

Event industry green practices and management strategies towards client satisfaction in Panay Island: Basis of a sustainability framework

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Abstract

This study aimed to propose a sustainability framework for event industry in Panay Island. The researcher determined green practices, management strategies, and assessed the client satisfaction among event industry in the island. It tested the significant difference when grouped according to firmographic profiles of the respondents and tested the significant relationship among variables. The researcher used quantitative method and descriptive correlational research design. The study surveyed 400 event clients qualified to participate in the survey on Panay Island endorsed and identified by the Department of Tourism Region VI through their respective provincial tourism office across 4 provinces: Aklan, Antique, Capiz and Iloilo. The instrument was adapted from three different studies. Further, the statistical test used for the study was based in T-test and analysis of variance (ANOVA), Post hoc analysis to delve deeper differences, Pearson's correlation coefficient for relationships of green practices, management strategies and client satisfaction. The study concluded that most respondents were corporate clients hosting social events within six months for 100 guests. There was a promising trends in green practices particularly in utilizing energy saving bulbs, reusable dining utensils, and frequent use of biodegradable products. Clients prioritize location, accessibility, and event facilities. Moreover, clients value responsive and prompt catering service, promotions using social media through positive feedback and testimonies, and provision of event merchandise with the use of local products. The study highlights the link between green practices, good management, and happy clients, proposing a framework for a more sustainable event industry.

Keywords: event industry, green practices, management strategies, client satisfaction, sustainability

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1. Introduction

Event industry including Meetings, Incentives, Conferences, and Exhibitions (MICE) act as a powerful engine for tourism and hospitality, driving tourist influx, promoting socio-cultural experiences, and fostering economic growth. Events contribute significantly to tourism promotion, generating foreign exchange and boosting employability across various sectors. This includes travel agencies, accommodation providers, restaurants, souvenir shops, and other tourism utilities. Panay Island, in the heart of the Visayas region, exemplifies this trend. This popular tourist destination, famous for its idyllic beaches like Boracay, has witnessed a rapid rise in its event industry. Well-equipped convention centers, alongside numerous hotels and resorts, make Panay Island a prime location for hosting large-scale events. Panay Tourism Council, aligned with the national MICE Development Plan (2020-2025), anticipates continued growth, with projected revenue reaching PHP 20 billion by 2025. This surge is attributed to the flourishing tourism sector and the rising demand for MICE facilities and services from both domestic and international businesses (DOT, Region VI).

The event industry in Panay Island is experiencing significant growth through increasing number of event venues and economic contribution, and alongside this expansion comes a rising awareness of environmental responsibility. This trend is translating into action, with a growing number of event planning companies implementing sustainable practices. These findings stimulated the researcher's belief in the potential growth of the event industry in Panay Island, to be effective in instilling client satisfaction through sustainability framework. Likewise, the researcher aimed to provide nuance on the relationship of green assessment, management strategies towards client satisfaction. Sustainable practices are not just driven by environmental concerns, but also serve as a strategic approach to client satisfaction (Liu & Lei (2021). Clients are increasingly seeking eco-friendly event options, and companies that embrace sustainability are well-positioned to meet these expectations and enhance client experience. It emphasizes the importance of education for both event staff and clients as a key factor in successfully implementing sustainable practices. While the current trends are encouraging, the potential for a more significant environmental impact within the event industry hinges on increased knowledge and awareness across the board.

The researcher utilized three variables in this study. First is the green practices in terms of factors on energy efficiency, water conservation, waste minimization, and ecological procurement (Pulhin and Borbon, 2021). Secondly, is the management strategies which lies the foundation of venue's ability to instill green practices leading to client satisfaction (Anas, et.al, 2020). Client satisfaction that influences venue's competitive image which is measured to criteria on service, event, venue, information venue, promotion and merchandise. (Jaimangal, et al, 2018). These provided the theoretical foundation for developing a questionnaire tailored to the event industry. This study is focused on the interrelationship among green practices, management strategies and client satisfaction.

This study explored how green practices can be implemented within the event industry. Borbon et al. (2021) highlights key areas for eco-friendly event management, including energy efficiency, water conservation, and sustainable procurement practices. Furthermore, successful implementation of green practices relies heavily on effective management strategies. Anas, et al. (2020) underscores the importance of strong MICE management strategies in creating event venues well-equipped to handle sustainable practices. Ultimately, client satisfaction plays a crucial role in the success of any event Ali (2021) and Bidasari et al. (2019) identify key factors influencing client satisfaction, including the quality of service delivery and the overall venue experience. Further assessment of green practices, management strategies and client satisfaction in the event industry in Panay Island will provide relevant assessments that could help the locals propose possible solutions through a framework to

the MICE Development Plan for the region from its implementation of heartfelt hospitality, promoting the island as cultural and event destination, seamless incentives, international MICE standards, and sustainability efforts. Towards a wider scope, this study can provide relevant contribution to event management studies and sustainability.

In consonance with the United Nations World Tourism Organization (UNWTO) recommendation that all tourism sectors implement a sustainable strategy and provided directions and best practices on this topic by launching and running an SDGs4Tourism session on UNWTO's official website. With this, the findings of this study is a response to this call. This research investigated green practices in the event industry, with a specific focus on Panay Island. The goal is twofold: to expand the body of knowledge on sustainable event management focusing on green practices and to develop a practical framework for implementation. This framework will empower event venues and organizers to create greener events that enhance client satisfaction. Beyond its practical applications, this study delves into under-researched areas within the field of event sustainability. By examining the relationship between green practices, management strategies, and client satisfaction in the unique context of Panay Island, the research offers valuable theoretical insights.

The assessment on green practices, management strategies towards client satisfaction, event venues, entrepreneurs, tourism department and other stakeholders will be equipped with better understanding on the importance of sustainable practices and can foster effectiveness in implementing it. This may impact Department of Tourism Region VI down to its Provincial Tourism Offices as the sustainability framework can be a basis for policy recommendations related to tourism businesses and licensing. Local Government Office where the event venue is located can use the findings of this study to incorporate policies and initiatives on how event clients are supposed to receive services. Tourism businesses such as convention centers, hotels and resorts that cater events, event venues will be enlightened with the client's preferences and how sustainability affects satisfaction by tailoring their business practices, priorities, and service offerings to the proposed sustainability framework. Hence, stakeholders, community, utilities and other subsidiaries such as souvenir shops, restaurant and local providers can adopt sustainability measures to come up in their respective business. This research will also benefit the event clients as the findings will empower clients to make informed decisions about their events and request sustainable options from event planners. This study's findings contributed a new body of knowledge on green practices within the context of a developing island event industry. This study provided recommendations and best practices to contribute to the growth of the event industry particularly to event practitioners, businesses and ensuring its sustainability through green practices.

Objectives of the study - This study determined event industry green practices and management strategies towards client satisfaction in Panay Island towards sustainability perspective. Specifically, this study assessed the key sustainable practices of the event industry observed in terms of: energy efficiency, water consumption, waste minimization, and eco-procurement; assessed the key factors influencing the optimization of event management strategies as perceived by event clients along the areas of travel motivations, MICE challenges, attendees' perception of destination characteristics, marketing strategies, and technology trends; determined the factors affecting client satisfaction towards event management practices in terms of service, event, venue, information, promotion, and merchandise criteria; tested the significant relationship of green practices and management strategies to client satisfaction; lastly, proposed a sustainability framework based on the result of the study to strengthen the sustainability and practices of event industry towards client satisfaction in Panay Island.

2. Methods

Research Design - A quantitative descriptive-correlational method was used to assess the green practices, management strategies towards client satisfaction among event clients in Panay Island and to describe the correlation analysis among variables. The descriptive correlational method was the best method to use as the study aims to determine and describe the green practices, management strategies, and to assess the relationship between the variables particularly towards client satisfaction. This correlational research design investigates

relationships between variables without the researcher controlling or manipulating any of them. Considering the research objectives focus on examining the relationships between green practices, management strategies, and client satisfaction in Panay Island, a quantitative descriptive correlational analysis design is particularly well-suited for this study.

Participants - The respondents are the event clients of the approved MICE Alliance of the Provincial Tourism Office in cooperation with the Department of Tourism Region VI. The endorsed top ten (10) event venues in Panay Island from its four provinces: Aklan, Antique, Capiz and Iloilo. The endorsed event venue was based on the MICE Alliance Group given by the DOT operating for at least two years. They were chosen as these event venues are known for its top performance specifically, the number of event held in the venue which has an average booking of twenty (20) events in a month. The data were obtained from the respective provincial tourism office specifically the number of average event per event place across provinces. The research employed stratified purposive sampling of 400 respondents, 10 respondents per event place of the 10 event places in each four provinces. In addition, respondents will be qualified with three questions, (1) if they have hosted at least 2 events in the event place (2) are of legal age and willing to take part on the study, (3) kind of event transacted/held/hosted. The margin of error is 5% with a confidence level of 95%.

Instrument - The instrument consisted of the assessment of green practices in event industry which was adapted from Pulhin & Borbon, (2021) with the sub-variables of energy efficiency, waste minimization, water consumption, and ecological procurement which is composed of 25-item statements with five choices Likert-scale of Always, Often, Moderately, Seldom and Never Practiced. A section classified management strategies in event industry in accordance with the suggested findings of the literature review such as the strategies found in the following sub-variables: MICE travel motivations, MICE challenges, attendees' perception of destination characteristics, marketing strategies and technology trends. This was adapted from the study of Anas, Eizamly, Sulaiman and Wee, (2020) with 42 items questionnaire, answerable by strongly, mostly, moderately or slightly agree, disagree and strongly disagree. Part four was enumerate and analyze influencing factors affecting client satisfaction in event industry. The researcher adapted the questionnaire from the study of Jaimangal-Jones, Fry, & Tang (2018). Customer satisfaction was divided into the following themes: service, venue, event, information (venue), promotion, and merchandise criteria with a total of 30 items evaluation criteria using the Likert scale of very satisfied, more than satisfied, satisfied, partly satisfied, and not at all satisfied.

Validation of the questionnaire ensured that the questionnaire items were aligned with the study's objectives and that the wording of each item was clear and accurate. Hence, grammar correction is done to ensure accuracy and clarity in each items of variable. Next, was the expert validation of the questionnaire. The experts included two from event industry: one is a Manager from Iloilo Convention Center and a Manager of Boracay Weddings and Events. Lastly, one expert from the academe, a professor from Lyceum of the Philippines Batangas with expertise and active involvement including research in Event Management. Hence, all the comments and recommendations were considered and applied in the questionnaire duly checked and approved by the adviser.

After the approval, it was tested for reliability to 30 respondents who have transacted at least two in an event place in Region 4A: CALABARZON, and is qualified to participate in the testing from the specified qualifiers. Generally, the reliability result obtained "excellent" remarks and 4 sub-variables remarks of "Good" in which it made the questionnaire reliable. The first variable of event industry green practices assessment sub variables has obtained the Cronbach alpha results: Energy efficiency of 0.880; Waste minimization of 0.874; Water consumption of 0.800 with remarks of good, and Eco-procurement of 0.928 with a remark of excellent. In the second variable, measuring the management strategies towards event industry with sub variables of Mice Travel Motivation has a Cronbach alpha of 0.908 with excellent remark; Mice challenges of 0.895 with good remark, the rest of the sub variable namely: Attendee's perception of destination venue of 0.948; marketing strategy in Mice with 0.924; Technology Trends for Mice of 0.935. The sub variables on the third variable which is the client satisfaction has the following reliability result: Service Criteria of 0.942; Venue criteria of 0.920; Event

criteria of 0.937; Information (venue of 0.959; Promotion with 0.940; and Merchandise of 0.966 making it all had an equal remark of “excellent”. After the statistician has verified the reliability of the questionnaire, it was submitted to the ethics committee for review to ensure all aspects of this research project is in compliance to the prescribed standards, institutional polices and ethical research practices.

Data Gathering Procedure - The data gathering procedure started after the research instrument has been approved. The researcher then secured a letter of approval from the local government of the province and concerning agencies (DOT) to conduct the study duly signed by the adviser. A face-to-face approach was adopted for the data collection. The researcher visited event venues across four provinces in Panay Island: Aklan, Antique, Capiz, and Iloilo. The data collection spanned more than a month travelling by private vehicle. Following the necessary procedures in accordance with the respective provinces’ protocols, the researcher obtained information for clients to participate in the study and approached respectfully with an invitation to participate in the study. Prior to the distribution, the researcher discussed and orient the respondents about the study as well as the instruction and questions of the questionnaires. The respondents were given ample time to accomplish it. The researcher ensured completeness of answers per sections before the collection. The data gathering process encountered challenges as some clients were hesitant to participate in a pen and paper survey due to their availability of time considering the length and the number of pages of the questionnaire. Likewise, some were hesitant to provide information. To combat this, the researcher expressed the relevance and impact of the output of the study and offered tokens of appreciation to participants.

Data Analysis - To achieve the study's objectives, a comprehensive suite of statistical tools was employed. To assess the attributes and competitiveness of ecotourism sites, along with tourists' behavioral intentions, the research leveraged measures of central tendency (mean) and dispersion (rank). Furthermore, to identify any significant differences in the study variables based on respondent profiles, independent t-tests and analysis of variance (ANOVA) were utilized. Post hoc analysis was then employed to delve deeper into these differences where necessary. Finally, Pearson's correlation coefficient was used to explore potential relationships between the various variables under investigation.

Ethical Considerations - Ethical considerations was prioritized in the conduct of this study in accordance with the Code of Ethics, privacy act, and through the spirit of free and done voluntarily. Hence, it has adhered to all data collection protocols established by Data Privacy Act of 2012. Accordingly, an ethical clearance was obtained from the university. The clearance ensured compliance with the Data Privacy Act and included an oath to maintain respondent confidentiality. The researcher ensured the welfare of the participants through orientation, repetition, and explanation, by answering their questions as they arise, ensuring that they understand each procedure, and by obtaining agreement from them. The researcher had elicit their informed consent and in so doing manifested respect for their dignity and autonomy. A letter outlined the scope of the study and informed consent was provided. Hence it was made clear that participation is voluntary, and that the individual is free to refuse to participate in the research without penalty or loss of benefits to which he or she was entitled. Shared information by the respondents is handled with the utmost confidentiality and assured anonymity. The results and discussions will be solely for the benefit of the university and the program. The researcher as a PhD student, is prohibited from using the data without explicit consent from the university and approval. These comprehensive measures guarantee adherence to ethical university’s research practice.

3. Results & discussion

Data from Table 1 indicates a positive assessment of green practices implementation by event venues in Panay Island. The analysis reveals a composite mean score of 3.84, which translates to an "often practiced" rating. This suggests a general trend of event venues in Panay Island actively incorporating green practices into their operations. Results highlights particularly strong green practices within the Panay Island event industry, especially in ecological procurement (4.23) and waste minimization (4.14), both translating to "often practiced" ratings.

Table 1*Summary Table on Assessment on Green Practices*

Indicators	Weighted Mean	Verbal Interpretation	Rank
Energy Efficiency	3.44	Moderately Practiced	4
Waste Minimization	4.14	Often Practiced	2
Water Consumption	3.54	Often Practiced	3
Eco-Procurement	4.23	Often Practiced	1
Composite Mean	3.84	Often Practiced	

Legend: 4.50 – 5.00 Always Practiced; 3.50-4.49 – Often Practiced; 2.50 – 3.49 – Moderately Practiced; 1.40 – 2.49 – Seldom Practiced; 1.00 – 1.49 – Never Practiced.

The high ranking of ecological procurement in Panay Island's event industry highlights a positive trend towards sustainability within this sector. This transcends that clients viewed event venues focus on sustainable materials such as prioritizing the sourcing of eco-friendly materials for decorations, catering supplies, and invest in recycled materials, locally sourced products, or of minimal packaging and decorations such as artificial flowers rather than fresh. It can also be related to reasons that ecological procurement can offer cost-efficient benefits especially if reusable materials are chosen. Lastly, it can be associated to the fulfillment and alignment of client's demand as the growth of eco-friendly and eco-conscious clients is evident considering the trend brought by sustainability in which event venues are highly encouraged to prioritize ecological procurement. Sultana et al., (2020) provide recommendations to stimulate the event management companies about green events and their perception about implementing green event trends in different events with recommendations to ensure environmental sustainability in Bangladesh. The study provided a framework that concentrates in stages such as focusing on assessment strategy in consideration to green or environmentally sustainable planning, implemented in food and alcohol acts, pollution acts etc.

The lowest two in the summary for green practices lies in the water consumption with a mean of 3.54 and an equivalent rating of often practiced, then the energy efficiency with a weighted mean of 3.44 with a verbal interpretation of moderately practiced. Event venues across Panay Island can be made up of varied infrastructure such as old venues might have outdated infrastructure and equipment facilities that could make implementing energy-efficiency upgrades expensive or impractical. Likewise, the possibility for event venues to prioritize aesthetic aspect over energy efficiency, can result to increase energy consumption. The use of digital and information technologies has many positive impacts on the development and on the control of an efficient consumption of energy. Our predictions, due to the further modernization of the energy sector, can contribute and help in the creation of preconditions that will be highly stimulating and profitable to the growth of investments in energy infrastructure. Borbon and Pulhin (2021) highlight the use of energy-efficient lighting, such as LEDs, as a common practice within the event industry.

Table 2*Summary Table on Management Strategies*

Indicators	Weighted Mean	Verbal Interpretation	Rank
MICE Travel Motivation	4.29	Mostly Agree	3
Challenges	2.33	Disagree	4
Attendee's Perception of Destination Venue	4.30	Mostly Agree	2
Marketing Strategy in Event Industry	4.34	Mostly Agree	1
Technology Trends for MICE	2.21	Disagree	5
Composite Mean	3.49	Disagree or Mostly agree?	

Legend: 4.50 – 5.00 Strongly Agree; 3.50-4.49 – Mostly Agree; 2.50 – 3.49 – Moderately/Slightly Agree; 1.40 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree.

Table 2 reveals a composite mean score of 3.49 or mostly agree rating which suggests a general agreement with the effectiveness of management strategies for event venues on Panay Island, it's important to consider the details. Results revealed that the marketing strategy in event industry (4.34), and clients' perception of destination (4.30) ranked the top 2 for management strategies.

There is a rise of competition among event venues in Panay and with that, efforts towards marketing strategies

of respective event venues can be seen and accounted for. The competition encourages event venues to create significant efforts in marketing strategy to stand out from competition. Hence, doubling efforts on identifying and effectively targeting ideal clients through marketing channels is crucial. This could involve attracting tourists for destination events, local businesses for corporate events, or specific demographics interested in niche events. It is undeniably that management perspective and marketing people are fully aware of reputation branding through effective and well-defined marketing. With these, it can be viewed that their goal to attract new and repeat clients paved way to double their efforts in investing to marketing strategy while maximizing their return on investment. Nevertheless, investing in marketing strategy keeps the business stay to be relevant and evolving. As event industry in Panay Island keeps on evolving, it is vital for marketing strategy to take leverage in digitalization, social media trends and content innovation to stay relevant and attract clients. Lee et al. (2021) suggests that effective marketing strategies can help identify and address specific constraints that prevent potential attendees from participating in exhibitions. This aligns with the notion that marketing strategies often rank highly within management strategies, as they play a crucial role in attracting and engaging target audiences. The importance of staying informed about evolving trends in the event industry is also highlighted. By continuously adapting marketing tactics to address these trends, event organizers can ensure their strategies remain relevant and drive success in a competitive environment.

Client feedback highlights two key areas for improvement in event venue management strategies on Panay Island, challenges rated 2.33 or disagree and technology trends in events with a rate of 2.21 marked as the lowest with an interpretation of disagree. The results presents a crucial opportunity for event venue management on Panay Island to explore how technology can be integrated into their strategies. Complying with the latest technology could be challenging as this would require financial ability. Implementing new technologies like virtual reality experiences, interactive apps, or even advanced audio/visual equipment can be expensive. Smaller event venues might struggle to allocate sufficient budget for these investments. In addition to that, integrating new technologies with existing event management systems can be complex. Compatibility issues and the need for customization can add to the time and cost of implementation. Event venues ability to risk on new practices including inability to have in-house experts for system upgrades can also hamper the adoption of this technological trend. Lastly, the venues ability to provide strong internet bandwidth that is a major driver for the technology to take place can be a significant barrier towards technology trends as part of management trends. As technology becomes increasingly embedded in various sectors, the Philippine event industry can leverage these trends to create innovative experiences. This aligns with the growing importance of digital competence in rural areas, which can empower local communities to participate in and benefit from the evolving event landscape.

Table 3
Summary Table on Client Satisfaction Assessment

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Service Criteria	4.51	Very Satisfied	1
2. Venue Criteria	2.98	Satisfied	6
3. Event Criteria	3.78	More than Satisfied	3
4. Information Venue	3.53	More than Satisfied	5
5. Promotion	3.58	More than Satisfied	4
Composite Mean	3.70	More than Satisfied	

Legend: 4.50 – 5.00 Very Satisfied; 3.50-4.49 – More than Satisfied; 2.50 – 3.49 – Satisfied; 1.40 – 2.49 – Partly Satisfied; 1.00 – 1.49 – Not all Satisfied.

Table 3 presents the client satisfaction. Clients expressed high satisfaction with the event, based on a composite mean score of 3.70 (which translates to 'more than satisfied'). Client satisfaction soared, with service criteria (4.51) as very satisfied, and event criteria (3.78), as more than satisfied receiving the top 2 rating among all assessment factors. Results for event venues suggest a strong emphasis on the quality of service provided by the venue staff. This focus on service can lead to several positive outcomes. Clients' great satisfaction might be due to the seen efforts on provision of well-trained staff, that radiates from highly-professional and competent event staff. Thus the ability of the event venue to be highly responsive to client needs and requests, going the

extra mile to ensure their satisfaction. Another observed underlying factor is the problem solving skills of the event staff in which they can demonstrate outstanding problem-solving skills, addressing any concerns or unexpected situations effectively. Lastly, staffs' ability to provide a positive and proactive communication that translate in a clear, timely, friendly communication can foster a positive working relationship with the event clients making service criteria sets apart among all other criteria for client satisfaction. The findings confirm a positive correlation between customer satisfaction and four key service quality dimensions: empathy, responsiveness, assurance, and tangibles. Interestingly, reliability demonstrated a negative relationship with satisfaction, suggesting a need for further exploration in this area (Ali et al, 2021). Building on research by Pavia et al. (2020, 2018), this study confirms that events positively impact a destination's competitiveness including the service efficiency, staff competitiveness, and market position. This research fills a gap in existing knowledge by examining the effects of events on hotel and travel agency performance, alongside destination competitiveness.

The promotion (3.58) rated as more than satisfied, then information venue with a rating of more than satisfied (3.53) and the venue criteria with a rating of satisfied from its mean 2.98) were the factors rated as the lowest for client satisfaction. Client satisfaction ranking venue criteria the lowest suggests there might be room for improvement in the overall quality or suitability of event venues in Panay. Although lowest, the rating can still be reflected as a positive affirmation towards client satisfaction as shown by its rated mean. Venue criteria might have limitations causing this result in the study. Limitations of venue might be due to limited options, in general Panay might provide a variety of venue options but downsizing the nature of event, the proximity for gathering varied participants, the consideration to size of event, most especially the budget and the theme, with having to put all of these as all in considerations, limited options can take place and that may restrict client's choice. Some venues in Panay Island as well have outdated infrastructure, lacking modern amenities or requiring maintenance, which can negatively impact the event experience. Likewise, the availability of venues might be concentrated in specific areas, limiting options based on the desired event location (e.g., beachfront, city center, secluded retreat). The events industry's ability to adapt and survive disruptions (current and future) hinges on overcoming significant operational challenges faced by event managers. Melly et al, (2023) suggests that venue selection not only impacts sponsor attitudes and behaviors (potentially impacting sponsorship effectiveness) but also requires prioritizing appropriate infectious disease mitigation measures.

Table 4

Relationship Between Assessment on Green Practices and Client Satisfaction Assessment

Energy Efficiency	r-value	p-value	Interpretation
Service Criteria	0.127*	0.011	Significant
Venue Criteria	0.023	0.654	Not Significant
Event Criteria	0.010	0.835	Not Significant
Information Venue	0.004	0.932	Not Significant
Promotion	0.015	0.765	Not Significant
Merchandise	0.078	0.121	Not Significant
Waste Minimization			
Service Criteria	.241**	0.000	Highly Significant
Venue Criteria	.202**	0.000	Highly Significant
Event Criteria	.155**	0.002	Significant
Information Venue	.173**	0.001	Highly Significant
Promotion	.266**	0.000	Highly Significant
Merchandise	.231**	0.000	Highly Significant
Water Consumption			
Service Criteria	0.072	0.151	Not Significant
Venue Criteria	.292**	0.000	Significant
Event Criteria	.167**	0.001	Significant
Information Venue	.274**	0.000	Significant
Promotion	.335**	0.000	Significant
Merchandise	.219**	0.000	Significant
Eco-Procurement			
Service Criteria	.126*	0.012	Highly Significant
Venue Criteria	.173**	0.000	Highly Significant
Event Criteria	.123*	0.014	Highly Significant
Information Venue	.137**	0.006	Highly Significant
Promotion	.193**	0.000	Highly Significant
Merchandise	.237**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

Table 4 shows the association between green practices and client satisfaction assessment. It was observed that the computed r-values indicates a moderate direct correlation, but not all resulted p-values were less than the alpha level. This means that there was significant relationship exists and reveals that the better the assessment on green practices, the more that they are satisfied.

The analysis reveals a positive correlation between green practices and client satisfaction. This means as an event venues implement such and can be perceived that clients, to some degree, value environmental responsibility when assessing their event experience. Attendees who value sustainability are likely to be more satisfied with events that demonstrate a commitment to green practices. Seeing their values reflected in the event's organization enhances their overall experience. Effective implementation of green practices can project a positive image of the event organizers. This fosters trust and a perception that the event is well-managed and responsible. Further, green practices can sometimes lead to a more enjoyable experience. Kamecko et al. (2021) suggests a significant relationship between energy efficiency and service criteria, with the nature of this relationship varying across different sectors and contexts. Energy efficiency improvements are often aligned with service criteria such as maintenance quality, effectiveness of energy-saving measures, and operational practices. Customer satisfaction in today's world is increasingly influenced by a company's commitment to waste minimization. This analysis explores the high significant relationship between waste minimization across various satisfaction criteria.

The high significant relationship result in waste management in relation to venue satisfaction can be drawn from the provision of designated recycling bins, composting facilities, or clear signage promoting proper waste disposal demonstrates a focus on waste minimization. This contributes to a cleaner and more pleasant venue experience for customers. Another testimony to this is the venue's principle towards resource efficiency, through utilizing water-saving fixtures, energy-efficient appliances, and sustainable cleaning products showcases a commitment to minimizing environmental impact, which can resonate with environmentally conscious customers. Relative to this, Alvarez (2022) explores the link between environmental awareness and waste management practices within the educational sector. A strong correlation between teachers who exhibit strong environmental practices and awareness, and the implementation of solid waste management strategies in schools.

Client's perception of information satisfaction connecting with the waste minimization is also significantly high. Thus the venue's ability to provide clear information about waste reduction efforts, recycling programs, and the environmental benefits can educate customers and encourage responsible waste disposal habits. This fosters a sense of shared responsibility and can enhance customer satisfaction. Further, utilizing digital menus, online ordering systems, and e-receipts can minimize paper waste. Clients who appreciate sustainability efforts may perceive this positively. Opusunju et al. (2024) shed light on the dynamic relationship between consumer awareness and waste management practices in superstores. Their research highlights the crucial role of consumer awareness in effective waste management strategies.

Lastly, merchandise show a high significant relationship towards waste minimization. The effort of the event venue in offering reusable water bottles, shopping bags, or other merchandise made from recycled materials aligns with waste reduction goals and can be a source of customer satisfaction, especially if the merchandise is high-quality and appealing. Event organizers are increasingly seeking ways to minimize their environmental impact throughout the entire event lifecycle. This extends beyond venue operations and waste management to encompass the production and sale of event merchandise. Thalib & Mohamad (2024) highlight the potential for event organizers to enhance the sustainability of their merchandise by adopting eco-friendly practices.

In terms of water consumption, result shows significant relationship in venue, event, information venue, promotion, and merchandise. The significant relationship between water consumption towards event criteria is possible and can be observed through nature of events with a focus on food and beverage consumption naturally require more water. Strategies like offering smaller portion sizes or promoting reusable water bottles can help manage water usage. Further the duration of catered event also influences the relationship as longer events

require more planning for water access and potential refill stations for attendees. Wang et al. (2022) present a valuable model for understanding household water consumption patterns. This model, while designed for residential settings, holds intriguing potential for the event industry, particularly for venues with water usage patterns similar to households.

Table 5 presents the association between management strategies and client satisfaction. Result shows that the computed r-values indicates a strong direct correlation and the resulted p-values were less than the alpha level except on challenges. This means that there was significant relationship exists and reveals that the better is the management strategies, the more that the clients are satisfied.

The result from the table shows a captivating sight in event industry specifically focusing on the crucial link between management strategies and client satisfaction. It reveals a strong positive correlation between management strategies and client satisfaction, as evidenced by the high r-values. This translates to a significant and direct relationship. In simpler terms, as the quality of management strategies improves, client satisfaction tends to rise as well. This highlights the critical role of effective event planning and execution in ensuring happy clients. It can also be perceived that strong management strategies genuinely lead to higher client satisfaction. Effective management strategies are a cornerstone of achieving high client satisfaction in the event industry. This emphasizes the importance of investing in strong planning, execution, and communication skills for event professionals.

Table 5

Relationship Between Management Strategies and Client Satisfaction Assessment

MICE Travel Motivation	r-value	p-value	Interpretation
Service Criteria	.269**	0.000	Highly Significant
Venue Criteria	.231**	0.000	Highly Significant
Event Criteria	.195**	0.000	Highly Significant
Information Venue	.209**	0.000	Highly Significant
Promotion	.249**	0.000	Highly Significant
Merchandise	.286**	0.000	Highly Significant
Challenges			
Service Criteria	-0.023	0.643	Not Significant
Venue Criteria	0.03	0.546	Not Significant
Event Criteria	0.041	0.419	Not Significant
Information Venue	0.024	0.633	Not Significant
Promotion	0.023	0.643	Not Significant
Merchandise	0.053	0.289	Not Significant
Attendee's Perception of Destination Venue			
Service Criteria	.240**	0.000	Highly Significant
Venue Criteria	.222**	0.000	Highly Significant
Event Criteria	.198**	0.000	Highly Significant
Information Venue	.196**	0.000	Highly Significant
Promotion	.244**	0.000	Highly Significant
Merchandise	.249**	0.000	Highly Significant
Marketing Strategy in Event Industry			
Service Criteria	.234**	0.000	Highly Significant
Venue Criteria	.242**	0.000	Highly Significant
Event Criteria	.195**	0.000	Highly Significant
Information Venue	.261**	0.000	Highly Significant
Promotion	.303**	0.000	Highly Significant
Merchandise	.267**	0.000	Highly Significant
Technology Trends for MICE			
Service Criteria	.275**	0.000	Highly Significant
Venue Criteria	.737**	0.000	Highly Significant
Event Criteria	.635**	0.000	Highly Significant
Information Venue	.760**	0.000	Highly Significant
Promotion	.759**	0.000	Highly Significant
Merchandise	.628**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

Specifically, service criteria towards mice travel motivation have resulted to high significant relationship as

service criteria as observed in event venues invest and believe in the power of the quality of services like catering, communication, and technology can significantly impact the overall experience and client satisfaction. Highly likely, event venue offers exceptional service as it is believed to make event such as MICE trip more enjoyable and productive. Ngo et al. (2016) highlight the positive correlation between service quality, customer satisfaction, and customer loyalty in various service industries in which concept can be extrapolated to the MICE industry. This concept is further supported by Gopi and Samat (2020), who highlight the importance of service quality attributes like tangibles, reliability, and assurance in fostering customer loyalty within the food truck business. These findings hold valuable insights that can be extrapolated to the MICE tourism sector.

The venue plays a critical role in setting the atmosphere and facilitating the event goals. Event venues in the island are mostly well-equipped with appropriate space based on how they market their venues, amenities, and accessibility make the clients assessment towards satisfaction. It could be that the venue added the wow factor to clients experience through their attendees feedback because of the efficient on-site registration, enough spaces, and audio-visual support at the venue hence, building up this compelling result. Result towards event criteria also showed a high significant relationship. This can be banked on venue's ability to invest and provide modern conference halls, comfortable breakout rooms, and convenient location with access to transportation hubs. Considering the event criteria as the core factor, the event itself is the central element motivating travel. The content, agenda, speakers, and networking opportunities offered by the event are key drivers of MICE travel decisions.

A high significant relationship was drawn towards travel motivation. Filipinos often associate buying items or shopping along with their trips, hence in event industry. Although, merchandise typically plays a minor role in motivating MICE travel. However, high-quality and relevant merchandise can enhance the client and attendee experience and serve as a positive memento, resulting to its end point, client satisfaction. Lone and Bhat (2023) confirms the significant influence of product quality on customer satisfaction, ultimately leading to heightened contentment. This concept directly applies to MICE merchandise. Well-designed, high-quality items that cater to attendee needs and preferences will likely lead to greater satisfaction with the overall event experience. Event criteria contributing factor to its correlational in perception of destination venue is equated to the venue's ability to provide ample space to create more engaging activities, larger exhibition area, leading to client satisfaction. Also, event criteria satisfaction can be viewed from the event program if planned by the venue itself. Inclusion of such and capability of the venue to execute using their facilities and amenities can be beneficial to the client and encourage satisfaction.

While venue perception undoubtedly plays a significant role in MICE events, a holistic understanding requires considering the event itself. The information venue (website, app) might showcase aspects of the destination venue, such as photos, amenities lists, or virtual tours. Clear and accurate information about the venue facilities and services can manage attendee expectations and contribute to satisfaction. This can be evident through event website featuring high-quality photos of the venue conference hall, catering and other areas.

Lastly, the significant correlation of perception to destination venue towards merchandise is typically connected to destination venue. As such, merchandise featuring a venue's logo or local landmarks can serve as a positive impact of event or of the venue as location. For example conference bag made from locally produced materials. Hence, incorporating valuable and conveying messages or incorporating local culture to merchandise increases the potential of satisfaction. Elhosiny et al. (2023) highlight the significant influence of the physical environment on tourist satisfaction at an event. Accordingly, a successful MICE event hinges on a harmonious interplay of factors. By prioritizing venue design, functionality, and overall attendee experience, MICE professionals can create a positive environment that fosters a connection with the event and the destination.

Marketing strategy in event industry showed high significant relationship towards service criteria. Probably, event venues commitment on providing marketing materials communicating clearly the level of service satisfaction towards their client such as provision of responsiveness, efficiency, service personalization, and

overall professionalism of event staff. Further, the efforts on building positive word of mouth and testimonies from past clients has evolved and effectively utilize through the venues marketing channels. Santos et al. (2024) illustrate this concept perfectly. Their research on the fast-food industry reveals that a comprehensive marketing approach encompassing product strategies and promotional activities is crucial for enhancing customer satisfaction. This translates directly to the event industry.

In terms of venue criteria and marketing, it is possible that venue in Panay island has the ability to showcase the unique features, amenities, and suitability for the specific event type. Clearly marketing the venue location, accessibility, and logistical details like parking or transportation options enabled satisfaction to clients. Lastly, the marketing visuals and messaging was able to align with the overall event theme and atmosphere created by the venue. With that, the cohesiveness enhances client satisfaction. Moving on to correlation of marketing strategy and promotion, it is easy to link that marketing campaigns of respective event venues in the island have leverage on the strategic partnerships and targeted advertising to reach their desired or targeted market that maximize event anticipation and bookings. Some had leverage on investing to social media contents, influencer marketing. Most importantly, part of this strategy and is greatly observed across all venues were the venue's ability to adjust necessary approaches and that even radiates as an effective marketing strategy and increases satisfaction to clients. Lastly, the significant correlation in marketing and merchandise can be drawn from the brand awareness. Event venues might have highlighted event merchandise, creating a sense of exclusivity and desirability. Hence, reiterating the value of merchandise such as supporting local, with touch of cultural values, food tourism, are effective marketing efforts. Hence, incorporating personal touch and co-creation of value lead to fostering of marketing enhancement.

Rachmadhian and Chaerudin (2020) and Islam et al. (2022) suggest that incorporating merchandise into the marketing mix can significantly enhance brand awareness, create lasting memories, and ultimately, contribute to attendee satisfaction and future engagement. Hence, Ekici and Toksoz (2021) emphasize the significant impact that innovative, tailored, and interactive events – often supported by digital technology – can have on marketing efforts. By embracing these elements, MICE professionals can craft events that resonate with attendees on a deeper level, fostering stronger brand connections and lasting memories. The venue holds a pivotal role as technology trends for MICE plays a high significant relationship. Venues ability to maximize the use of technology such as provision of virtual and hybrid events, virtual tour, incorporating virtual reality and integrate smart venue management system, such as venue operation, temperature control, lighting, and audio visual equipment. All of these can resonate the importance of venue in connection to technology trends to ensure client satisfaction in this criteria. While the examination of technology trends and venue criteria in the event industry reveals distinct areas of focus, they ultimately converge to create a more seamless and engaging experience for attendees. Technology trends, as explored by Wall et al. (2013), are at the forefront of this convergence, driving the integration of new advancements to streamline event management processes and elevate attendee experiences.

Towards, event criteria, a result of high significant relationship was also associated with technology trends. This can be associated with interactive sessions with clients' attendees such as using technology as elements can increase audience engagement and interactivity during presentations and workshops. Also, the venue's provision of live streaming and on-demand content may facilitate audience expansion and this could be a factor towards client appreciation and satisfaction. This additional feature can additionally cater to clients such as, on-demand recordings of sessions who might miss specific events or desire to revisit content later. The modern sports event landscape is shaped by a confluence of technological advancements and established event management practices. On one hand, digital support systems are transforming event management, while energy-saving technological changes, aligned with economic growth and environmental sustainability (Inoue et al., 2022), are becoming increasingly important.

Venue information sets the venue apart especially with the use of technology. As observed, the ability of the venue to integrate in their services the real time data integration such as venue management system, is what sets client's perspective and its significance. The provision of such enhances that experience of clients especially if

event venues take leverage on technology to showcase their sustainability efforts through interactive reports within event apps. This caters to the growing demand for eco-conscious MICE experiences.

The event industry is experiencing a surge of innovation driven by the adoption and integration of new technologies. As Abdul Halim (2023) highlights, Artificial Intelligence (AI) is playing a transformative role, automating and streamlining event management processes. This is just one piece of a broader technological puzzle. Blockchain, the Internet of Things (IoT), and cloud architectures are also finding their place in the event landscape, offering secure and efficient solutions for record and data management. Venue selection, on the other hand, hinges on the physical and operational aspects of event spaces. In the wake of the COVID-19 pandemic, this has become even more critical (Melly, 2023). Venue considerations now encompass factors like mitigating the risk of infectious disease transmission, implementing robust health and safety protocols, and ensuring the overall functionality of the space for the specific event.

Hence, promotion with the use of technology finds high significant result. The provision of social media platforms and targeted advertising had allow for reaching specific attendee segments with relevant event content and promotions, generating greater interest and engagement. Additionally, some venues can create immersive marketing experiences, showcasing event highlights or venue features in an engaging way to potential clients and attendees. A closer look at event industry research reveals a fascinating synergy between technological advancements and promotional strategies. Event marketing has undergone a significant transformation, with digital technologies playing a central role (Ekici, 2021). These technologies not only enhance consumer participation and experience, but also serve as strategic tools for building core marketing competencies and capabilities (Joy et al., 2020). In essence, digital tools have become an integral part of both event operations and effective marketing strategies. Social media and other digital tactics have become powerful tools for boosting event participation, as evidenced by the success of Outstanding Youth Indonesia. However, a look back at the history of promotional strategies, such as those employed in the athletic apparel industry, reminds us that technology is just one piece of the puzzle.

Based on the findings, the researcher was able to develop a sustainable framework for green practices, MICE Management Strategies and Client Satisfaction as shown in Figure 1.

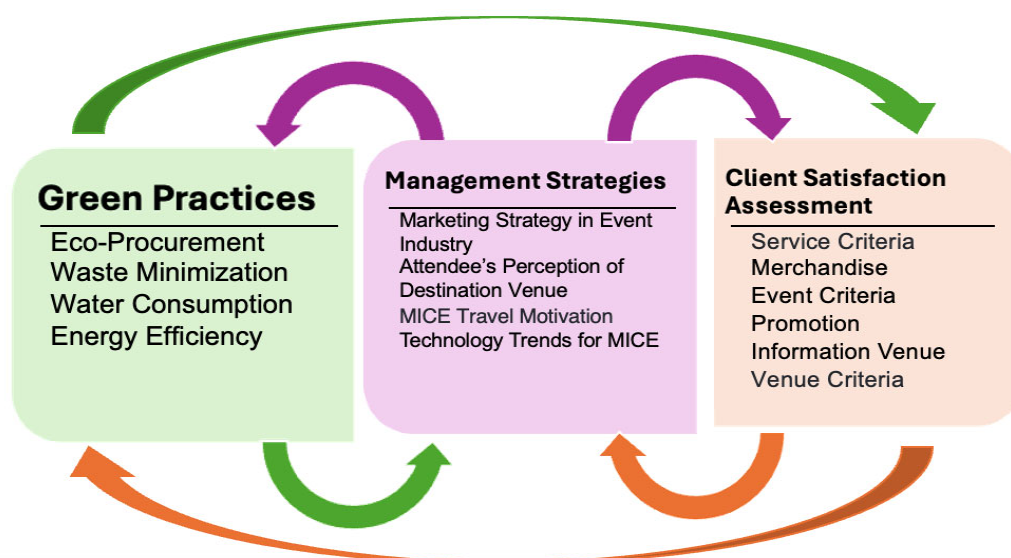


Figure 1. Samonte's Sustainability Framework

This study presents the interrelationship Between Assessment on Green Practices, Management Strategies and client satisfaction. The result reveals that there was significant relationship exists and implies that the better the green practices, the better is the management strategies. Significant relationship exists which reveals that the

better the assessment on green practices, the more that they are satisfied and lastly, there was significant relationship exists and reveals that the better is the management strategies, the more that the clients are satisfied. This result is reflected in the framework through the arrow pointing to and from the variables. Green practices in relation to management strategies affects the client satisfaction. Hence, in return, client satisfaction extending points rationalize influences the green practices of an event venue encompassing management strategies. Delving deeper, green practices pointing to management strategies showing its effects through management strategy implementation, influencing client satisfaction. The arrow pointing management strategies shows relationship on better strategies could award client satisfaction. Hence, client satisfaction pointing to management strategies emphasize a message that it could be its guide how management and its implementing ways towards green practices can be achieved to satisfy event clients.

The assessment of green practices, including energy efficiency, waste minimization, water consumption, and eco-procurement, directly affects client satisfaction. When an organization demonstrates a commitment to sustainable practices an environmental responsibility, clients are more likely to be satisfied. This could be due to factors such as reduced environmental impact, alignment with clients' values, and enhanced reputation for social responsibility (Pulhin & Borbon, 2021). As shown in the framework, green practices are in color green, which is commonly associated with nature, growth, and harmony. In the context of environmental sustainability and green practices, the color green symbolizes eco-friendliness, renewal, and balance.

Another factor based on the framework is management practices. The outcome is the client satisfaction Management Strategies as to the MICE Travel Motivation, Attendee's Perception of Destination Venue, Marketing Strategy in Event Industry, and Technology Trends for MICE reveals that the better the management strategies, the more that they are satisfied. Similarly, effective management practices, such as those related to MICE travel motivation, attendee perceptions of destination venues, marketing strategies, and technology trends, contribute to higher levels of client satisfaction. Management practices in the event industry involve strategic decision-making and operational planning to ensure the successful execution of events. This includes factors such as MICE travel motivation strategies to attract attendees, managing perceptions of destination venues to enhance attendee experiences, implementing effective marketing strategies to promote events and engage participants, and staying abreast of technology trends to leverage innovative solutions for event management and delivery. Management strategies is in violet, which is often linked to creativity, wisdom, and luxury. In the context of management strategies, the use of violet may connote innovative thinking, strategic planning, and sophisticated approaches to leadership. Client Satisfaction is the ultimate goal of the framework, representing the level of fulfillment or contentment experienced by clients or customers. It is influenced by various factors, including the quality of products or services, the organization's responsiveness to needs, and the overall experience provided. Client satisfaction is impacted by both green practices and management practices. Satisfaction is in orange, which is associated with enthusiasm, warmth, and happiness. In the context of client satisfaction, the color orange may symbolize positive emotions, delight, and fulfillment. This reinforces the idea of creating positive experiences for clients and exceeding their expectations. It also suggests a sense of energy and vibrancy in the relationship between the organization and its clients, emphasizing the importance of fostering strong connections and delivering value.

4. Conclusion and recommendations

The Panay Island event industry has demonstrated promising trends in green practices, such as the widespread use of LED lights, energy-saving bulbs, and even solar panels. These venues have also shown positive results in waste minimization through the use of reusable utensils, water conservation efforts with no-leaky faucets and water-efficient fixtures, and the frequent use of biodegradable or compostable products and materials. Clients highly value the chosen location, accessibility, and event facilities, but they have identified challenges with outdoor events being susceptible to unfavorable weather conditions, which can impact logistics and the overall experience. Clients' perceptions of destination venues are influenced by the provision of quality customer service with professional and competent staff. In terms of marketing strategy, clients value venue

credibility and trust, built through positive feedback and testimonials, and the use of effective communication tools like email, Google platforms, Zoom, WhatsApp, and LinkedIn for seamless communication. Clients also highly value the venue's ability to provide prompt, responsive catering services with healthy food and beverage options, as well as general accessibility. Moreover, clients were highly satisfied with the overall impact of events on economic, social, and environmental aspects. Clients' assessment of venue websites and information provision with clarity and completeness received the highest marks in the information criteria category. Promotion strategies involving social media engagement, ticket sales, registrations, and media coverage generated the highest level of client satisfaction, and clients also highly valued merchandise that aligns with event themes and utilizes seasonal and locally-sourced products. The study found that government agencies, corporate event organizers, and those with larger events and higher budgets have a better assessment of green practices. The study emphasizes the interconnected nature of green practices, management strategies, and client satisfaction in the Panay Island event industry, and it led to the development of a sustainability framework to guide organizations in integrating sustainability principles into all event operations

Event planners in Panay Island can elevate the industry by collaborating with researchers to gain valuable insights into client preferences, emerging trends, and the effectiveness of different event strategies. This knowledge empowers planners to continuously improve their services and stay ahead of the curve. Furthermore, they can patronize event venues that embrace sustainability, tailored management strategies, and prioritize client satisfaction through the use of technology and effective marketing efforts. Panay event venues may implement green practices such as using solar panels, skylights, LED lights, and shorter events to save energy, as well as encouraging eco-friendly transportation and offering water refill stations. Event clients and the government sector can utilize technology trends like artificial intelligence, virtual reality, and data-driven registration to foster networking and collaboration with event venues. To attract more clients and generate higher event leads, Panay Island's event venues may consider aligning their spaces and functionality to client needs, providing wide dietary options and value for money through catering, and leveraging sustainability practices. Local authorities can work to improve green practices and establish monitoring and evaluation procedures to ensure quality assurance. By incorporating green practices and management strategies, the Panay event industry can achieve increased client satisfaction and establish a reputation for sustainable practices.

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