



# Classification, systematization and terminology of technical methods of freestyle wrestling

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## Abstract

While there has been much research on non-green events in creating massive ecological footprints, including high use of energy, water, food and natural resources, relatively little research has been conducted on the green event's role in achieving sustainable tourism. The capacity, resources, innovation and engaging a range of key stakeholders, various ways in which events have been considered and operationed as green ones. The current paper sought to explore contemporary challenges to put forward the argument that Danang's tourism industry acknowledges the importance of the green events. From secondary data sources, the paper concludes with an analysis of future research that needs to be associated with the green event management model to formulate and implement tourism policies in sustainable tourism development.

**Keywords:** green event, sustainable tourism, challenges, danang city

## 1. Introduction

Sustainable tourism is considered the most suitable approach through efforts aiming at green growth and sustainable development in its country, region or local jurisdiction in order to adapt to the reality of climate change, maintain essential ecological processes, minimize impacts on the environment from tourism activities, harmonize economic goals with conservation and promotion of national and regional cultural identities (Hardy Hardy, A., Beeton, R. J., and Pearson, L., 2002; Scott, D., 2021). There is a growing recognition of the rapidly increasing importance of sustainability, sustainable tourism and the concerns for the impacts of non-green tourism events upon tourism patterns and practices (Orefice, C., and Nyarko, N., 2021). Events of various sizes are considered as tourism assets for localities, countries and regions (Getz, D., 2008) and are seen as having the potential to mitigate the negative impacts of these events at tourist destinations. Scholars identified that the tourism events are not always positive but also negative, affecting the economy, socio-culture, and the environment across the triple bottom line (Nawarathna, D. B., and Arachchi, R. S. S. W., 2021; Orefice, C., and Nyarko, N., 2021). Previously, Carlsen, J., and Taylor, A. (2003) mentioned that green elements in the event industry are crucial and important drivers of sustainable tourism that are preferable in implementing planning and organizing any events. It is also associated with emerging products and services and always meets the needs of customers with tourism products and services that do not harm the environment (Merli, R., Preziosi, M., Acampora, A., Lucchetti, M. C., and Ali, F., 2019).

In recent years, green events in the light of sustainable tourism development have been held in localities with different scopes, sizes and meanings, attracting attention and participation significantly by locals, domestic and international tourists, businesses and stakeholders. In Da Nang city, since 2008, the city government of Da Nang has issued the project "Building Da



Nang - an environmental city", aiming to become the "Green City", internationally standardized by World Wide Fund For Nature (WWF). Actually, the International Green Cities Program is an initiative of WWF to call on cities around the world to take actions and move towards a future planet, environmentally friendly, developing and implementing ambitious plans to mitigate and adapt to climate change. In 2018, Da Nang was honored to become the National Green City of Vietnam, to receive the title of National Capital 2018 by the World Wide Fund for Nature (WWF)'s One Planet City Challenge programme. Along with the goal of "Green City", with favorable natural conditions, the development of green tourism in Da Nang is being considered as the right choice of local authorities and investors when approaching natural resources (mountain, marined- based tourism) for sustainable tourism development.

Da Nang tourism has had rapid development, and has been honored with many international awards and titles such as 'Asia's Leading Festival & Event Destination' at the World Travel Awards (WTA) Asia & Australasia Gala Ceremony 2016 held in the city. TripAdvisor has revealed the winners of the 2020 Travelers' Choice Destination awards; the US travel booking and review website has named Da Nang as one of its top 10 trending destinations for 2020. In the process of developing tourism into a spearhead and sustainable economic sector, the city focuses on restoring tourism activities after the impact of Covid-19, keeping Danang safe and a green destination. The city has implemented a tourism development, oriented planning with a focus along the Son Tra - Ngu Hanh Son coast, along the Da Nang bay, the hill area and the Son Tra Peninsula to effectively use the natural resources of the city. In particular, natural water surface, historical and cultural relics, natural landscape and biodiversity have formed many ecotourist zones (typically ecotourism sites such as: Suoi Hoa ecotourism area, Ngam Doi ecotourism area, Nui Than Tai ecotourism area, Hoa Phu Thanh ecotourism area, Tien Sa ecotourism area), creating a variety of tourism products associated with nature and the environment, providing many options for tourists, tourism activities and events.

However, the current state of developing green events in tourism activities in the direction of green growth of Da Nang city in recent years has been facing challenges, arising potential shortcomings. Adopting the theoretical perspectives, secondary data was derived from academic sources, including key texts and research journal articles in green event concept, sustainable tourism and report data period 2018- 2021 of Danang tourism, WF, UNEP, this paper thus aims to: (1) Clarifying the green event concept and developing model the green event associated with sustainable tourism; (2) Analyzing the current state, challenges in organizing events towards the goals of green events; (3) Suggesting solutions and policy implications with orientations in green event management towards sustainable tourism in general and in Danang in particular.

## **2. Green Events in Sustainable Tourism Development**

The United Nations Environment Program (UNEP) (2009) defined a green event as a planned, coordinated, implemented event that reduces the negative impact on the environment and leaves a positive legacy for the host community. UNEP has initiated a programme that aims at integrating environmental sustainability into decision making in the tourism industry and into consumers' purchasing choices, by disseminating technical know-how and building business networks to catalyze 'sustainability' in the tourism sector. In particular, green practices in terms of waste reduction/ minimizing strategies, recycling initiatives, water protection, energy management, pollution reduction, zero emissions, water savings, material use reduction, material life cycle assessment, and toxicity reduction are among the various ones in event



management and sustainable tourism.

"Greening" events have become an optimal and inevitable choice in related industries and fields. Holmes, K., Hughes, M., Mair, J., and Carlsen, J. (2015) believes that green practices are important for participating organizations and businesses successfully; for example, when participating in the event bidding process, hosting mega-sporting events. Green practices will help maintain bidding success and help homeowners earn more sponsors (FISA, 2013) since securing a major event bid for the next year in a row will be more difficult than the process. its bidding. Moreover, green practices are also important to maintain effective business operations in the long term and develop an organization's green culture (Chiu, L. K., Ramely, A., and Abdul Wafi, A., 2020).

The implementation of green events brings many positive impacts to the environment and to the local community, aiming at the main sustainable goals in reducing the negative impacts on the community's natural habitat; pursuing global environmental sustainability goals; promoting programs that promote sustainable living; while ensuring economic efficiency, social justice and environmental integrity. This green practice relates to sustainable tourism and also gives a good brand image to the destination, for which it has been recognized as a "new tourism" (Chiu, L. K., Ramely, A., and Abdul Wafi, A., 2020). Communities can benefit economically, in terms of environmental health, reduced stress on public infrastructure, and long-term benefits of the facilities.

On the other hand, studies have demonstrated the relationship between green events in sustainable tourism development. Green events are especially likely to attract people, for a number of reasons: First, those who seek out, participate in green events have a positive attitude towards green practices, looking for opportunities to act in an eco-friendly way and express concerns about the health and environment. Second, people go to green events because of the awareness of the environmental benefits they can derive from them (Ottman, J.A., 1993), perceive the importance and relevance of the green products and green services for them, and thus spend time searching for green knowledge and a higher level of awareness about green events and green initiatives. More importantly and interestingly, the study by Rittichainuwat, B., and Mair, J. (2012) shows that the majority of event participants prefer to participate in green events, even though the event fees (non-green) are cheaper than green events.

Choe, K. H. and Yap, S. (2017) emphasize that green event organizers and attendees should implement green practices to reduce environmental impact, through the steps of management strategy from planning, organizing, managing implementation and evaluation (Chiu, L. K., Ramely, A., and Abdul Wafi, A., 2020). This strategy utilizes event resources effectively (Ahmad, N. L., Rashid, W. E. W., Abd Razak, N., Yusof, A. N. M., and Shah, N. S. M., 2013; Chiu, L. K., Ramely, A., and Abdul Wafi, A., 2020) while ensuring the protection and management of environmental impacts (Jurowski, C., 2008), prescribing policies towards the environment, promoting ethical behavior towards nature, minimizing resource use and discharge, as well as maximizing results in terms of image promotion and visitor satisfaction. The highest and ultimate goal of the green event is to contribute to sustainable development. In addition, an event can have one or more different purposes, and is managed by either a regulator or a private or public-private partnership. A good example is the Olympic Games, a political, economic, recreational and social event with the participation of many levels and regions in the host country (Getz, D., 2008).

In order to promote and use green resources, stakeholders in the organizational plan must ensure



the following principles: (1) traffic management, (2) waste management, (3) water management, (4) energy saving, (5) green shopping, and (6) green promotion (Ramely, A., Talib, M. F. A., Radha, J. Z. R. R. R., and Mokhtar, M. F., 2021). For example, green practices can include using cyberspace in issuing invitations and conducting event promotion, green communication, using environmentally-friendly materials, or simply reducing energy consumption during the event. In particular, with the 4.0 revolution, technology plays a role in innovation in green event organization, through the application of technology in the event organization stages to reduce the use of resources and waste (Türkmendağ, T., and Türkmendağ, Z., 2022).

In addition, awareness of green concepts (including knowledge, attitude and behavior factors (Maurer, M., Koulouris, P., and Bogner, F. X., 2020) should be considered as a motivational factor to have a green event, because awareness Consciousness is an intrinsic factor affecting tourists' choice to participate in green events (Chen, Y. F., and Mo, H. E., 2014), thereby demonstrating creative and socially responsible actions of tourism enterprises. in particular (Andereck, K. L., 2009) and the organizers in general (Ramely, A., Talib, M. F. A., Radha, J. Z., and Mokhtar, M. F., 2021) in meeting the needs of visitors, therefore, organizing a green event in addition to demonstrating the protection of what belongs to nature, but also must be able to influence and educate friendly attitudes and behaviors, environmental protection and green lifestyles in the actions of the detainees (Meler, M., and Ham, M., 2012).

The green event model is organized according to the green growth tourism approach, combining green perspectives such as creative ideas and innovative ideas in the direction of "green resources" are developed simultaneously in the green culinary event when the participation of stakeholders in the planning and organization process (pre-, during and post) green events emphasizing waste management, providing recycling bins and optional small food portions to avoid waste; reduce the use of plastic bags, cardboard and foam boxes; use biodegradable or reusable dishes; and encourage attendees to bring their own supplies Laing, J., and Frost, W., 2010). Participants should include regulatory authorities, organizations, businesses, community involvement and visitors. Simultaneous involvement of government agencies and businesses is a necessity for a tourist-friendly destination (Anuar, A. N. A., Ahmed, H., Jusoh, H., and Hussain, M. Y., 2012). Accordingly, the public sector will contribute to the development of the policy system, the transport system (road, waterway and air), and the local identity (such as traditional festivals and monuments, history), and infrastructure (such as lighting and landscaping) at the destination. Meanwhile, the private sector will be responsible for tourism investment such as amenities, accommodation and food services, types of tourism and human resource supply. Organizations and businesses, whether or not they coordinate with management agencies in organizing events, must also be responsible for the impacts of the event on the environment (Moise, D., and Macovei, O. I., 2014). The local community that organizes the event is seen as an important presence as their participation increases the specific values of the locality (Hannam, K., and Halewood, C., 2006). Meanwhile, visitors are the main target and attraction of any tourism activity.

Combining the theories about the above events, it can be seen that the studies focusing on sustainable tourism development identify the theory of green events that promote the sustainable tourism development of 4 core values: (1) the Innovation development (2) Conservation; (3) Education (4) Visitor satisfaction: It is the result of combining the development of elements of ecotourism, sustainable development, fair trade, renewable energy, corporate social responsibility (CSR) and greening practices (Merli, R., Preziosi, M.,

Acampora, A., Lucchetti, M. C., and Ali, F., 2019; Goldblatt, J., 2010). The literature review in green event contents above are summarized and diagrammed in Figure 1.

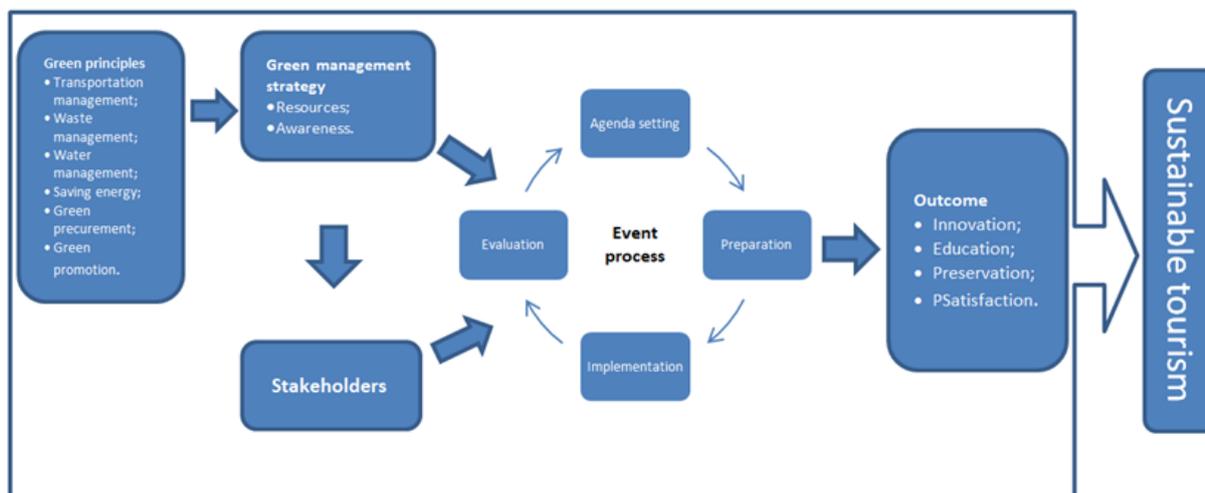


Figure 1. Green event management model

(1) Innovation development: There are many ideas about developing a ground-breaking green event, which refers to creatively adopting emerging green technologies and strategies to increase efficiency, energy use and demonstrate capacity to protect the environment (Chiu, L. K., Ramely, A., and Abdul Wafi, A., 2020) or promote the creation and use of green technologies (Hong, M., Li, Z., and Drakeford, B., 2021).

(2) Education: Create awareness and promote participants' behavior towards environmental protection by creating memorable event experiences (Chiu, L. K., Ramely, A., and Abdul Wafi, A., 2020; Wong, I. A., Wan, Y. K. P., and Qi, S., 2015). Wong, I. A., Wan, Y. K. P., and Qi, S. (2015) found that participation in green events significantly affects people's perception of the value of eco-friendly events, especially if the event is brighter. Green ants increase the value. In addition, green events are seen as an opportunity to provide knowledge and applications of this knowledge in practice, especially for those who are interested in the environment and have a desire to carry out sustainable behaviors. (Mair, J., and Laing, J., 2012).

3) Conservation: It is the responsible use of the earth's natural resources and the minimization of waste. This result indicates the efficiency and effectiveness of the use of energy and other resources in the event organization.

(4) Visitor satisfaction: According to Andereck, K. L. (2009), more and more tourists are aware of the need for environmental protection, so more visitors are participating in green events as a way to satisfy the desires of many tourists (Chen, Y. F., and Mo, H. E., 2014). Meeting the needs of environmental protection and showing interest in nature at the tourist site will increase tourism satisfaction and output. Visitors' satisfaction will lead to increased spending on green tourism products (Wong, I. A., Wan, Y. K. P., and Qi, S., 2015), referrals to acquaintances and above all, visitors' intention to return (Smith, S., Costello, C., and Muenchen, R. A., 2008).

### 3. Developing Green Events Associated with Sustainable Tourism in Da Nang City

*Tourism potentials and green space:* Da Nang city has diverse, rich, and high-value tourism resources with a system of seas, mountains, rivers, lakes, hills, streams, ravines, waterfalls, a large agricultural and rural space, and many cultural relics, historical culture, and valuable art

architecture. Up to now, the city has 02 special national relics, 17 national-level relics, and 65 city-level relics. There have been 06 local intangible cultural heritages recognized by the Ministry of Culture, Sports and Tourism and included in the list of National Intangible Cultural Heritage, 06 artifacts are kept at the Museum of Sculpture in which Cham carvings are recognized as a national treasure. Based on the review and assessment, it is estimated that among 6 districts of Da nang, there are 114 cultural and natural resources that are potentially valuable for tourism from Hoà Vang rural district (49 resources), 11 resources in Lien Chieu district, 11 resources in Son Tra district, 10 resources in Ngu Hanh Son district, 15 resources in Hai Chau district, 6 resources in Thanh Khe district, 10 resources in Cam Le district (there are also 02 Other intangible cultural resources are Tuong Art and Bai Choi Art).

Regarding green space, as of 2017, the greening area in Da Nang reached 84,458.7 hectares, accounting for 65.73% of the city's area. Much of Da Nang's mainstream green space is made up of forests to the west of the city and an area of Son Tra Peninsula. The rest is the urban area and the city's infrastructure (Do, D. T., Huang, J., Cheng, Y., and Truong, T. C. T., 2018).

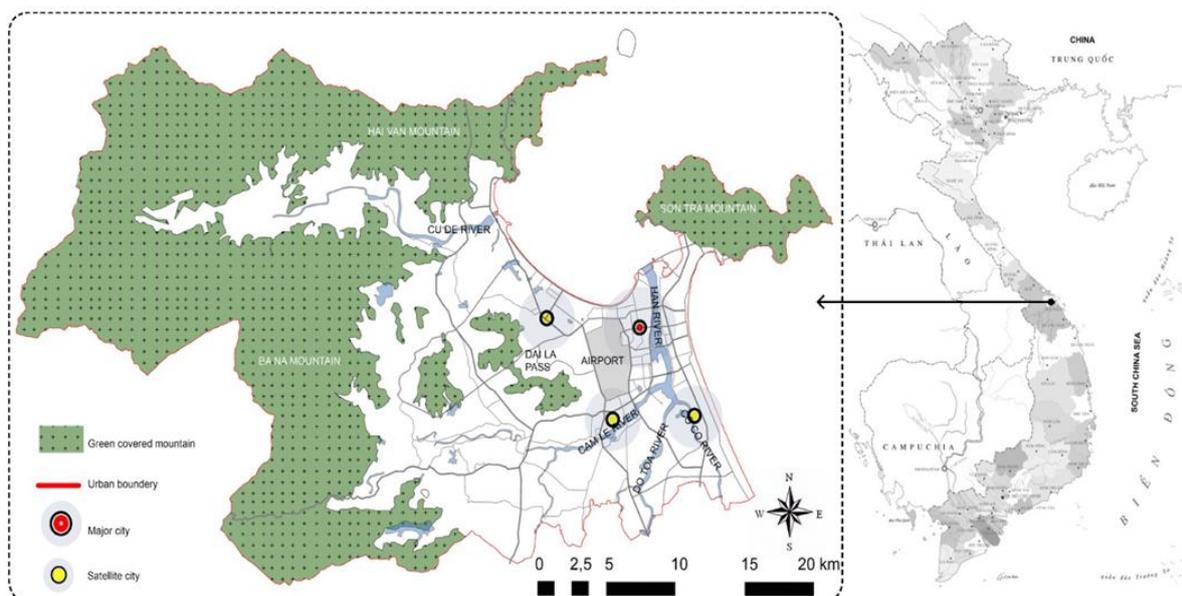


Figure 2. Greening area in Da Nang city

Source: Do, D. T., Huang, J., Cheng, Y., and Truong, T. C. T., (2018)

*Tourism growth:* The average growth rate of total tourism revenue in the period 2016-2019 reached 24.6%, of which, in 2016 it was 23.72%, by 2019 it will be 31.4% (of which the direct contribution is 13%). 7%, spillover contribution to other sectors and fields is 17.7%). Tourism also created many jobs with 50,963 employees in 2019, an increase of 2.2 times compared to 2016 (Nhat Ha, 2022). The city's tourism industry has also been honored, receiving many international awards such as Asia's Leading Festival Event Destination (2016), topping the Top 10 Global Destinations in 2020.

In 2020, the outbreak of the Covid-19 epidemic has had a strong impact on the tourism development of Vietnam in general and of Da Nang city in particular. Total revenue of the city's accommodation and travel services in 2020 is estimated at VND 3,705.3 billion, down 57.8% over the same period in 2019 (Department of General Planning, 2020). In 2021, revenue from accommodation and travel services is estimated at 2,505 billion VND, down 37.7% compared



to 2020 (Hong Quan, 2022).

*Tourist arrivals:* The average growth rate of tourists to Da Nang in the period 2016-2019 reached 16.73%. In 2019, the total number of visitors to Da Nang reached 8.6 million, of which, international visitors were estimated at 3.5 million. Total tourism revenue is estimated at 30,973 billion VND. Da Nang has 35 international routes with a frequency of 496 flights/week and 10 domestic routes to the city with a frequency of 662 flights/week.

In 2020, due to the impact of the Covid-19 epidemic and epidemic prevention measures, the total number of visitors to accommodation establishments serving in November 2020 was estimated at 221,209 arrivals, down 67.6% over the same period in 2019, of which International visitors were estimated at 12,207 arrivals, down 95.3%, domestic tourists were estimated at 209,002 arrivals, down 50.9%. Accumulated in the first 11 months of 2020, the total number of guests served by accommodation establishments is estimated at 2,434.3 thousand turns, decrease 63.9% over the same period in 2019; in which, international visitors were estimated at 686.2 thousand arrivals, down 73.8%, domestic tourists were estimated at 1,748.1 thousand arrivals, down 57.6%.

From May to 2021, tourism activities will continue to be affected due to the COVID-19 epidemic, the number of visitors has decreased significantly, severely affecting tourism activities in the context that tourism businesses are trying to recover after the pandemic downtime. The total number of visitors to the accommodation establishments reached 1.19 million, down 55% compared to 2020. In which, international visitors reached 105,000, down 85% over the same period; domestic tourists reached 1,085 million arrivals, down 44.2% over the same period; revenue from accommodation and travel services is estimated at 2,505 billion VND, down 37.7% compared to 2020 (Hong Quan, 2022).

*Occupancy and capacity of tourist accommodation/ facilities:* The scale of tourist accommodation establishments has grown along with the rapid growth of the tourism industry in Da Nang city with diverse sizes and shapes to meet the needs of visitors. The summary data shows that, the average growth rate in the 10-year period: 2011 - 2020 reached 21.21% (base) and 22.06% (room). In which, the total volume of 3-5 star hotels and equivalent is 215 hotels with 26,172 rooms, accounting for 58.6% of the total number of rooms, an increase of 178 hotels with 22,488 rooms over the same period in 2011. And 1-2 hotels Star Wars 33.3% and apartments High-class and standard apartments, tourist villas, tourist motels, homestays: 315 establishments with 3,634 rooms, accounting for 8.1% of the total number of rooms. The quality of service at accommodation establishments in the city is guaranteed according to the provisions of the Law on Tourism, especially the quality at 4-5 star accommodation establishments is relatively high. However, there is still a situation that the quality of tourism services is not equal between the hotel blocks of the same star class (from 1 to 5 stars and equivalent) and other types of tourist accommodation services such as apartments, villas, tourist villas, tourist motels, homestay, etc



Table 1. Tourist accommodation establishments (2011 – 2020)

Year/Number	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation facilities (Basis)	278	326	391	435	490	575	693	785	943	959
Number of chambers (Room)	8.663	10.570	13.634	15.625	18.233	21.324	28.780	35.615	40.074	35.961

Source: Danang Department of Tourism

In addition, Da Nang's travel business has developed quite stably, travel agencies have exploited and put into operation many attractive tours and routes with many types from road and waterway; airway; at the same time, has actively built and exploited new tourism products to attract tourists; organize programs to exploit international tourists to Da Nang with good results, that is highly appreciated by tourists. However, there are still some limitations such as low-cost tour business activities affecting the tourism environment, creating unfair competition between businesses; service quality, service, tour guide is still limited; There is no close connection between travel agents, travel agencies and tourist accommodation establishments, food establishments.

*The infrastructure:* In terms of Parking: Currently, according to the review and survey results in 3 districts of Hai Chau, Thanh Khe, and Son Tra, there are a total of 56 parking lots, including 24 existing public parking lots and 18 parking lots. Current parking for individuals and businesses and 14 spontaneous parking lots invested by the private sector. From 2016 until now, the city has implemented a measure to ban parking on the street on even and odd days in order to limit parking on the street and reduce traffic congestion.

In terms of Power system: The power supply for the loads in the City area is taken from the national grid. Currently, the medium voltage grid has covered the entire area and 100% of households have received electricity from the national grid. Some 22kV roads have been underground, mainly in the main roads and the city center. All roads have been installed with lighting systems to meet the travel and living requirements of the people, in addition, there are decorative lighting systems in some major roads, public areas where people gather. People, tourists, bridges... The existing electricity supply is sufficient for living, production and business needs.

In terms of Water supply system: Currently, the city is using water sources from Yen - Cau Do river system, Cu De river, spring water source (Da stream, Tinh stream, Luong stream), lake water (Hoa Trung lake). The water supply system covers most of the city, basically meeting the needs of daily life, production, tourism business and services.



In terms of System of collection and treatment of wastewater and waste: The speed of urbanization in the city is taking place rapidly, the population density and the number of tourists to Da Nang continuously increase (up to the time before the epidemic). COVID-19), resulting in a sudden increase in water demand and discharge volume, putting great pressure on infrastructure for wastewater collection and treatment, and waste collection; The most affected area is the eastern coastal area (in the basin of Son Tra and Ngu Hanh Son districts).

*Planned and organized events:* As a tourist city, Da Nang city has taken advantage of its resources to organize many tourism events to promote the city's image and attract tourists to experience city tourism activities and events. Events in the city are managed and organized by the local government and also called for by many tourism businesses to cooperate. Table 2 lists the city's outstanding tourism events from 2016 to 2022.

Table 2. City's tourism events (Year 2016-2022)

Event schedule	Event name	Promoting Event message and goals
Annual event (19-20/3/2022)	Danang International Marathon 2022	The message "Run it, Beat it", <i>the race is not just a place where each individual strives to break his own limits to discover a better version of himself. Running is the starting point of the journey and conquering the race is the beginning of discovery.</i>
Annual event (27/4-01/5/2018) (26/4-01/5/2019)	Opening of sea tourism season	"Sea tourism season": <i>In order to kick off the Da Nang beach tourism season, introduce new activities and services to locals and visitors. At the same time, it contributes to enriching entertainment activities on the occasion of April 30-May 1 and is an auxiliary activity of the Danang International Fireworks Festival. Through the program, it will also propagate to raise public awareness about environmental protection in Son Tra peninsula and tourist beaches (in 2018).</i>
Annual event (01/6-06/7/2019)	Danang International Fireworks Festival 2019	"Cultural tourism events"
Annual event (14-19/6/2019)	Da Nang Summer rendezvous	"Summer rendezvous": <i>Many attractive activities in terms of entertainment, culture, sports, cuisine and community activities.</i>



24/9-03/10/2016	ABG5 Asian Beach Games	<i>“Beach Games”</i> : The combination of sea and sand waving together reflects the strength and strong will of Vietnam and carries a friendly and welcoming message to all sports delegations; represents the solidarity and friendship of the Asian family with the expectation of the successful 5th Asian Beach Games
08-09/5/2017	Asian Golf Tourism Congress 2017	<i>“Golf Tourism”</i> : For golf destinations to introduce new golf courses, meet partners in the golf industry, hotels work together
31/5-07/6/2019	Danang International Food Festival	<i>“Food Festival”</i> : Introducing the typical cuisine of Da Nang to people and visitors, promoting and promoting tourism on the spot, attracting tourists.
09/5/2021 (cancelled) 08/5/2022	VNG IRONMAN 70.3 Vietnam Competition	IRONMAN: The message <i>“Embracing Challenges”</i> of the season is also a cheer for the resilient strength of domestic athletes in particular and all Vietnamese people in general.

Source: Tourism reports of da nang tourism department

Over the years, being aware of the importance of tourism's impact on the environment, as well as sustainable development and the goal of building an environmental city, many tourism activities and events are geared towards nature, implemented by the city. Various types of tourism are associated with events to raise awareness of marine environmental protection were organized such as the "Clean up Son Tra" program (Coordination with Green Viet - Green Viet Biodiversity Conservation Center) propagandize to raise public awareness on environmental protection, thereby conserving biodiversity and protecting wildlife in Son Tra peninsula, minimizing environmental pollution caused by waste, especially plastic waste. It aims to raise public awareness about environmental protection in Son Tra peninsula and tourist beaches through the event "Opening the sea tourism season". Events in the light of sports events/activities (running, golf, sports associated with marine resources) have also been planned and organized: Marathon event, Asian Beach Games, Golf Tourism Congress Asia.

#### 4. Challenges in the Development of Green Events for Sustainable Tourism Development in Da Nang City

*Firstly, the risk of ecological environmental deterioration, biodiversity loss, loss of urban landscape quality and value:* The planning system is not keeping pace with the rapid urban transformation and especially the urban transformation, lacking of integration of green space into green urban planning... are inadequacies in the green urban planning of Da Nang. According to the United Nations Environment Program - UNEP, the negative impacts on the



natural environment from tourism events, including: ecosystem, soil structure becoming weak, can affect the environment. natural, noise and light pollution; Consumption of non-renewable resources; Consumption of natural resources; Increase greenhouse gas emissions; Depletion of the ozone layer; Pollution of soil and water due to the use of pesticides; Soil erosion, increased waste from construction, organization and the number of spectators attending the event.

*Second, for resources in the infrastructure, environmentally friendly facilities, waste and energy consumption and resource management for the event:* The green event must be held in a place that matches the green criteria of the event in order to realize green concepts. For example, holding an event at a historic site can help create the event concept. However, most historic sites do not have the proper facilities for a green event, such as green technology or ecological materials. In fact, in the research and evaluation results of impact analysis from event service activities, resources are used in events that can cause negative impacts on the environment: System, flow overcrowded, congested traffic (Hong, M., Li, Z., and Drakeford, B., 2021; Park & Boo, 2010); food waste, dense cooking fumes, excessive use of plastic, cardboard and styrofoam bags to store and display food.. these factors can all harm the environment (Laing, J., and Frost, W., 2010).

The issues of using plastic and plastic materials and materials, reusing of banners and plastic items, waste management, how much plastic waste is after each event and where it will be dealt, when plastic products take thousands of years to decompose naturally. Some event organizers need to collect event banners and reuse them for purposes such as carpeting, tarpaulin, printing, and even sun and rain cover. Along with that, emissions and electricity consumption are also a matter of concern. In which, the battery is considered the element that causes the most harmful emissions and there are many items that require batteries such as microphones, stage lights and the area and location of the event content and the number of participants.

These issues that need to be considered in relation to a green event also include traffic management and waste management. Traffic often negatively affects the environment through the discharge of vehicles, especially when traffic demand will increase dramatically on event days. Meanwhile, waste is always a part of any event, especially events that attract a large number of people to attend such as sporting events. Therefore, high-performance waste and traffic management measures to reduce emissions during operation should be considered in advance to ensure green factors.

*Third, green culture in event organization and management:* Creativity and innovation in green resources: This barrier can be attributed to the limited green knowledge and green behaviors among the staff. . Not fully understanding green principles can lead to green event failure. In addition, the failure to nurture green culture, green consumption awareness, and discourage employees from participating in green practices and green resource innovation may lead to inappropriate behaviors in green event implementation (Ramely, A., et al, and Mokhtar, M. F., 2021).

*Fourth, the consensus/participation/commitment of stakeholders:* Stakeholders are not always supportive of the organization of green events. It is possible that many participants do not know the importance of green factors and why they have to practice green behavior when participating in the event. Therefore, to ensure the success of a green event, it is necessary to ensure the agreement of the participants on the purpose of the event, especially the support of the local government to increase the interest of the green event and community attention (Ramely, A., et al., and Mokhtar, M. F., 2021).



*Fifth, promoting green messages and education:* The challenge of promoting green messages can occur when event organizers fail to convey green messages to successful participants. This could be due to unclear media coverage or participants not realizing the green practices included in the event. Therefore, the goal of the green event cannot be successfully achieved.

*Sixth, finance, fund, human resource strategy/Policies:* A successful green event is demonstrated by the efficiency and effectiveness of using resources, including financial and human resources. Therefore, in the context of green event organization, organizers need to find employees with the right qualifications and skills to organize green events. In addition, the organizer needs to organize training, update green knowledge and maintain this number of trained and experienced staff. In addition, financial strategy also needs to be considered. In green event management, sustainable resource management can be achieved through price adjustments that minimize pollution and resource use, such as the use of surcharges and taxes.

## 5. Conclusion and Policy Implications

Developing green events is an opportunity for sustainable development of the tourism industry, which needs to be implemented simultaneously with three economic, political and cultural pillars. Through green events, promoting local and national tourism images, tourist images of destinations, building brands, creating great leverage for tourism development, economic growth both short and long term. With diverse geographical features, resources and resources, Da Nang city is suitable for the development of green tourism events in sustainable tourism development. This event is not only associated with activities with the participation of the local community, but also environment-friendly tourism services and green practices are developed at the same time.

With the goals for green events in the light of sustainable tourism development and for "dual goals" in term of "effective prevention and control of the COVID-19 epidemic with socio-economic development, tourism policies have been approached with the motto "Proactive - Adaptive - Flexible" in the new situation in Da Nang city, and oriented towards green growth via green events perspective with four main focus: (1) Reducing the intensity of greenhouse gas emissions per GDP; (2) greening economic resources and sectors; (3) greening lifestyles and promoting sustainable consumption; (4) greening the transition on the principles of equality, inclusion, and resilience. To be able to adapt to climate change, Da Nang city needs to focus on the following solutions:

- Developing and implementing program plans, propaganda, promotion, marketing, green event messages before, during and after the event, preserving the tourism environment, improving community health through tourism events. For sports events, it is a must of 1-2 year notice/plan before the official event takes place in order to have thorough preparation and close coordination between the destination tourism management agency, the sports event organizer sports; effective public-private partnership between tourism management agencies, tourism businesses, sports facilities, and sports training centers. Watt's research since 1998 highlighted the importance of successful event goals when all the different stakeholders reach a consensus on the purpose and benefits of participating in the event. In order to compete in tourism market development, propaganda, and public awareness raising, stakeholders need to have a deep understanding of the benefits and impacts of green tourism events, from the bidding process to events, promote sponsorship opportunities of prestigious domestic and foreign organizations to ensure success in planning and implementing events in accordance with the green event goals.
- Linking- closely associated in mobilizing resources for green event development with the



central regions, the whole country, the region and the world. It is to strengthen cooperation expansion, mobilize resources with businesses, service providers from service/carrier, accommodation, travel, event organization, forming a chain of links, synergy implements the professionalism and pervasive attraction of green events. At the same time, by mobilizing resources from international organizations and the United Nations Environment Program (UNEP), the Asia-Pacific Tourism Association (PATA) that participate in major events to ensure that the environment is being protected, in particular UNEP promotes public awareness of the importance of the environment and provides, green practice guidance such as in the Olympic Games, FIFA World Cup. Then, organizing green urban landscape architecture, ensure synchronization of infrastructure conditions, tourist facilities, sports events, ensure security and safety. Prepare infrastructure to serve the large number and needs of event participants as well as visitor satisfaction before, during and after the green event.

- The tourism industry needs to implement green programs, green practices, and practical actions in implementing the set of criteria for the sustainable tourism label "Green Lotus" issued by the Ministry of Culture, Sports and Tourism. The set of criteria for Sustainable Tourism as "Label Green Lotus" that recognizes the level of efforts in environmental protection and sustainable development including 81 criteria with a total of 154 points and 25 bonus points, divided into 3 levels (Basic level, Incentive level, Advanced level). The application for the units participating in the event, for the accommodation establishments in the city about meeting the standards, being granted the Green Lotus Label to ensure service quality, in protecting the environment. environment, effectively using resources and energy, contributing to the protection of heritages, local economic, cultural and social development and sustainable tourism development. Similar to the proposal to add a set of green hotel rating criteria, as a star rating criterion, to help improve the hotel's competitiveness, the organization of events according to green criteria also needs to be researched and implemented.

- Supporting "green practice" activities/ education training in events by organizing human resource training classes, training on environmental protection for managers, business executives, drivers, guides; volunteers; Inspect and examine the observance of regulations on environmental protection, propagate and raise social awareness on environmental protection in tourism; encourage tourists to use and bring eco-friendly or recyclable bags to use while traveling, to tourist attractions; littering, classifying garbage in the right places... in order to create a civilized, friendly and harmonious destination with nature (Trinh, T. T., Ryan, C., & Bui, H. D; 2020).

- Develop an education roadmap to provide solutions for waste management at source, integrating this issue in all socio-economic development activities of the city. Departments and related sectors should have a propaganda direction for businesses to find environmentally friendly products to replace plastic products and have policies to encourage businesses to go in the direction of building green businesses, honoring those who do good for the environment.

- Encourage and support organizations and individuals in green initiatives, innovation development and use of green resources in green tourism types in combination with other tourism models that also include other activities. movement to bring awareness about pollution reduction and efficient use of energy. Supporting policies, including price policies to support, encourage and facilitate the use of green technology and materials for businesses to realize the benefits of deployment. Measures include encouraging tourism products such as sport tourism using environmentally friendly means, such as bicycles, electric cars, cyclos; walking streets,



nature-oriented tours to protect the environment, create sustainable livelihoods for local people... are oriented and create a mechanism to make good use of them. Other forms of green tourism such as community learning tourism allow attendees to ride bicycles and use public transport as well as limit smoking on site (Merli et al., 2019), for participants from tourists to indigenous communities to share benefits together (Trinh, T. T., Ryan, C., & Cave, J; 2016), indigenous knowledge, and protection of the ecological environment are promoted through this interactive activity.

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