



# Implementing Green Practice in Meeting Event

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**Abstract.** This research aims to analyze how a meeting planner plans and organizes a green event. The specific target of this research is the availability of a green event model which can be a reference for organizing meeting events in the hospitality industry. The data was collected through deep interviews with the informants who were involved in meeting management. This research on green meeting events includes green food, green design, waste management, green activity, and energy use. Green meeting events in Bali mostly use local food to introduce how rich Bali is in food. In green design and waste management, the meeting planner has to use local materials for the decoration of displays or stalls. Green activity and energy use offer entertainments that promote green culture and the last is a green environment. For the meeting event planner has to implement green practices in any part of the meeting.

**Keywords:** Green Design, Green Food, Green Practice, Meeting Event, Waste Management

## 1 Introduction

Environmental issues are increasingly prioritized in all aspects of tourism operations, including conference events. Meetings organized by MICE or hotel managers often address environmental concerns. This perspective is supported by Rittichainuwat & Mair (2012), who argue that maintaining a business's longevity requires a commitment to environmental preservation and sustainability. This is in line with Susyarini *et al.* (2022), who found that customers generally have limited awareness of environmental matters. Adopting green practices is essential for safeguarding the environment. It is because by implementing these practices, they could offer numerous advantages, such as ecological sustainability, long-term cost savings, and meeting the rising demand for eco-friendly services (Hays & Ozretić-Došen, 2014).

Furthermore, Goldblatt (2012) stated the organization of meetings and events can influence the environment in both direct and indirect ways. Planning an event demands substantial resources, which can lead to adverse environmental effects, including the overuse of water, energy, and materials (Ahmad *et al.*, 2013; Boo & Park, 2013). Consequently, unless properly managed and monitored, meetings can exert considerable pressure on environmental resources (Boggia *et al.*, 2018). It is clear that events significantly affect the economy, society, and the environment (Nawarathna &

Arachchi, 2021). To mitigate negative effects and enhance positive outcomes, event organizers must design and execute their plans with environmental considerations in mind (Lim et al., 2020). However, green or environmentally friendly events are still perceived to have limited adoption of eco-friendly products (Moital & Devenish, 2019).

To successfully organize a green event, it is essential for the organizer to start with a genuine commitment to environmentally responsible practices, often referred to as “green intention”. This foundational mindset should then guide the planning and execution of eco-friendly activities that characterize the event itself. Additionally, incorporating educational components related to the event, such as meetings, incentives, conventions, and exhibitions, can further enhance awareness and engagement in sustainable practices. By aligning intentions with actionable steps and educational efforts, organizers can create impactful green events that promote environmental stewardship.

Nowadays, environmental knowledge has become a critical intangible asset for organizations. This knowledge encompasses an individual's comprehensive understanding of the facts, concepts, and interconnections that pertain to environmental conservation and essential ecosystems. The events and meetings industry, while vital for economic growth, often poses significant risks to the environment, prompting a growing body of research in the area. Consequently, it is very interesting to explore how green meeting events can be effectively designed and implemented based on sustainable practices. This research aims to illuminate the relationship between environmental awareness and the adoption of eco-friendly measures within the event management sector.

The concept of “green” itself is characterized by actions aimed at mitigating environmental damage, such as engaging in green purchasing or recycling. However, in the context of the meetings and events industry, the notion of being green extends beyond individual initiatives like recycling; it encompasses a comprehensive approach to sustainability that influences all facets of event planning and execution (Boo & Park, 2013). Thus, green events must embed sustainable practices within both their management and operational frameworks (Laing & Frost, 2010).

Various factors can affect individuals' pro-environmental behavior, such as their knowledge and awareness of environmental issues, personal values, and the influence of social groups (Kim et al., 2016). One of the instances of people who have had the knowledge and environmental awareness issue could be seen through Tölkes & Butzmann's study in 2018 who discovered that attendees at the Munich Street Life Festival who understood the importance of environmental protection demonstrated more pro-environmental actions than those who did not. Additionally, individuals who practice pro-environmental behavior are more inclined to visit and support eco-friendly organizations (Kim et al., 2016; Pronello & Gaborieau, 2018).

Han et al. (2010) found that people who attend green events seem to enjoy the benefits of organic and healthy food while also feeling good about their ecological impact and social duties. Furthermore, similar to Wang (2017) also noted that attendees believe participating in eco-friendly events could enhance their happiness since it indirectly helps protect the environment. It is also supported by Horng et al. (2013) who found that pro-behavior had the greatest influence on revisit intention at a meeting

event. This aligns with Rittichainuwat & Mair (2012) who discovered that the majority of event attendees prefer to attend environmentally friendly events rather than not, even though the non-green event costs less.

Choe & Yap (2017) the importance of both organizers and participants in green events adopting sustainable practices to mitigate environmental impacts. This can be achieved through a series of strategic management steps that encompass planning, organizing, implementing, and evaluating the event (Calderón-Chiu et al., 2021). To effectively promote and utilize green resources, stakeholders involved in the organizational framework should adhere to several key principles: (1) traffic management, (2) waste management, (3) water management, (4) energy saving, (5) green shopping, and (6) green promotion (Lim et al., 2020).

Green meeting events serve as a platform for promoting sustainable tourism through environmental protection, significantly influencing both the economy and socio-cultural aspects. These events engage participants in practices related to green food, the use of natural materials, waste management, ecosystem preservation, and cultural awareness. The role of meeting event professionals is crucial in this context (Boo & Park, 2013; Kilkenny, 2006). However, numerous academic studies have focused on the factors that affect meeting planners' intentions to organize environmentally friendly meetings and events.

While green practices are anticipated to provide societal benefits, they often come with additional costs for both businesses and consumers. Companies may have to alter their production inputs or processes to adopt sustainable practices, which can lead to reduced profitability, at least in the short term. Similarly, consumers might face higher prices for environmentally friendly products or may have to forgo convenience, such as carrying a personal tumbler instead of using a disposable cup (Kim et al., 2016).

## **2 Methodology**

This study employs a qualitative research approach aimed at gaining a comprehensive understanding of the experiences and viewpoints of key informants involved in the meeting event. Data was collected through in-depth interviews with individuals who have direct involvement in the tourism industry. To enhance the reliability of the findings, data triangulation was employed, incorporating both observational methods and document analysis. The qualitative data was analyzed using the Miles and Huberman method, which involves three key steps: data reduction, data display, and concluding. This systematic approach allows for a thorough examination of the gathered information, facilitating a deeper understanding of the subject matter.

## **3 Result and Discussion**

### **3.1 Green Food**

Incorporating green practices into meal planning for event attendees is an essential aspect of organizing a green event, often referred to as "green food" (Wong et al., 2015).

During meetings, food is typically offered, and attendees are becoming increasingly aware of the quality and healthiness of their meals (Lee & Slocum, 2015). Scholars suggest several ideas for promoting green food and beverages, including sourcing food that is locally grown or produced, as well as offering organic and vegetarian options (Lee et al., 2013). These practices not only enhance the sustainability of the event but also cater to the growing demand for healthier food choices among participants.

When selecting a food menu, meeting managers often base their choices on the nature of the meeting. For international gatherings, it is common to include Western cuisine. However, to align with green criteria, managers should begin incorporating local products as alternatives to traditional Western dishes. Given Bali's rich natural resources, the concept of green food can significantly enhance sustainable practices at meeting events. Ingredients such as vegetables, fruits, fish, and meat can all be sourced locally, taking advantage of the diverse food options available in the region. Opting for local food not only helps preserve local farmland but also minimizes the distance food travels from producers to consumers (Day-Farnsworth et al., 2009).

Bali has villages producing vegetables, meat, and fish. By introducing local products, it is certain that the economy of the Balinese people will always be maintained and sustainable. In terms of vegetables, Bali has Bedugul area as the largest vegetable producer in Bali, and Kintamani as a producer of local citrus fruits. Young coconuts are almost spread throughout the region and different seasonal fruits throughout the year. With skilled chefs at each hotel, local food ingredients can be transformed into international standard food, in terms of aroma, texture, uniqueness, taste, type of spices, and presentation displayed. Chefs can also combine flavors, and use a combination of nutrition, presentation, and creativity so that local food can appear side by side with international food. By utilizing local ingredients, it will greatly support the implementation of green events which also support sustainable events in Bali.

Therefore, event organizers need to consider various factors related to food and beverages when planning green meetings (Park & Kim, 2017). These factors include managing food and beverage services, selecting suppliers, designing the menu, handling goods (including ingredients), purchasing, and managing food after the event. Additionally, it is important to evaluate whether the food ingredients are organic, seasonal, locally sourced, and include fruits, vegetables, bread, pasta, rice, animal products, certified fish, and how food waste is managed (Boggia et al., 2018). Furthermore, adopting a green diet with a minimum average of vegetarian options can significantly reduce environmental pollution, producing about one-third of the pollution associated with meat consumption (Leuenberger & Jungbluth, 2009).

### **3.2 Green Design and Waste Management**

Green design and waste management encompass several practices, such as utilizing compostable and reusable dishes and utensils, implementing educational programs on sustainable living, offering themes related to environmental consciousness, and using eco-friendly materials for decorations and displays. Additionally, it is advisable to keep decorations simple to minimize unnecessary waste. Both national and international

meetings require thoughtful venue design and effective waste management strategies. In large hotels, events must incorporate reusable dishes and utensils. However, when events take place outside hotel settings, the choice of reusable items will need to be adapted to suit the specific conditions of the venue.

Green meetings should incorporate educational programs focused on sustainable living, which can be implemented during pre- or post-meeting tours. These tours can include visits to locations addressing environmental issues that align with the theme of the meeting. Given that many places in Bali are actively engaged in environmental initiatives, organizing pre- and post-tour activities can be seamlessly integrated as part of green design and waste management efforts. Additionally, event planners should allocate time for a dedicated session to educate attendees about environmental impacts and sustainable practices within MICE (Meetings, Incentives, Conferences, and Exhibitions) exhibitions (Wang & Dai, 2019).

Green materials are essential, particularly for venue decoration. Every event or meeting involves some form of decoration; however, it is advisable to keep these decorations as simple as possible while still effectively conveying the event's concept. Utilizing a green venue can significantly reduce environmental impact, especially considering the large number of participants, and aims to conserve natural resources (Laing & Frost, 2010; Park & Kim, 2017).

In terms of waste management, it is important to prepare for the disposal of various types of waste, including organic, non-organic, dry, and wet waste. Effective waste management can also involve the screening of garbage (Buathong & Lai, 2019). Furthermore, any food waste, including leftovers, can be donated to orphanages or given to local farmers to help minimize environmental impact. It is crucial to develop policies for donating surplus food and collaborating with food suppliers to facilitate the collection of food waste for composting (Laing & Frost, 2010) as well as ensuring the separation of organic materials (Draper et al., 2011).

### **3.3 Green Activity and Energy Use**

Green activities at a meeting event can include performances that showcase local talent. Bali, with its rich cultural diversity, offers a variety of entertainment options that can enhance the meeting experience. This approach serves as a means of introducing attendees to local traditions and promoting green culture. Additionally, energy use during the event requires careful consideration of the venue, accommodations, and overall event management, focusing on energy-efficient operations (Park & Kim, 2017).

## **4 Conclusion**

From the earlier discussion, it is clear that elements such as green food, sustainable design, effective waste management, environmentally friendly activities, and energy conservation play a crucial role in supporting green meeting events. These components not only contribute to the overall sustainability of the event but also enhance the

experience for participants by promoting eco-conscious practices. For those involved in organizing meetings or events, particularly in a destination like Bali, it is essential to consider how to align their planning and execution with the standards established by the government. This includes understanding local regulations and guidelines that promote environmental sustainability. By doing so, event organizers can ensure that their meetings not only meet legal requirements but also contribute positively to the local ecosystem and community. Taking these factors into account will help create a more responsible and impactful event that resonates with both attendees and the broader environmental goals.

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