Sustainable Event Management in Ireland:
A Local Authority Perspective

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Abstract

This postgraduate research addresses the sustainable planning and management of events in Ireland from a local authority perspective. Sustainable event management is defined by the British Standards Institute (2011) as "an enduring balanced approach to economic activity, environmental responsibility and social progress". With the number of festivals and events throughout Ireland increasing year on year and global tourism set to hit 1.6 billion arrivals by 2020 (UNWTO, 2009), it is important to identify if there will be a greater emphasis on sustainable event management in the future and what challenges this may bring to the industry.

Festivals and events in Ireland have great economic potential. Fáilte Ireland invested €3.62 million in 210 events in 2011, over 400,000 overseas visitors attended festivals and events in Ireland in 2010. More than 2 million bed nights are generated by festivals from the domestic market alone and €448 million was generated by festivals in Ireland in 2010, with €300 million of this originating from domestic and overseas visitors who travelled specifically to attend a festival. Over €685,000 has been approved by Fáilte Ireland for 170 regional festivals and events taking place in 2013 (Fáilte Ireland, 2012).

It is evident that events can create many positive and negative impacts. Some positive impacts include income generation, increased employment, raising awareness of environmental issues, awareness of conserving energy and implementing strategy. Negative impacts include traffic disruption, waste, pollution, host community disruption and noise pollution. These negative impacts can incur large expense for event managers and local authorities in difficult economic times. Sustainable event management is therefore highly important as it provides an opportunity to manage and reduce such impacts while improving the quality of events.

There are some existing guidelines in place in Ireland to combat such negative impacts. These however are quite basic and limited in their scope but can provide clarity to many stakeholders involved in the events industry. This paper examines the level of sustainable event management in Ireland and whether or not it is possible to fully sustainably manage events. It examines the local authority process, procedures and guidelines in place to combat negative impacts and identifies what factors are taken into consideration in order to achieve sustainability. Furthermore it assess if there is a gap in the provision of a tool to aid local authorities in managing events at an operational level which in turn will prove helpful in assisting event managers in making the transition towards the sustainable management of events.

Introduction

Festivals and events are an important component of the tourism industry. They currently account for a significant financial contribution to Ireland's economy, an estimated €450 million in 2011 (Ring, 2012). Due to the international growth of festivals and events and global tourism set to reach 1.6 billion arrivals by 2020 (UNWTO, 2012), it is important to develop planning tools to facilitate the sustainable management of events. Festivals and events create significant impacts both positive and negative on the environment, society and the economy. Therefore sustainable event management is gaining traction and in many cases demanded as it provides an opportunity to manage these impacts while improving the quality of events. However, sustainability is no easy task and is referred to as a transition and learning process (Farrell & Twinning, 2005). Local Authorities have the complicated task of approving or disapproving events based on various aspects associated with event planning. Currently this task involves a grueling amount of paper work and involves many stakeholders. Development of a local authority portal will assist in streamlining the process associated with the harrowing task of event management. Similarly it will allow managers to implement sustainable management practices when applying for local authority permits to run an event.

This preliminary study is an initial investigation into issues related to sustainable management of festivals and events. It discusses the need for sustainable event management in addition to a local authority portal to help deal with sustainable management of festivals and events.
It examines a variety of guidelines (27) and frameworks currently used to assist in sustainable event management. Furthermore, comparisons are made of the components identified within the guidelines for sustainable event management.

Festival and Event Tourism

Festivals and events in Ireland have grown rapidly over the last century but more so in the last few decades (Bowdin et al, 2008). They are a new phenomenon in today's society and they attract an audience worldwide as well as domestically. Events and festivals are mostly used to attract visitors or tourists to a destination to offer experiences that are unique to those that occur in everyday activities (Shanks & Alamiyo, 2012). They are an important component of the tourism industry as they have the ability to generate cultural and educational benefits as well as valuable economic benefits. They are seen as an important motivator in tourism (Getz, 2008), and as an effective enhancer of destination image (Hall, 1992, Ritchie, 1984).
With the growth and expansion of the Festivals and event industry, relatively new sectors have become apparent, which are "Event Tourism" and "Festival Tourism". Event tourism refers to the tourism activity generated by such events (Quinn, 2006), and can also be used by host communities as a tool for destination development and branding (Etiosa, 2012). Event tourism is systematic planning, development and marketing of festivals and special events as tourist attractions, image makers, catalysts for infrastructure, economic growth

and animators of built attractions (Etiosa, 2012). Festival tourism can be defined as the phenomenon in which people from outside a festival locale visit during the festival period and can inevitably strive to function as tourist attractions (Sullivan & Jackson, 2002).

Festivals and events have the capability of attracting thousands if not millions of tourists and visitors both internationally and domestically for each event held throughout the country and tourism has been a key force promoting festival and event growth and expansion. The growth of the festival and event tourism sector has been spectacular in recent years and therefore event management has become increasingly popular with it growing and expanding equally as much as event tourism. Apart from tourism, events have various other functions including community building, cultural development or fostering national identities (Getz, 2007), yet all event planners and tourism providers know that event tourism is a significant motive for year round visits from guests to communities.

Impacts of Events

From extensive research on the area of impacts at festivals and events, it is evident that festivals and events regardless of their scale and scope create a myriad of both positive and negative impacts. Positive impacts can be beneficial to event managers, host communities, suppliers and other stakeholders and include income generation, increased employment opportunities and awareness of environmental issues. Negative impacts can be harmful and include traffic disruption, waste, pollution, host community disruption and noise pollution and must be reduced and managed in a sustainable manner to limit its harmful effects on the environment, society and economy. Negative impacts can incur large expense for event managers and local authorities in difficult economic times and can reduce net revenue and profits greatly. Impacts of events are essentially outcomes of the event (Heitmann & Dávid, 2010) and can become apparent and evident during festivals and events and more so when the festival or event has ended.

There are several areas at festivals and events where negative impacts can be caused such as choosing the event venue or site, stage set up, transportation, water management, energy production, waste control and purchasing materials.
There are also many social, cultural, environmental and economic consequences that can arise throughout festivals and events which involve both positive and negative impacts.

Social Impacts: Social impacts generally affect host communities and society as they can be impacted by the outcomes of events (Getz, 2008, Sharpley & Stone, 2011). They can be defined as "all social and cultural consequences to human population of any public or private actions that alter ways in which people live, work, play, relate to one another, organise to meet their needs and generally cope as members of society" (Burdge & Vanclay, 1996). Communities can enjoy many benefits of hosting festivals or events such as income generation, pride in the community, community development and social capital but their perceptions can change when major events within the community start attracting

many visitors (Bowdin et al, 2011), as physical implications begin to appear such as traffic disruption and congestion, land degradation and crowd congestion.

Cultural impacts: Cultural impacts are those which involve changes to the norms, values and beliefs of individuals that guide and rationalise their cognition of themselves and their society (Burdge & Vanclay, 1996). Festivals and events have the ability to create a cultural identity within a destination and can extend cultural experiences. They can contribute to the cultural development and enhancement of a destination and location in which they are held and can also create a competitive advantage for the event. Culturally, tourism and events are said to be an element of community enrichment.

Cultural traditions and images of a destination can act as a means of attracting an audience to an area. Event planners and managers are now using this to their advantage when planning and organising events, they are seeking to manufacture new cultural activities and associate them with historical and ancient significance to a location. Cultural festivals and events are associated with community events which include local values, traditions and celebrations and can attract tourists and visitors at regional, national and international level. They can facilitate the integration and inclusion of smaller communities of families and friends within the wider community and can also allow outsiders and tourists from different cultures to join in and share the process (Raj, Walters & Rashid, 2009).

With some aspects of the event being manufactured to attract audiences, a negative consequence arises for the host community which is a lack of authenticity to the destination and community.

Environmental Impacts: The environment is an extremely delicate and fragile component of the planet. It is largely concerned with biodiversity, overexploitation and mismanagement of ecological systems, living organisms and non living materials. Mismanagement of these surroundings can impact on the welfare of the population (Raj & Musgrave, 2009). Many negative impacts can arise as a result of hosting large scale festivals or events. The exploitation of natural resources is irreversible (Raj & Musgrave, 2009), but this can be prevented by being more aware of the daily activities and actions undertaken, by reducing waste and by preventing pollution and consumption of natural resources. Festivals and events can create many tons of waste and use an obscene amount of electricity which can dramatically increase CO_2 emissions.

In previous years there has been a noticeable transition towards sustainability due to environmental consequences, but more recently sustainability has incorporated other factors which create a more holistic image of what sustainability should entail. Environmental impacts are often more evident during and after a festival or event with land degradation being noticeable caused by litter, pollution and human activity.

Negative environmental impacts can arise from transport, pollution and litter and can cause damage to the site and location. Noise pollution can disrupt host communities. Traffic disruption and congestion can arise from attendees travelling to and from the event as well as crowd movement and control and there are also increases in energy demands and other natural resources. However, it is not all doom and gloom as there are some positive

environmental impacts including raising awareness of environmental issues, long term conservation of the area and reducing harmful impacts on the environment.

Economic Impacts: Economic impacts are sometimes said to be the driving force behind planning and managing events due to the economic benefits derived from it. This is the most important impact event organisers and host communities look at from a positive perspective (Etiosa, 2012). Tourism and events can be a source of economic enrichment. Tourism revenue to host communities normally accounts for a large proportion of the total revenue from spending at the event on travel, accommodation, goods and services (Etiosa, 2012). The positive economic impacts include direct and indirect expenditure from tourists. Events can also create additional trade and business development, job creation, infrastructural development and foreign exchange earnings not to forget long term promotional benefits and increased property values. Negative economic impacts include inflated price of products, services and amenities, resident exodus and there can also be an unequal distribution of wealth between local businesses.

The Need for Sustainable Event Management

This paper has outlined the positive and negative impacts as a result of festivals and events. With the many harmful impacts arising from festivals and events, it is clear that sustainable event management is gaining traction and in many cases demanded as it provides an opportunity to manage these impacts while improving the quality of events. Sustainability can encourage awareness and activism in people on a journey toward sustainability (Stettler, 2011) but this process must be maintained at a certain level (Raj & Musgrave, 2009) and continue to make progress while constantly improving upon sustainability principles and practices.

Festivals and events create a vast majority of negative impacts on many surrounding areas of a festival or event such as venue and landscape, transportation and many other areas of the event. Therefore the urgency of sustainability is clear and society should acknowledge this. Sustainable management practices have been applied using more advanced techniques at various international festivals and events. Sustainable event management can also be referred to as event "greening". UNEP - United Nations Environment Programme, (2009) defines a green event as one designed, organized and implemented in a way that minimizes negative environmental impacts and leaves a lasting legacy for the community. However, the term "greening" has an environmental connotation and is used to describe the process of transitioning a product, service, activity or organization into a more environmentally sustainable version (Stettler, 2011). It is important to note that the "greening" of a festival or event does not consist of the various factors incorporated in the term sustainability resulting in uncertainty as to whether this word has any academic or legal linkages to the term "sustainability". The use of this word is believed to involve an element of green washing where companies, festivals and events are deceptively stating that they are sustainable and by adopting the idiom of "green" as a marketing tool they can fool the general public into thinking they are sustainable (Hoffman, 2009).

Hosting an event requires great amounts of resources including water, energy, material purchasing, transportation and various other resources that result in waste and greenhouse gas emissions. Stakeholders involved in the festival or event may not be sure how to or where to start in reducing the impacts that arise from not managing these resources in an efficient and effective manner.

Sustainability of an event is a process of continuous improvements as new ideas and technologies become available to help lessen the impacts that various activities have on the environment (Denver Convention Greening Initiative, 2008). There is an apparent need for festivals and events to be sustainably managed and thus utilize and adopt new sustainability technologies in order to minimize costs and plan and manage for cleaner and more sustainable festivals and events. The area of water management, energy management and waste have been largely ignored to date in festival and event management research, therefore the need for sustainable management of festivals and events cannot be underestimated. Sustainable management of events is associated with large cost saving with the implementation of waste, water and energy environmental management systems.

Sustainability and Event Management

It is important to understand the concept of sustainability and event management before we can fully understand the concept of sustainable event management. Event management and sustainability have become an increasingly popular area of interest amongst academics and professionals in recent years (Getz, 2007, Raj & Musgrave, 2009, Jones, 2010). This section will examine the relationship between event management and sustainability combined. Moreover, it will identify why they are important as intertwined components. Event management and sustainability are compatible items when combined to make sustainable event management (Jones, 2010) but in order to achieve the best results, both must be managed in a responsible manner.

The need for sustainability has grown rapidly in recent years (Jones, 2010). People have become more aware of the activities that can cause harmful and negative impacts to the environment, economy, society, infrastructure and landscape (UNEP, 2001), but it is important to note that sustainability is more of a "moving" rather than a static goal (Lee, 2001). Farrell and Twinning (2005) indicate that sustainability must be conceived as a transition and learning process.

Sustainable development contributes to sustainable management and is most commonly defined as:

> "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (World Commission on Environment and Development, 1987)".

It is also more recently defined as:

> "Sustainable development and frequently adopts a discourse of social, environmental and economic policies between developing and developed countries". (Raj & Musgrave, 2009).

Events are defined as transitory in nature, infrequent in occurrence and limited in time (Raj & Musgrave, 2009), these however are all features opposing the definition of sustainability as this term suggests and represents sustainability as long lasting or leaving a lasting legacy.

Event management is a relatively new area of study within the festival and event industry and is a core factor which must be taken into consideration for successful planning and operation of any event. If the event is not properly managed by event professionals, failure of the event will result. EMBOK – Event management body of knowledge, (2006) define Event management as follows:

"Event Management is the process by which events are planned, prepared and produced. As with any other form of management, it encompasses the assessment, definition, acquisition, allocation, direction, control and analysis of time, finances, people, products, services and other resources to achieve objectives".

An event manager's job is to oversee and arrange every aspect of an event including research, planning, organizing, implementing, controlling and evaluating and events design, activity and production.

According to Getz (2005), the principle applying to all festivals and events is that they are temporary and that every such event is unique, stemming from a blend of management, program, setting and people. It is clear that planning for festivals and events can be a complicated and tedious task and managing festivals and events in a sustainable manner can be even more complicated as there is very limited information of best practice guidelines in Ireland.

According to Mowforth and Munt (2009), the notion of sustainability is that at its most basic it encapsulates the growing concern for the environment and natural resources but also has increasing resonance in social and economic issues.

The subject area of sustainability and event management combined, i.e. sustainable events management as a discipline is increasingly progressing throughout Ireland and the number of event management qualifications and degrees on offer has spread rapidly across colleges and universities throughout Ireland. The British Standards Institute (2011) defined sustainable event management as an enduring balanced approach to economic activity, environmental responsibility and social progress. It can also be defined as the manner in which events are organised taking into consideration the social, environmental and economic impacts (Dwyer, 2000). Katzel (2007) described sustainable event management as the convergence of sustainability with the project planning process of event management. There is a greater emphasis on the need to be more sustainable both from an environmental perspective and an economic perspective.

Events need to be sustainably planned and managed to minimize any harmful consequences caused as a result of hosting the event and maximize the benefits brought to the host communities and surrounding areas. The term sustainability has become a key topic in today's society especially within the tourism industry (Byrd & Cardanas, 2007), and now the festival and event industry. It is widely used worldwide and interpreted in

many different ways. Sustainability practices can lessen the negative consequences in which society makes on the environment and turn these into positive ones; it can create a positive and lasting impression on a destination and benefit the communities and economy as a whole. In terms of event management it can create a positive lasting legacy and encourage event attendees to be more environmentally, economically and socially aware.

The Role of Local Authorities in Event Management

Local authorities use events and festivals within their region to help achieve a diverse range of economic and social objectives but the success of these events can use up a substantial amount of tourism, leisure or arts and cultural budgets (Wood, 2005), they also support a host of local festivals and events that support employment. Wood (2005) noted that local authorities tend to take a non strategic approach towards events suggesting that they are unlikely to utilise marketing information systems to gather information on the effectiveness of their events and therefore fail to justify the event programme in terms of the positive impact on the local economy, civic pride and quality of life. As previously mentioned, hosting events require great amounts of resources such as water and energy and local authorities play a key role in water and energy management. This is where there is a connection between local authorities and event management.

Local authorities are multipurpose bodies with responsibility for an extensive range of services including: housing, planning, roads, water supply and sewerage, development incentives and controls, environmental protection, recreation facilities and amenities, agriculture, education and welfare (IRO – Irish Regions Office, 2013).

Local authorities play a key role in the planning process of events as they have the ability to approve or disapprove festivals and events based on various aspects associated with event planning. They are highly involved in the planning and authorisation of an event and can sometimes act as an event sponsor along with governmental agencies and tourism agencies such as Fáilte Ireland, Tourism Ireland and Discover Ireland. Local authorities have the task of overseeing the process associated with event management which currently involves an immense quantity of paperwork which oversees all the aspects involved with running an event to ensure that nothing has been overlooked such as planning permission, health and safety assessments, road permits etc.

This process is long and complex and with the rapid growth in the festival and event industry over the last few decades' development of a local authority portal would play a key role in the development of event management in a sustainable manner. However, in order to do this, it is essential that festivals and events are sustainably planned and managed from the offset both by event managers and local authorities in order to sustain the process of Sustainable management of festivals and events.

The issue of sustainability is at the epicentre of international concern with pressure on both commercial operators of all sizes, from all industries, and from private citizens to make adjustments to their daily lives and reduce negative impacts on the environment (Dickenson & Arcodia, 2009). According to Dickenson and Arcodia (2009), professional associations act as a conduit for information between the members and the wider community of the profession they represent.

Methodological Approach

This study is derived as part of ongoing MA research, which currently involves secondary data collection and analysis. A comprehensive literature review was conducted on sustainable management of festivals and events. A theoretical framework was also developed to inform in the construction of research tools. This theoretical framework includes a variety of international and national sustainable event management guidelines (27). These guidelines include a variety of components which are deemed important in sustainable management of festivals and events.

Guidelines and Frameworks for Sustainable Management of Events

There are a countless number of reports available worldwide for event managers and industry professionals to assist in running festivals and events sustainably. These guidelines outline important event management values such as waste, energy, water and transport but according to Daub (2005), today sustainability reports represent a composite of financial reporting with guidelines originating from workers safety and environmental health and safety requirements. However, not all guidelines incorportate the values of sustainability and take into consideration social, economic and environmental issues and as established previously, sustainability should encounter numerous other values as its definition is broad in its scope.

Within Ireland, there are guidelines in existence available from Fáilte Ireland which include factors such as energy, waste, water and transport but it is worth nothing with these guidelines not being certified as they will not create or lead to the event being sustainable.
In order to develop and design guidelines that maximise sustainability and minimise negative impacts, they must be certified. There are many certification awards such as the BSI and ISO, but for events to become certified they must comply with a number of specific criteria that meets the awarding bodies' standards. Authentic certified guidelines can ensure sustainability of festivals and events as certification can be used as a management tool.

Considering that events are highly tourism based and coincide with one another, event professionals like tourism professionals should comply with international best practice standards such as GSTC (Global Sustainable Tourism Council) criteria in order to make their event shift towards sustainability. However, if event professionals are to adopt this

criteria they must note that the GSTC never been applied in an events context. The Global sustainable tourism council (GSTC) serves as the international body for fostering increased knowledge and understanding of sustainable tourism practices, (GSTC, 2013). A variety of international and national guidelines have been examined and compared in order to gain an understanding of what event managers and professionals are focusing on in terms of sustainability. The following table illustrates a variety of international and national guidelines which have been examined and compared in order to gain an understanding of what event managers and professionals are focusing on in terms of sustainability.

Table 1.1   Variety of Framework & Guidelines available for Sustainable Event Management

Title	Year	Author
Greenpeace Olympic Environmental Guide	2000	Greenpeace & Karla Bell
How to Plan a sustainable event	2003	Concern inc
Failte Ireland Festival & Events best practice guide	2005	Fáilte Ireland
Sustainable Events Guide: DEFRA	2007	DEFRA
Environment Canada's green meeting guide	2007	environment Canada
MCI Sustainable event management system	2007	MCI
Start a green event policy	2007	Donovan, C, Garling, J. Moore, L
Environmental Guidelines: Live earth green guidelines	2007	Spatrisano,A. Wilson et al
Sustainable Event Planning guide: Denver	2008	Bielel, C. Burnap, P. Et al.
London 2012: towards a one planet 2012: SP	2008	London organising committee
Green Festivals and Events guide	2008	Graci,S & Dodds,R.
DIT-ACHIEV Model for sustainable tourism indicators	2008	Kevin Griffin
Greening up our events: SEG	2009	Monash University& Gunther,M
Sustainable Event: BS8901	2009	Fred G. Thorne
Conceptual framework for sustainable event management	2009	Razaq Raj & James Musgrave
Copenhagan Sustainable meeting protocol	2010	Bigwood, G & Luehrs, M.
Sustainable Event Planning and Process	2010	Meet green
Fáilte Ireland: A guide to running green meetings and events	2010	Fáilte Ireland
Guide to policy development for SEM	2011	NSW env trust. Bradley Nolan
Greening Cop17 event greening guidelines	2011	United Nations
Sustainability Report: Oracle open world java one	2011	meet green
Sustainable Event Greening Guide	2012	Vanderbilt University
Event sustainability management system	2012	ISO 20121
Environmental sustainability of London 2012 Games	2012	Cleverly,J.,Bacon, G. et al
EPA Tasmania: Sustainable Events guide	2012	EPA Tasmania
Rio +20 Corporate sustainability forum Event sustainability report	2012	MCI & Windmade
Towards a one planet Olympics revisited: sustainability promises	2012	Bioregional & WWF

The above table illustrates the various sustainable event management guidelines which were examined. These provided a better understanding of what components various organisations and authors are taking into consideration when sustainably managing festivals and events. Each year there seems to be more guidelines and checklists produced which suggests that this area is fast gaining traction and becoming a popular area of interest. Each of the guides took various different factors into consideration. In total, the factors amounting from the 27 guides reached 234 and ranged from strategic planning and management to resource recovery and community inclusion. There were just 6 frequently occurring factors arising from the majority of guidelines, these included;

- Reducing, reusing, recycling and composting materials
- Offering local and organic food choices
- Encouraging public transport
- Encourage car pooling, walking and biking
- Using and reusing signage
- Promoting energy efficiency

The majority of guidelines 59% included the necessary factors of 3R's (reduce, reuse, recycle) and composting materials into their sustainability plans and 56% stated that it is important to offer local and organic food choices. A further 52% encourage the use of public transport to and from festivals and events as well as another 52% car pooling, walking or biking while 37% are insuring the promotion of energy efficiency along with 37% using and reusing signage.

These 6 factors are crucial in sustainable event management and were the mostly used factors within the reports.

Other related factors occurring within the guides associated with sustainable event management were;

- Encouraging water efficiency
- Choosing a venue that reduces transport needs
- Using hybrid or alternative powered vehicles

Just 33% of the guidelines included the above sustainability practices as important components when sustainably managing events. 26% stated that an accessible venue and amenities were necessary when sustainably managing events while calculating carbon offsets from the event and offering carbon offsets were equally as important along with monitoring sustainable practices.

As little as 22% are including environmental considerations as an important factor in sustainable event management while only 19% states it is important to encourage volunteer cooperation and articulate sustainable goals. They also declare that using sustainable catering and electronic or sustainable media are necessary aspects of sustainable event management. Again, these components are essential for sustainable event management

especially encouraging volunteer cooperation considering that events are mostly volunteer coordinated.

Other common themes arising from the analysis of the guidelines found that 11% of the guidelines include the following factors;
- Monitor success of the event
- Protect flora and fauna
- Use sustainable marketing communications
- Use energy efficient LED lighting
- Education and training
- Encourage leadership commitment

This small percentage of such important factors suggests that the guidelines are not fully incorporating all aspects of event management or sustainability such as the 3BL (triple bottom line) of economic, social and environmental values. This is a vital finding as it demonstrates that these factors are not central or preferable in sustainable event management within certain guides but they should be equally as important as factors such as the environment, stakeholders and society. More so monitoring success of the event should be a top factor in sustainable event management as it will show if the event could occur again.

Interestingly, the least amount of guides (7%) took the following components into consideration:
- Strategic planning and management
- Stakeholder engagement
- Sustainable procurement and policy
- Accommodation considerations
- Waste reduction program
- Use non toxic cleaning products and markers
- Zero waste initiatives
- Ensure vendors follow sustainable guidelines
- Establish partnerships with waste haulers
- Air health and quality
- Community involvement
- Degree of government involvement

 While similarly only 3% of the guides are including important factors such as; determining the scope of the management team, setting objectives, assigning roles and responsibilities and maintaining internal and external communications. The significant areas of health and safety, risk management and catering which are key areas in event management were largely ignored in terms of sustainable event management within the guides.

The above factors are highly important considerations for sustainable management of festivals and events. Noticeably, there is some concern about the small percentage of guides

giving preference to these important areas. Subsequently this suggests that the level of knowledge in this area is limited.

Within Ireland, Fáilte Ireland have developed guidelines to assist in sustainable management of events but they too have not included important factors such as education and training, internal and external communications, Use of non toxic materials, establishing partnerships, ensuring vendors use sustainable guidelines, ensuring all equipment is switched off, host community inclusion and participation, and monitoring success of the event. Sustainability in Irish festivals and events must be enhanced in order to gain a reputable status as a sustainable leader in this area and reach sustainable standards like that of the Coachella music festival and Glastonbury music festival. When it came to monitoring success of the event, some guides were looking at it from an economic perspective rather than in terms of visitor satisfaction.

Conclusion

It is clear that the area of Sustainable management of festivals and events is becoming a popular area of interest which is evident with more reports being produced globally each year. This paper has highlighted some of the research findings on sustainable management of festivals and events in Ireland. The level of knowledge and understanding seems to be limited in the area of sustainable management of festivals and events; this is evident with only a small percentage of guidelines including highly important factors associated with sustainable festival and event management. Topics such as sanitation, destination, human rights, health and safety and risk management which are crucial to sustainable management of festivals and events have been largely ignored to date.

In Ireland, more research and development solutions are needed to enhance and give Ireland a competitive reputational advantage in the area of sustainable management.

Sustainable management of festival and events is a complicated task and the process of gaining local authority permits to run events is increasingly problematic. With the many harmful and negative impacts affecting events, sustainable management must be approached in a responsible manner from the beginning. Development of a local authority portal with an associated toolkit to facilitate event managers in the transition towards sustainable management of events which meets current legal requirements and international best practice guidelines will be beneficial to event professionals, society, local authorities and tourism agencies. It will facilitate a process of applying for festival and events in a more simplistic and easy to understand manner.

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