

Conclusion

A majority of the event management enterprises have been operating for 1 to 8 years, catered for a regional market scope with a customer size of 201 to 500 people, and mostly held personal events. It was revealed that energy efficiency, waste minimisation, and eco-procurement were sometimes practised, whereas water consumption was not often or seldom practised by the event management enterprises in Batangas City. The findings also revealed that the enterprises with less than nine years in business had significantly higher green practices in terms of all given variables. Additionally, the

enterprises with provincial market scopes had substantially higher green practices. Meanwhile, those with 500 and fewer customers had notably higher green practices in terms of energy efficiency and eco-procurement compared to the enterprises with more than 500 customers. This study proposes an action plan for the improvement of green practices among the event management enterprises (Table 7).

Table 7. Proposed action plan for the improvement of green practices of event management enterprises

Key Result Areas (KRAs)/Objectives	Strategies	Desired Outcomes	Persons or Agencies Involved
Energy Efficiency – reduced consumption of electricity	<ul style="list-style-type: none"> Electricity metre readings may be requested before, during, and after events to monitor electricity usage 	<ul style="list-style-type: none"> Reduced energy consumption for future events 	<ul style="list-style-type: none"> Event venues Event organisers
Waste Minimisation – avoidance of the use of single-use, disposable toiletries and packaging for food	<ul style="list-style-type: none"> Event venues may opt to use refillable containers for toiletries, drinking water, and condiments 	<ul style="list-style-type: none"> Minimised waste from disposable items 	<ul style="list-style-type: none"> Event venues
Water Consumption – increased patronage for venues that employ rainwater harvesting for non-potable purposes	<ul style="list-style-type: none"> Rainwater harvesting may be employed for non-potable purposes (e.g., gardening, toilet flush) 	<ul style="list-style-type: none"> Decreased water consumption 	<ul style="list-style-type: none"> Event venues
Eco-procurement – optimising the purchasing power of event organisers in choosing venues that implement environmentally friendly practices	<ul style="list-style-type: none"> Event organisers may prepare a list of environment-friendly suppliers and offer them as primary options to their clients 	<ul style="list-style-type: none"> Event venues may be encouraged to adopt environmentally friendly practices 	<ul style="list-style-type: none"> Event venues Event organisers Organisation of event organisers

Recommendation

Based on the findings of the study, it is recommended that event management enterprises be more aware of green practices. They may have a person-in-charge in their organisation to regularly monitor and evaluate their green practices. In the case of the BWEP, being the official organisation of event professionals in the Batangas province, it may conduct annual trainings and seminars to raise awareness of green practices and promote them among its members. For BWEP members, they may undergo professional development via the certification programme of the Asia Pacific Institution of Events Management as part of their continuous improvement. For future researchers, they may want to conduct studies on other variables, since the present study is limited to just four aspects of green practices. Therefore, similar studies may be carried out in other areas; one of which is the area of corporate social responsibility (CSR) among event management enterprises.

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