

## **Sustainable Tourism in Festival- Stakeholder Perspective**

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## Abstract

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<b>Programme Level</b>		
<b>Research/Project Title</b> Sustainable Tourism in Festivals		<b>5592 Words</b>
<p>The objective of the long essay will focus on festival sustainable tourism. Tourism has a huge role in our economy especially festivals in Malta. The research will focus on the development of sustainable situations for festival tourism, as seen through the perspectives of stakeholders, business owners, and government agencies. The focal project presents how festival tourism help generates, increase value, and creates more employment. Sustainability is a concern in everyday life, especially in festivals that attract massive amounts of tourism and its importance around the globe, especially to be in line with the COP26 which is proposed by Malta. The research method used in this study is qualitative as interviews will be conducted with the festival organizers and business owners. The aim is that from these interviews, there will be clear indications of the measures that these stakeholders take to make sure they are in line with the sustainable concept when catering for festivals.</p>		
<b>Keywords</b> Sustainability, Festival Tourism, Measures, Practices		

## Declaration of Authenticity



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**Research Title** : Sustainable Tourism in Festivals- Stakeholder's Perspective

### Declaration:

I hereby declare that this research study is based on the outcome of my own research. I, as the author, declare that this research study is my own composition which has not been previously produced for any other qualification.

The research study was conducted under the supervision of Helena Micallef

*31/05/2022*

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Date

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Student's Signature

## **Acknowledgments**

My payoff for writing this acknowledgments section and thanking you is the chance to address gratitude. I owe a debt of gratitude to everyone who assisted me in achieving this goal. I wouldn't have been able to achieve it without them.

My mother gave me the motivation I required and was always able to persuade me that I could accomplish it. My sister listened from the other end of the line, hearing me ramble over my metal blocks at all times of the day and night. My father's unshakable confidence in me encouraged me to keep going. My family has always been a mainstay in my life.

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# 1. Introduction

Festivals have a certain attraction, music has diverse meanings for various individuals, yet it always unites human minds and souls. Humans can be encouraged to make improvements, be inspired to follow other chances, look at the environment surrounding them, and sense integrate to be a member of the crowd in a basic and instinctual manner.

Festivals have the potential to be extremely effective sources of stimulators, encouragement, and transformation for the benefit of humankind. They have traditionally been places for people to assemble, interact, and celebrated. The author has always been captivated by music festival's transformational capacity to produce honest, heartfelt, and highly relatable encounters as a long-time festival spectator and attendee. The author didn't start researching and understanding the strange but fascinating linked beet festivals and sustainable management until he became aware of environmental issues. These significant proportion of festivals generated enormous quantities of garbage and pollution with no rescue operations, burned large numbers of gallons of diesel with no fuel economy or renewable power attempts, held festivals in beautiful natural settings with no preservation attempts, and had little healthy relations with the local community.

The researcher observed directly both the benefits and problems connected with incorporating environmental knowledge, planning, and tactical decisions into festivals to change these adverse effects into good ones. With a growing curiosity. I started looking into sustainability management from various viewpoints. Finally, I decided to pursue the academic research of festivals and sustainable management to dig deep into this interconnection and find the measures and practices that the stakeholders are implementing in their company both planning and operational side. This long essay is the result of the investigation.

## **1.1 Research Background**

Examining festival firms to see how they maintain sustainability and what steps they take. This research will provide high-quality data that may be used as a foundation for further research by anyone. This issue appealed to me because it is enthusiastic about. I'll be able to focus further on the sector in the future if the results are positive. The research on sustainable management of festivals is limited and few researchers have studied that concept.

## **1.2 Research Aim and Objectives**

The research will be aimed at festival custom enable tourism, and the objective is to find out the knowledge of festival companies regarding sustainable management and sustainable methods during the planning and operation stages. The research question is 'What measures/indicators do the stakeholders take in Malta in Festivals?.' The question is clear about the targets, the research is going to try and find sustainable plans for companies and implementing during their festivals. Chapter two is the literature review and it is a collection of various sources both locally and internationally about the research question. Chapter two the challenges of sustainable management, three pillars of sustainability, incentives of sustainable practices, waste management, transportation ,and innovation. Chapter three is going to discuss the methodology used to find the research and the author will have his research. Chapter four will be the analysis and discussion. Where the author will analyse his research from the interviews while the last chapter will is the final arguments.

## 2 Literature Review

Festival agencies using sustainable measures and methods for festivals will be contradictory to previous studies and experience. Applying practices and methods internally and externally while organizing festivals will help the festivals be more sustainable. Sustainability is defined as meeting our own needs without damaging the ability of future generations to achieve their demands and the agency's demands. Sustainability is a concern in everyday life, especially in festivals that attract massive amounts of tourism and festivals influence the society and environment, especially to be in line with the COP26 which is proposed by Malta.

The United Nations has defined sustainable advancement in the '**Brundtland Report**' (Defining Sustainable, 2022) as an advancement that meets the demands of the present without compromising the ability of future generations to reach their demands. The natural resources are not infinite so they should be measured and carefully taken care of to make sure that there will be a present for future generations without lowering our present quality of life. There are many positive aspects to sustainability for the short-term and long-term. The earth's ecosystem cannot continue to function well if our generation does not take any measures in favourites to be sustainable. If this generation does not act now, in the future fossil fuels, a vast variety of species will be extinct, and the atmosphere will be irreplaceably destroyed.

Festivals before covid were prominent around the world because festivals bring around joy and entertainment to society. There are different festivals in Malta, and it attracts a huge amount of people. Therefore, it is important that in these festivals, sustainable measures, methods, and practices are taken to make sure that the damage is reduced.

### 2.1 Three Pillars of Sustainability

Sustainability is divided into three pillars that are environmental, social, and economic. Environmental protection is the most repeatedly mentioned subject in festivals. The main challenge is to reduce the 'carbon footprint,' 'water usage,' unused packaging, and waste of natural resources. All these factors are many of the time cost-effective and help financially the companies. Social development is about how the worker is treated evenly and is responsible, ethical, sustainable worker treatment, business owners, and the community.



All these aspects can be accomplished through more responsive benefits, improved paternity and maternity benefits, flexible working hours, training programs, and a safe and sustainable workplace. Economic development is the most straightforward plan of sustainability. For a festival company to be profitable and produce enough income to keep on operating in the future. The main obstacle is to keep balance rather than making money at any risk. Companies should generate and improve their revenue consistency with the elements of sustainability implemented. Therefore, in this essay, the benefits, and challenges that the fest companies are faced during the planning and operation period.

## **2.2 Positive Practices and incentives toward Sustainability**

Festivals organizers during their planning stage for festivals one of their main challenges is resource efficiency & conservation. Power formation is one of two dominant sources of greenhouse gas emissions. Without energy, humans cannot survive but it's necessary to take any measures or prevention to reduce the footprint and damage to the earth's greenhouse. The festival agencies have the responsibility to practice and implement sustainability measures to reduce and minimalize the damage of the greenhouse gasses. In festivals, a lot of energy is used to perform and operate. (The Fiscal and Economic Benefits of Sustainability, 2022). In the research, it was noticed that the festival companies are investing in the way forward. For example, modern LED lights, high standard of equipment, advanced speakers, and improved wiring. All these advancements are being implemented and helping the festival agency to be sustainable, less pollution, green, and not harmful. All these elements help to use less energy and therefore it helps the festival company to save money, make more d profit, improve the enjoyment of the festival, improve the guest experience, and reduce the damage by practicing this measure by two-thirds.

## **2.3 Waste Management**

Waste reduction and recycling are crucial factors in Malta. On Maltese island, there is not enough place for more waste fields. Malta is the densest populated country in the EU and this challenge needs to be tackled seriously. In the reports, it is reported that Malta is ranked second-highest waste producer per capita, and it results that every person wastes 648kg every year, half of this amount is food. Festivals are implementing such measures to reduce food waste.

The 'Ministry for the Environment, Sustainable Development, and Climate Change' started a project called TRiFOCAL and this project offered the chance to minimize and reduce waste in a fun way and at a low cost. In this campaign, they used social media to raise awareness in Malta. This campaign was in operation from 17<sup>th</sup> July until 2<sup>nd</sup> October of 2019. In this period there were around 41 Facebook and 15 Instagram posts to raise more awareness.

Another campaign was 'International Food Festivals.' The main objective was 'To reduce my environmental impact I pledge to source more local and seasonal products and to freeze surplus food for a later date. (Ministry for the Environment, Sustainable Development, and Climate Change, 2019) 'The Bubble' was a festival that used the practices and methods to reduce waste and to make its festival more sustainable. This is a music and art festival that during this festival it used to water around 1.5tonnes per year. The organizers started to use some of the measures for example recyclable cups and plates, supporting the use of tap beer instead of buying canned beer. The effort was successful because 1500 guests that attended the festival generated around 1347kg of waste, which means they generated 153kg less than the previous year. None of this waste was transferred to the landfill. (Borg, 2017) This example is an indication that even the organizers are trying their best to reduce waste and support sustainability. The perception of the public is that these organizers care only about the finances but, they are helping the environment and the society

## **2.4 Challenges towards Sustainability**

Festivals require need great planning and operation work and there are cause some operational challenges. The first challenge while planning an event is to decide the decision location for the festival's crucial festival, during this period there is the opportunity to think about some challenges that may appear such as waste management, transport, and energy. Energy sources that can decrease the footprint on our environment may include such as biodiesel fuelled generators or renewable energy. The renewable suppliers are increasing providing sponsorship for the festivals and are also enrolling new clients. Associations and companies are providing carbon offset services such as forestry offset for example planting trees to absorb carbon and decrease the greenhouse gases, using more renewable energy sources.

The perception is that the term sustainability is all positive, but no one mentions the negative aspects or challenges that the festival's owners can have. Sustainable festivals need investment and the price of sustainable products and services can increase because there is more investment involved. It can be expensive as well for the business owners because to arrange all the equipment, innovative ideas, innovations, modern technology, and equipment that help to be more sustainable. The companies are investing to be more sustainable because there is a demand from society. At festivals, there are loads of sources that are required, to be used, and for the organizers to switch all their equipment, it's going to be a worthwhile investment for the long-term and to keep on practicing throughout the generations. The article 'Rapid Finance,' found some more challenges to sustainability. To invest in a festival company to become more sustainable takes more time, and the process to improve sustainability is not achieved overnight. The process needs to be well-planned and monitored to be successful. The concept of sustainability is not new, but technology is always improving and is getting more expensive. (Finance, 2022) For example, innovative technology for the sound system and light can be more expensive, but in the long-term plan, they demand less energy. Despite the festival organizer trying to make the move to be sustainable, there is a possibility that the hawker in the festival tourism is not sustainable. If the hawkers are not sustainable, the festival organizers need to explore potential new squads to supply the proper equipment. The organizers and hawkers are demanded to have similar values and have the same targets to be achieved.

## **2.5 Transportation**

Transportation has an essential role in festivals and the organizer need to plan well. Transportation creates massive co2 emissions and pollution that are transferred into the atmosphere. Festival organizers need to aim those festivals are more sustainable, to improve the environment, economy, and society. The guest needs to be advised and informed about transport preparations before the festival to add more options to use instead of their vehicle. For example, make private busses passing from main locations around Malta to gather the guest. Another idea is that the buses are equipped to entertain the guest during the ride. The advertising is vital because the guest is motivated to use the transportation options to improve the festival to be more sustainable. One of the most famous transportations is driving a vehicle, usually, people think that this is the simplest way. Sustainability requires that the vehicle be full of people, in the contrast, when there is an empty seat there is a problem. This can help for example if four friends are going to the same festival, there is the option to go in one car instead of going in four separate cars and

the pollution is reduced by two-thirds. The organizers can advertise to share the vehicle with your friends. With this practice, fewer vehicles are being used and fewer co2 emissions. This is a basic situation but still, It is essential in improving to be sustainable. Public transport is one of the best methods to minimize carbon emissions and pollution. Public transport could be free of charge for these festivals to encourage more people to use it and be more effective. There will be more parking availability because like a bus holds around forty-five people that mean there forty-five cars less going to the party.

## **2.6 Innovations**

Incentives/innovations are one of the best ways to boost good behaviours which can like prices, vouchers, or discounts on food and drinks. (Chirieleison and Scucca, 2017) Producing guest education, participation, and engagement around the campaign of sustainability and festivals being more sustainable is another challenge. Guest engagement and participation during the sustainability changes are critical to the festival's sustainability development because the guests are helping and being active. Guest is the main collaborator to make the festival more sustainable. This means that the intensity to which guests participate in the festival sustainability development will influence how competent the development will be. Guests need to be educated about the festival's water conservation project, then more guests will be encouraged to make their best efforts to minimize water bottle usage. It is not easy to change the guest to make them adopt new methods and practices. Lianing and Frost(2009) identified schemes during festivals in 'festival greening' and the most practices used are for example issues of 'waste management, recycling, power, traffic, carbon offset schemes, water and resource procurement, and food acquisition'.

## **2.7 Conclusion**

Famous and major festivals are happening, their main objective is that they deliver an outstanding guest experience. ie experiences. The difficult part to achieve this is to find creative There are diverse ways of strategizing to engage and educate the guest about sustainability challenges and the festival's sustainability development. Some surveys claim that there are some difficulties in building methods to boost guest engagement for example "strategizing pre-event promotions," "making on-stage announcements" and crafting "incentive systems to encourage attendee participation in sustainability initiatives." (L. Stettler, 2011) All these strategies help to motivate the guest to adopt new strategies, methods, and practices and feel part of the company's achievements.

## **3 Methodology**

### **3.1 Outline**

This chapter gives a description of the research methodology. The reports related to the research objectives are evaluated first. The research plan is then provided. This section subsequently goes on to the participants in the study, extracting information and analysis. The chapter concludes with a summary review of legitimacy and constraints.

### **3.2 Research Questions**

Communication is important for the advancement of sustainable event planning of festivals in Malta is examined in this research. The goal of the research is to gain a better understanding of sustainability event planning through the observations and viewpoints of festivals. With an improved comprehension of the obstacles and critical factors that the planners confront in shifting various festivals closer to sustainable development, initiatives for impact on maintaining management can be discovered.

### **3.3 Research Design**

The first section utilized moderate interviews to supplement with qualitative analysis. This is where the outcomes of formerly acquired data are explained and elaborated using qualitative analysis and interpretation of the results. The qualitative phenomena technique gives the procedures for data collection design a complete and deeply integrated methodology.

### **3.4 Interviews**

Contestants in the interview were notified via email and sent an email that include gratitude and appreciation for participating in the interview. The use of fake names throughout the interview and the final long essay helped to maintain secrecy for the interview participants. Categories emerged from the survey machine learning and guided the development of eleven moderately interview questions. Each interview was adapted to the interviewee's perceptions and ideas using these well before questions. Interviewees were invited to discuss their perspectives on sustainable event management, as well as the benefits and challenges of their festivals. The interviewees were also interviewed on sustainability measures, client responses, sustainability advancement, and targets.

The information from the interviews was converted into text. Concepts were qualitatively identified in this extracted text. The interviews were primarily designed to explain, expand, and understand the targets of the stakeholder in terms of sustainability. As a result, the author investigated analysed the interview information for trends. Identifying relations,

qualities, classifications, and behaviours that are unique from others is the purpose of data analysis and interpretation (Gray, Mills & Airasians). Effective understanding relies just on the author's standpoint and analytical talents to recognize and isolate complexity and diversity in information (Gray et al.). The author attempted to retain a viewpoint set to define theory, which is described in Chapter 2 of this long essay literature review, to execute the concise overview of interview information.

### **3.5 Limitations**

There were a few limitations during the research. The limitation was that the interviewees preferred to answer the question by themselves instead of doing an interview in person. This led to taking longer wait for their response and more challenging to have a faster response.

#### **Ethical considerations**

- Research shall be conducted in such a manner to avoid any psychological and physical harm to humans and animals and financial damage to organisations.
- Only the Tutor and assessor/s will have access to any data gathered.
- Participants will remain free to withdraw from the study at any time without having to provide any reason. In the case of withdrawal, all the records and information collection will be deleted.
- The participant, who is the sole proprietor of the data provided, is granting that such data would be processed for this study purposes only.
- The data collection process will be a transparent process.
- All transcriptions and/or electronic recordings reflecting the data collected, once exhausted, are to be deleted immediately after the student's award has been conferred
- Confidentiality, anonymity, and data protection procedures are to be ethically abided by.
- The researcher would provide a soft copy of the study to the participant, if required.

Taking precedence occurrences exploring successful therapies, examining habits, and enhancing existence in other ways are all common targets of research projects. It is important for the author to investigate ethically.

## 4 Results, Analysis and Discussion

The goal of this research is to better examine the obstacles and performance measures that festival companies have when it comes to sustainable brand management, as well as to find techniques that can assist them to strengthen the sustainability of their festivals. Results were produced from information gathering and studies to achieve the research question that motivated this investigation. The research also focuses on the awareness of sustainability of festival companies in Malta. This chapter shows the findings of the research question. The data is gathered from interviews that had eleven questions and two interviews. 'Interview one' is a private company that organizes festivals and the interview was held by telephone. 'Interview two' is a government company that organizes green festivals and the interview was held by email.

In question one, the author asked about the meaning of sustainable management to their company. Interview one stated that sustainability is crucial for their company and Maltese Island, but in general, Malta is way back in terms of sustainability and practices. As their company, they are implementing sustainable measures in all aspects, such as planning and operations. Sustainable management is one of the core plans for the company and its main goal is to reduce the harm to the environment. They also stated that regarding festivals in Malta, few practices about sustainability and other European countries are far ahead of us. Interview two stated that their company has policies and procedures about sustainability for them to be guided and move forward to reduce the harm. As a company, they also have collaborators that help them to introduce sustainable practices in their festivals. It is noticed that in the first question both the stakeholders agreed on the importance of the sustainable concept and are trying to improve their sustainable measures.

In question two, the author asked about the threats that the company faced while implementing sustainable measures. Interview one stated that their main threat is the investment that is demanded them to be more sustainable. For their company to improve their sustainable measures, the help comes from the government that gives incentives and it motivates their company to take this concept seriously. Interview one said that they already are investing in modern equipment and technology that are expensive but will lead to having a better festival that the harm is reduced. The other threat that they mentioned is that the supply of sustainable products or resources in Malta is minimal and therefore the company needs to bring these resources from other markets abroad. Interview two stated that as a company they have difficulties in their people's commitment towards sustainability. Another

difficulty they have is the same as Interview 1, which is difficult to find sustainable products and services in Malta. Both companies agree that in Malta there is a lack of resources and these companies are demanded to make more research for other markets abroad. That may lead to other companies not taking it seriously sustainability and therefore there will be no improvement.

In question three, the author asked about what elements helped the company to reach its targets. Interview one stated that the incentives of the government helped them to achieve their planned plans for sustainability. Another element was the company staff were all motivated to improve the company's sustainability plan and everyone is willing to implement the sustainable practices. Interview one also said that the company has partnerships with huge companies based in America, and these partners are so much advanced in sustainability that they have standards. Therefore, their company is forced to make huge sustainability advancements with the help of their partners. Interview two stated that they achieve their targets with just one element which is commitment. The company management and staff all are committed and motivated that the targets are achieved. It is noticed that both companies have staff that is committed and motivated to reduce the harm to the environment. The staff is a key element for both the companies and they are willing to implement the company's plans.

In question four, the author asked about their knowledge of other companies' measures of sustainability. Interview one stated that the partnerships with international brands and having huge knowledge about sustainability and taking sustainable management seriously, made it easier and simpler for the company. Other festivals do not take the risk to invest in sustainable projects because their only interest is profit and not our earth. Interview two didn't respond to this question because they focus on their company only. Interview one made a huge statement about other companies that they don't implement sustainable practices and methods because they care about money. It's a shame because the concept of sustainability is concerning and if these companies do not act now, the next generation will suffer.

In question five, the author asked about the feedback of the clients on sustainable measures. Interview one stated that the feedback from the youths is positive and as youth generations are demanding a lot to festivals be more sustainable and they have good awareness. Teenagers are being more educated and knowledgeable about sustainability and this will lead to reducing the harm to the environment. The company is noticing that the youths are



demanding that the services and products will be all sustainable. Interview two stated that at the beginning the feedback was reluctant as it was a new concept for the company. But the practices that the company implemented were simple and their customers easily adopted and positive reviews were building. Surprisingly, the youths are willing to arrange all the harmful that was done in the past. It is also noticed that education is an essential part of moving forward in the sustainability concept.

In question six, the author asked if the investment is risky or worth it to move forward with sustainability. Interview one stated that as a company they are investing more than before the pandemic. They said that the pandemic helped them to be more motivated and are more aware of sustainable management. The company stated that it is a fact that to change completely to a sustainable company it is expensive, but as a company, they believe that it's a long-term investment and not an expense. It's challenging to change every aspect of planning and operation to be sustainable, it is only achieved by collective work and great planning. In the long-term, all sustainable changes will make enormous profit margins. Interview two stated that nowadays society has enough knowledge, data, and resources to achieve great targets and finally create a fully sustainable festival. Society must be also committed to making the step forward and raising more awareness as well as enforcement. It is useless if the festival will be a hundred percent sustainable, and on the other hand, the crowd still makes rubbish and does not care about sustainability.

In question seven, the author asked about where the companies collect data, research, and what projects they implement. Interview one stated that as a company a lot of research is being done and lots of partnerships with international brands that will provide information about sustainability. These partnerships will help by providing, methods, practices, ideas, incentives, and opinions to achieve a sustainable plan easier and more efficient. the international brands also enforce the company policies and standards that will be needed to be implemented. Interview two stated that the company is collaborating with the Legacy of the Valletta 2018 Foundation. In this process toward sustainability, the company hired a consultant that will help to offer training and education on sustainable management in both aspects as employees and main partners. The company also has an internal office of Events Sustainability where they draft policies and then implement them on the operation side and internally. The company is more aware of sustainability and they have improved when they started implementing the measures. Interview two said that the research was done back in

2018 by a professional environment officer and nowadays has a huge role in the company that is green leader, the person who enforces sustainable measures.

In question eight, the author asked which phase the company is in sustainable management and if it will achieve its goals. Interview one stated that as a company the approach is better and always improving. The company is considered that they are in an advanced phase and are being more careful. Interview one said that will achieve its sustainability targets and one of its main targets is to organize an enormous festival without the consumption of plastic bottles. Interview two stated that the sustainability approach started in 2018 but a significant improvement was done but they said that they have a long path and lots of work to be done. The company hopes that it will achieve its plans.

The purpose of this research was to investigate the problems and practical variables of long-term festival planning. In the larger move to sustainable practices, well-managed music festivals can be a valuable benefit to society. If fully constructed, planned and administered for sustainability, music festivals have numerous beneficial aspects that can fill special situations in a sustainable and attractive future. It is noticed that both in the interview there is a good knowledge about sustainability, willingness to implement methods, youths are educated and are demanding that their products are sustainable. To make that step forward we need all the commitment from the societies and stakeholders to start and notice some progress.

## **5 Final Arguments**

The aims and objectives of this research was successful achieved. The researcher found about the knowledge of the companies regarding the sustainable management. During the research, the author found that technically in Malta there is a good knowledge but therefore there is little enforcement. The companies that were interviewed both are concerned about the environment and have implemented practises and methods. Both the companies are investing in their staff, to be more educated and have better knowledge about sustainability. All their staff is motivated to move their company forward in the sustainable concept.

The findings of the research address a critical gap throughout the academic papers on festivals and sustainability. There is presently extraordinarily little research that connects festivals with long-term sustainability. The conclusions of this research are consistent with the results of the few previous on long-term management.

This long-essay encourages festival companies to function as sustainable innovators, not just within the field of development festival management, but also in the larger impact the lives. Festivals are quite well positioned to take on this leadership responsibilities and seek to stimulate curriculum materials and engagement amount the millions of festivals visitors that participate each year. Now would be the opportunity for leaders to work together, discuss knowledge, express their creativity, and take brave leadership steps.

### **5.1 Recommendations**

Three solutions were developed on these hurdle and success criteria, as well as the requirements of music festivals organizers, to improve long-term event planning. The techniques have been designed on the context of this essay out in Literature review. This means that the suggested techniques consider environmental practice and theory, past studies on strategic sustainability, current strategies, lessons learned from overall organizational research, and the findings of this research.

## **5.2 Solutions**

The solutions are that the companies use more sustainable equipment and have long-term planning. The first solution advocated for enhanced strategic sustainability administration of festivals. The findings revealed that festivals may not be adopting short- or long-term targets, which are a critical first step in ensuring sustainable growth. The second solution is to consider the big picture. The second suggested solution is for festivals organizers to take a comprehensive approach to long-term event planning. Experiencing the festival with all its component elements rather than concentrating on the structure and operations of pieces of the festival is what a comprehensive approach entails. The third suggestion is to educate more the customers. Educating in customers through environmental education is the is the third suggestion to improve and have better sustainable festivals. Customers are a vital stakeholder in festivals, according to the findings, and better customer involvement, knowledge, and engagement is a driver for change. The more attendees are interested in educating about sustainable management, the more effective company's sustainability efforts will be.

## **5.3 Validity**

The research collection is robust, adding to the essay validity. However, there are some valid concerns that emerged during the collecting data. The researcher's digital recorder for the mobile interview was not functional, and on a few instances rendered significant parts of the recorder unreadable. The researcher's comments replaced the poor audio in these circumstances

## 5.4 Conclusion

The 21<sup>st</sup> century is a difficult and revolutionary period and starting the practices of sustainability is certainly persuasive. This period is for imaginative, inventive, and financing in the methods and ideas of sustainability. Festivals are an extraordinary phenomenon that helps their guest modernize their expectations for belonging, consciousness, and humanity. The negative effects of festivals start to diminish and the positive effects refined, they become essential improvements to advancement. If sustainable festival management can become in our routine life, the festivals will have endless potential to educate and entrust the capabilities of people to improve sustainability. Sustainably managed festivals can be miniature of combining partnerships and ongoing laboratories for innovations, ideas, technology, and a path of living. With this, the bad name about festivals will be decreased.

In Malta, the phrase sustainability is crucial and because is part of the EU, there are some needs to be done. For example, Malta needs to reduce pollution and a well-plan is necessary. The festival organizers have specific requirements to deal with this crucial term sustainability. The organizers have constant pressure from loads of NGOs about being sustainable and it's challenging because they plan to make improvements but on the other hand, then the guest still does not practice. So, the challenging part is to educate society. To start seeing improvements in sustainability, the best way is to educate young generations at school and make teaching them how to practice sustainability. So many things changed in the current climate and weather and immediate action is required. It was noticed that customers are attending the festivals that are taking measures and methods to improve sustainability. This resulted, that organizers being required to prepare to improve sustainability. The customers have created a demand that festivals need to be sustainable. With these points that were mentioned in this essay, there is a possibility that in the future its value becomes low, maybe because they are already practiced. Innovative ideas and creative options could be created in the future to make better and improve festivals.

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## **Appendix A – Interview Questions for the Stakeholders**

Thank you for accepting to answer eight questions! Your commitment is incredibly beneficial.

For this interview, Sustainable Festival Management is defined as the incorporation of innovative policies, practices, and methods into festival management. The target is to minimize the unbeneficial impacts of events while promoting other beneficial impacts.

**A) I agree to take these questions. I have read the above information and understand that all my answers are completely confidential.**

1. What do sustainable management and procedures mean to you and your company festival.
2. Please elaborate on the threats you have faced while implementing sustainable measures for your festivals?
3. Despite these threats, what elements helped to reach your targets?
4. How do you think your knowledge of sustainable measures of other festival companies within the greater festival community? Please explain
5. What was the feedback both from your clients and guests? Please Elaborate
6. What is your point of view on sustainability just being highly expensive to succeed in line with festivals?
7. Where does your company collect information, research, paragon, or initiative in sustainable projects?
8. At what stage the company is in sustainability? Would you think that you will achieve your targets regards sustainability?