

Qualitative Insight to Understand the Tourists' Sustainable Practices: Context of Music Tourism Management

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Abstract

This study examines the integration of sustainable practices within the music tourism industry, a sector of increasing relevance due to its significant environmental and social impacts. The primary objective was to develop a comprehensive model of sustainable practices tailored for music tourism, facilitating enhanced environmental responsibility and community engagement. Employing qualitative methodologies, the research involved conducting 40 semi-structured in-depth interviews, comprising 30 music tourism consumers and 10 event organizers. These interviews explored participants' perceptions and behaviors regarding sustainability at music events, aiming to identify effective strategies and key challenges. The findings reveal that the successful implementation of sustainable practices in music tourism hinges on a combination of environmental initiatives, educational advocacy, and strong organizational commitment. Key results indicated that educational efforts significantly enhance attendee engagement with sustainability initiatives, while transparent and authentic communication from organizers is essential for fostering trust and participation. The study also highlighted the potential of music events to serve as platforms for broader social and educational advocacy, aligning with global sustainability goals. Conclusively, this research underscores the importance of a holistic approach to sustainability in music tourism, advocating for integrated strategies that encompass environmental, educational, and organizational dimensions.

Keywords: Music Tourism, Festival Tourism, Music Event, Sustainable Development, Sustainable Practices.

1. INTRODUCTION

Tourists' sustainable practices refer to behaviors and choices made by travelers that minimize their environmental impact, support local economies, and preserve cultural heritage (Cheng & Chen, 2022). These practices include choosing eco-friendly accommodations, participating in responsible wildlife tourism, using public or non-motorized transport, reducing waste through recycling and minimizing plastic use, supporting local businesses, and respecting cultural norms and traditions (Marín-Beltrán et al., 2022).

The significance of these practices lies in their potential to mitigate the negative effects of tourism on natural environments and local communities. Sustainable tourism practices help ensure that tourism development is compatible with the maintenance of the environment, benefits local people economically and socially, and conserves cultural heritage (Yehong et al., 2021). By adopting sustainable behaviors, tourists can contribute to the long-term health and viability of the destinations they visit, ensuring that these places remain vibrant and accessible for future generations. This approach aligns with broader goals of sustainable development, which aim to balance economic growth with environmental sustainability and social equity (Belmonte-Ureña et al., 2021).

Music tourism involves traveling to destinations to attend music events, such as festivals, concerts, and gigs (Portugal et al., 2022). This form of tourism can significantly contribute to local economies by boosting income through tourism spending on accommodations, food, and other services. However, it also poses challenges for sustainable development, particularly in environmental management and community well-being (Rane, 2023).

Key issues associated with music tourism include environmental pollution at concerts, where large gatherings lead to considerable waste production, including plastic bottles, food packaging, and ticket litter (Mancini, 2023). These events also generate substantial noise pollution, which can disrupt local ecosystems and community life. The transportation of large numbers of attendees, often in private vehicles, contributes to carbon emissions and traffic congestion (Fan & Harper, 2022).

Addressing these challenges is critical to aligning music tourism with sustainable development goals. Solutions may involve implementing waste reduction and recycling initiatives, enhancing public transportation links to music venues, and using sustainable materials and technologies in event production (Kurniawan et al., 2024). By mitigating its negative impacts, music tourism can be developed more sustainably, enhancing both economic benefits and environmental protection (Jabeen et al., 2024).

Current studies in the field of music tourism have broadly examined the environmental impacts of music festivals, motivations behind sustainable festival attendance, and the effects of health crises on festival operations. Marumo (2023) explores visitor motivations and barriers to engaging in sustainable practices at music festivals, indicating a foundational understanding of what drives or hinders eco-friendly behavior among festival-goers. Meanwhile, Nadais et al. (2021) uncover the co-creation of value at sustainable music festivals, suggesting that festivals are not only entertainment venues but also collaborative platforms for promoting sustainability.

Despite these insights, several research gaps remain. Firstly, there is limited understanding of how different demographic segments perceive and implement sustainable practices at music festivals (Duffy & Mair, 2021). Studies have not extensively explored the nuanced differences in sustainability approaches across various age groups, cultural backgrounds, or levels of environmental consciousness among music tourists. Additionally, while existing literature addresses the impacts of health crises on festival logistics and visitor numbers, there is a lack of in-depth qualitative analysis on how these crises might permanently alter tourists' sustainability practices or their expectations of festival organizers (Duffy & Mair, 2021). Furthermore, the role of musical geographical imagination and aesthetic responses in promoting sustainable behaviors at music destinations is still an emerging area that requires more detailed exploration (Zhuang et al., 2023). How these elements influence tourists' decisions to participate in sustainable practices at music events remains underexamined.

This research model sustainable practices in consumer participation in music tourism in a qualitative research method. By addressing these areas, the study seeks to offer deeper insights into effective strategies for promoting sustainability in music tourism management.

Following the introduction, the second part explain the key concepts relevant to the study, grounding the research within established theoretical frameworks. The third section details the qualitative research methodology employed, including participant selection, data collection techniques, sampling methods, and the approach to data analysis. Next, we present the empirical findings, while the fifth chapter engages in a comprehensive discussion of these results, comparing them to existing literature and theoretical expectations.

2. LITERATURE REVIEW

2.1 Sustainable Tourism Practices

Sustainable tourism practices refer to the strategies and actions undertaken by tourism stakeholders—including businesses, tourists, and local communities—to manage and operate tourism activities in a manner that minimizes negative environmental impacts, promotes cultural integrity, and generates economic benefits for local communities (Vrontis et al., 2022). This involves a commitment to environmental conservation, social responsibility, and economic viability to ensure that tourism development is balanced and beneficial for both present and future generations (Rasdi et al., 2022). Ahmed et al. (2021) emphasize the critical role of departmental managers' attitudes towards eco-labeling in driving sustainable practices within accommodation enterprises. This indicates that leadership and commitment at the managerial level are pivotal in adopting and maintaining sustainability standards. Wu et al. (2023) identify significant gaps in awareness and capacity among small accommodation providers in South Africa regarding sustainable practices.

They propose a supportive framework to facilitate the adoption of these practices, underscoring the need for tailored educational and operational support to smaller enterprises. Ali et al. (2021) explore the complex interactions between tourism, economic growth, energy consumption, and environmental impact in developing economies. Their findings highlight the necessity for robust sustainable tourism policies to foster environmentally friendly developments. Yamagishi et al. (2023) focus on how user-generated content can influence tourists' responsible environmental behaviors, particularly in coastal tourism settings. This points to the power of digital platforms in shaping sustainable tourist practices. Seraphin and Gowreesunkar (2021) examines how rural tourism in Transylvania, Romania, can be aligned with sustainable development goals through unique tourism product development, illustrating the potential for rural areas to contribute to broader sustainability objectives. Janjua et al. (2023) investigate the linkage between sustainable business management practices, destination management, and business performance among tour operators in Malaysia. Their research suggests that integrating sustainability into business strategies enhances overall performance.

Bhattacharya et al. (2024) discuss pathways for decarbonization in India's tourism sector as a means to separate tourism growth from environmental degradation, emphasizing the critical role of sustainable practices in achieving this separation. Kukreti and Dangwal (2023) study community perceptions in Muscat, Oman, towards sustainable tourism and environmental protection measures. Their findings highlight the importance of community engagement and its impact on tourist satisfaction and sustainability perceptions. Geng et al. (2024) review the state-of-the-art in sustainable tourism, reflecting on the ongoing academic and practical debates regarding the relationship between tourism and sustainability, indicating a dynamic field with evolving perspectives and practices.

Each showcases a diverse array of studies that collectively stress the importance of policies, responsible behaviors, and stakeholder collaboration in fostering sustainable tourism practices. Each study contributes unique insights into how different regions and sectors approach the challenges and opportunities presented by sustainable tourism.

2.2 Music Tourism

Music tourism refers to travel motivated by the desire to experience music events, ranging from festivals and concerts to cultural music performances that reflect the heritage of a destination (Stipanović et al., 2023). It encompasses a variety of genres and forms, including traditional, classical, and contemporary music (Mencke et al., 2023). This type of tourism not only serves entertainment purposes but also facilitates cultural exchange and appreciation among visitors and locals alike.

Music tourism significantly contributes to the local economy through direct expenditures on event tickets, accommodations, and other tourism-related services. Music festivals, for instance, boost local economies by attracting tourists who are likely to spend on a wide array of local amenities. Culturally, music tourism promotes the preservation and dissemination of local music traditions, thereby enhancing destination branding and identity. Socially, music events foster community engagement and global cultural exchanges, as they are gatherings that attract diverse audiences and facilitate interactions among different cultures (Maspul, 2023). Traditional music plays a crucial role in defining and differentiating a destination's cultural appeal. Misrepresentations of traditional music can lead to cultural misunderstandings, whereas accurate and respectful portrayals contribute positively to tourist perceptions and experiences. In the realm of classical music and opera, there is a niche market of tourists who seek sophisticated music experiences, which can be lucrative for destinations offering high-quality, authentic performances.

Music tourism offers a unique opportunity to promote sustainability within the tourism sector. By integrating sustainable practices such as eco-friendly event management and community involvement in festival planning, destinations can enhance their appeal while conserving resources and benefiting local populations (Maspul & Almalki, 2023). Examples include using music festivals to educate attendees about environmental conservation or cultural preservation, or employing local artisans and vendors to stimulate the local economy sustainably. Additionally, promoting music tourism responsibly can help maintain and preserve musical heritage, which in turn supports broader sustainability goals. By exploring these dimensions, music tourism emerges as a dynamic field that profoundly impacts tourists' experiences and destination perceptions. Further research could enhance understanding of how effectively music can be harnessed in tourism to create enriched, sustainable visitor experiences.

2.3. Role of Tourists in Sustainability

The attitudes of tourists towards sustainability significantly influence their behaviors and decision-making at music events. Studies indicate that when tourists possess a strong perception of sustainability, they are more likely to participate in and support eco-friendly practices such as waste recycling, use of sustainable transport options, and consumption of local and organic food at festivals (Alonso-Vazquez & Ballico, 2021). This behavioral inclination is pivotal in driving the demand for more sustainable event management and offerings at music festivals, underlining the necessity for event organizers to align festival features with the sustainability values of their attendees.

Research highlights that awareness of environmental sustainability issues directly correlates with tourists' preferences for attending music festivals that promote and implement sustainable practices. Qiu et al. (2024) discuss the growing trend among millennial tourists who prioritize festivals that demonstrate a commitment to environmental sustainability, aligning with global sustainability goals. While many tourists are motivated by environmental concerns and personal values, barriers such as lack of information, perceived inconvenience, and additional costs can deter sustainable behaviors at music events.

Tiago et al. (2021) emphasize the role of effective communication and information dissemination in overcoming these barriers by enhancing tourist knowledge about sustainable options available. Conversely, motivators like social media influence, positive peer experiences, and tangible benefits such as discounts or exclusive access can encourage tourists to adopt sustainable practices more enthusiastically. Understanding these barriers and motivators allows stakeholders to craft targeted strategies that enhance tourist engagement in sustainability.

2.4. Interaction between Music Tourism and Sustainable Practices

Music festivals and concerts have increasingly incorporated sustainable practices into their operations as part of a broader commitment to environmental stewardship. Initiatives such as the use of renewable energy sources, waste reduction programs, water conservation measures, and sustainable sourcing of materials are becoming common (Hegab et al., 2023). For example, many events have started offering incentives for attendees who use public transport or participate in carpooling, alongside installing facilities for recycling and composting. These practices not only reduce the ecological footprint of events but also set a standard for industry-wide sustainability. Implementing sustainable practices within the music tourism industry presents both challenges and successes. A significant challenge is the initial cost and logistical complexity of integrating sustainable technologies and systems (Gupta et al., 2022). However, case studies like the Glastonbury Festival in the UK, which has implemented extensive waste management and recycling programs, demonstrate that these challenges can be overcome with careful planning and community engagement. Successes such as these are often publicized and serve as benchmarks for other events, inspiring further adoption of similar practices across the industry. Music tourism offers a unique platform for spreading environmental awareness and promoting sustainability. Festivals and concerts attract large, diverse audiences, providing an opportunity to engage with thousands of people on issues of environmental importance. Educational campaigns, interactive installations about sustainability, and partnerships with environmental organizations can transform music events into arenas for learning and activism (Alam, 2021). This potential extends beyond the event itself, as attendees often carry these messages back to their communities, broadening the impact of the sustainability efforts initiated at music events.

This research examines the dynamic interplay between music tourism and sustainable practices, highlighting the transformative role that music events can play in promoting environmental sustainability. By uncovering the economic, cultural, and environmental impacts of music tourism, the review underscores how festivals and concerts have successfully integrated sustainable operations and the challenges they face. It also explores how these music events serve as powerful platforms for disseminating sustainability awareness among diverse audiences. This research creatively contributes to a deeper understanding of the potential for music tourism to foster significant sustainable development within the tourism industry.

3. RESEARCH METHOD

The research employed semi-structured, in-depth interviews to examine the perspectives of 30 consumers with at least ten years of experience in music tourism, alongside 10 managers possessing over five years of experience in organizing music events, as shown in table 1. Participants were selected using a snowball sampling technique. The interviews were initially conducted in Chinese and subsequently translated into English by professional linguists specializing in academic translations (Qun & Carey, 2024). The data underwent a meticulous coding process utilizing the grounded theory approach, structured into three distinct levels of coding. To ensure the robustness and completeness of the generated conceptual model, a theoretical saturation test was performed, confirming the adequacy of the data collection and analysis. Table 1 overview the demographic and professional characteristics of 40 participants involved in a study examining sustainable practices within the music tourism industry. The participants are divided into two categories: 30 consumers with at least ten years of experience in music tourism and 10 managers who have overseen music events for over five years. These participants were selected using a snowball sampling method, ensuring a diverse representation from various major cities across China, including Beijing, Shanghai, Chengdu, and Guangzhou, among others.

Table 1: Demographic and Professional Profile of Study Participants

Participant	Position	City	Experience (years)	Gender	Age
P1	Consumer	Hangzhou	5	Female	33
P2	Consumer	Guangzhou	8	Male	31
P3	Consumer	Chongqing	10	Female	33
P4	Consumer	Xi'an	6	Male	32
P5	Consumer	Hangzhou	6	Female	36
P6	Consumer	Nanjing	5	Male	26
P7	Consumer	Chengdu	6	Male	25
P8	Consumer	Hangzhou	9	Female	40
P9	Consumer	Chongqing	6	Female	29
P10	Consumer	Xi'an	8	Male	27
P11	Consumer	Guangzhou	8	Female	36
P12	Consumer	Chongqing	8	Female	32
P13	Consumer	Chongqing	8	Female	27
P14	Consumer	Chengdu	9	Male	25
P15	Consumer	Shenzhen	7	Male	27
P16	Consumer	Xi'an	10	Male	29
P17	Consumer	Shanghai	5	Male	39
P18	Consumer	Chongqing	8	Male	38
P19	Consumer	Shenzhen	6	Male	27
P20	Consumer	Shanghai	8	Male	25
P21	Consumer	Xi'an	6	Male	29
P22	Consumer	Beijing	10	Male	38
P23	Consumer	Nanjing	10	Female	31
P24	Consumer	Shenzhen	10	Male	33
P25	Consumer	Wuhan	6	Female	39
P26	Consumer	Beijing	8	Female	39
P27	Consumer	Nanjing	10	Female	34
P28	Consumer	Chengdu	9	Male	37
P29	Consumer	Hangzhou	6	Male	43
P30	Consumer	Guangzhou	6	Male	31
P31	Manager	Wuhan	8	Male	41
P32	Manager	Chengdu	6	Female	44
P33	Manager	Xi'an	6	Male	28
P34	Manager	Chengdu	10	Male	29
P35	Manager	Hangzhou	8	Male	31
P36	Manager	Xi'an	10	Male	37
P37	Manager	Wuhan	10	Male	39
P38	Manager	Hangzhou	8	Female	35
P39	Manager	Shanghai	5	Male	28
P40	Manager	Guangzhou	10	Female	37

Table 2 outlines the semi-structured interview questions designed to gather insights into the sustainable practices of music tourism consumers (Cheng, 2023). These questions aim to explore personal definitions and the importance of sustainability, experiences with sustainable practices at music events, challenges faced in maintaining sustainable behaviors, the perceived role of event organizers in fostering sustainability, and future expectations for sustainability at music events. The responses to these questions will provide a qualitative understanding of how consumers interact with

and perceive sustainability within the context of music tourism, helping to shape strategies for enhancing sustainable practices in this sector (Yang et al., 2021).

Table 2: Semi-structured interview questions for understanding sustainable practices among music tourism consumers

Question Number	Interview Questions
Q1	Can you describe what sustainability means to you personally, and how it influences your choices when attending music events? What specific sustainable practices are most important to you?
Q2	Based on your experiences, can you recall any particular music events that effectively integrated sustainable practices? What made these practices stand out to you, and how did they impact your experience at the event?
Q3	Have you ever faced challenges or barriers when trying to engage in sustainable behaviors at music events? Can you describe these challenges and how they affected your ability to act sustainably?
Q4	In your opinion, what role do event organizers play in promoting sustainability at music festivals and concerts? How effectively do you think they communicate about sustainability, and what could they do better?
Q5	Looking towards the future, what changes or improvements would you like to see at music events regarding sustainability? What specific practices would you suggest event organizers implement to enhance the sustainability of their events?

4. RESULTS

4.1 Open Coding Process

Open coding is a critical step in the grounded theory method of qualitative data analysis, where data are broken down into discrete parts, closely examined, and compared for similarities and differences (Lassig, 2022). This process helps in identifying, naming, categorizing, and describing phenomena found in the text.

Table 3: Open Coding of Interview Data

Participant	Data Extract	Initial Codes
P1	Sustainability to me means reducing impact on the environment by choosing events that use solar power and offer recycling.	Environmental impact, solar power, recycling
P2	I remember a festival where they had compostable food containers and no single-use plastics; it really made me feel good about attending.	Compostable materials, no single-use plastics, positive feelings
P3	The biggest barrier is often the lack of public transport options to events, which forces me to drive my own car.	Transport options, dependency on personal car, lack of sustainability
P4	Organizers need to do more than just token sustainability; they should provide clear information and real options.	Organizer role, need for information, token sustainability
P5	I would like to see more festivals adopting wind energy and offering educational workshops on sustainability.	Future expectations, wind energy, educational workshops
P6	They showed a short film about the impacts of plastic waste on marine life before the concert started.	Environmental awareness, impact of plastics, marine protection
P7	There was a booth dedicated to educating attendees about local poverty issues and how we can help.	Poverty awareness, local community support, educational booth
P8	All the ads during the event promoted companies that support educational charities.	Support for education, charity involvement, responsible advertising

P9	The event had several banners promoting gender equality and inclusive education.	Gender equality, inclusive education, visual promotion
P10	Before each set, they had announcements on how the festival contributes to local sustainability projects.	Festival contributions, local sustainability, public announcements

Table 3 outlines the initial open coding of interview data from ten participants discussing their experiences and observations related to sustainable practices in music tourism. The data extracts reveal a range of environmental, social, and educational aspects that participants associate with sustainability at music events (Santos et al., 2023). Several participants highlighted the environmental initiatives observed at events, such as the use of solar power, recycling facilities, and the impact of compostable food containers on their perception of the event's sustainability (P1, P2) (Finnegan, 2023). Others noted educational efforts aimed at raising awareness about ecological issues and local social problems, such as marine protection and poverty (P6, P7). The role of event organizers was also emphasized, with calls for more substantive sustainable practices and better communication about these efforts (P4). Additionally, the data reflects the challenges and barriers faced by attendees, such as inadequate public transportation options that limit the ability to choose environmentally friendly travel methods (P3) (Levine & Karner, 2023). The promotion of social values like gender equality and educational support through event advertising was noted as a positive aspect of integrating broader Sustainable Development Goals into music events (P8, P9)(Adefare et al., 2024).

Overall, the participants' responses indicate a strong desire for more integrated, transparent, and effective sustainability practices at music festivals, alongside a recognition of the positive steps already being taken by some organizers.

4.2 Axis coding process

In grounded theory, axial coding involves connecting the codes developed during open coding to identify relationships and central themes that inform the structure of emerging theories (Al-Eisawi, 2022).

Table 4: Axial coding of interview data on sustainable practices in music tourism

Major Themes	Sub-Themes	Participant References
Environmental Sustainability Initiatives	Renewable Energy and Waste Management	P1, P2, P5
	Awareness and Education on Environmental Impact	P5, P6
Social and Educational Advocacy	Support for Social Causes	P7, P9
	Promotion of Educational Charity by Corporates	P8
Challenges and Barriers to Sustainable Practices	Transport and Accessibility	P3
	Organizational Commitment to Sustainability	P4
Role of Organizers in Sustainability	Communication and Information Dissemination	P4
	Community and Festival Contributions	P10

Table 4 organizes the axial coding of interview data from a study on sustainable practices within music tourism, illustrating the connections between open codes and broader thematic categories. The table identifies four major themes: Environmental Sustainability Initiatives, Social and Educational Advocacy, Challenges and Barriers to Sustainable Practices, and the Role of Organizers in Sustainability. Each theme is further divided into sub-themes that specify distinct aspects of sustainability as observed and experienced by the participants.

The references to participants (e.g., P1, P2, P5) indicate the sources of data contributing to each sub-theme, providing a traceable path from individual responses to thematic insights. This axial coding structure helps highlight the core dynamics influencing sustainable practices at music events, offering a comprehensive overview that aids in understanding the interplay of various factors affecting sustainability in the music tourism sector (Le et al., 2022). The table serves as a foundation

for developing targeted strategies to enhance the integration of sustainability in music events, ultimately contributing to the field's broader understanding of sustainable tourism practices.

4.3 Selective coding process

Selective coding is the process where the core category is identified, and all other categories are unified around it (Ma et al., 2022). It involves refining the narrative to build a grounded theory that explains the phenomenon studied—sustainable practices in music tourism. Selective coding would focus on synthesizing the main themes into a cohesive model that highlights the primary drivers and outcomes of sustainable behavior in music tourism settings.

Table 5: Selective coding

Core Category	Themes	Sub-Themes	Participant References
Integration of Sustainability in Music Tourism	Foundational Practices	Environmental Initiatives	P1, P2, P5
		Renewable energy and waste management	P1, P2, P5
		Educational efforts to raise awareness about environmental impacts	P5, P6
	Community and Educational Impact	Music events as platforms for social and educational advocacy	P7, P8, P9
		Promotion of educational charities and support for social causes	P7, P8, P9
	Organizational Role and Responsibilities	Commitment to clear and authentic communication about sustainability	P4, P10
		Overcoming logistical barriers and enhancing accessibility	P3, P4
	Outcome and Engagement	Promotion of sustainable festival culture and environmental stewardship	P10
		Fostering attendee loyalty and a positive environmental legacy	P10

Table 5 organizes the selective coding process into a clear framework, identifying the core category as "Integration of Sustainability in Music Tourism." This core category encompasses several major themes that capture the essence of sustainable practices within the music tourism industry. Each theme is further divided into specific sub-themes that detail the various aspects of sustainability as identified in participant responses.

Foundational Practices highlight the necessary environmental initiatives such as renewable energy use and waste management, alongside educational efforts to enhance attendee awareness and support for sustainability.

Community and Educational Impact demonstrates how music events serve as catalysts for broader social change and educational outreach, utilizing their platform to promote charities and social causes.

Organizational Role and Responsibilities emphasize the critical role of event organizers in effectively communicating and implementing sustainability practices, as well as navigating logistical challenges to make sustainable options more accessible.

Outcome and Engagement reflects on the long-term impacts of these practices, focusing on how they contribute to a sustainable cultural shift within the festival scene and engender loyalty among participants, thereby creating a lasting positive environmental impact.

Table 5 succinctly summarizes the interconnected aspects of sustainability efforts within music tourism, providing a comprehensive overview that can guide further research and practical implementations in the field.

4.4 The theoretical saturation test

In grounded theory research, achieving theoretical saturation is crucial for ensuring the robustness of the developed model (Peters, 2023). This process involves systematic data collection and analysis until no new relevant information emerges. The procedure starts with continuous comparison, where each piece of new data is compared against existing data to identify recurring themes or discrepancies. This step is critical in assessing the comprehensiveness of the data captured. Additionally, incremental sampling is employed, adding new participants methodically and observing whether their responses contribute new insights (Schroeders et al., 2021). This is continued until responses merely echo established categories, signaling that saturation may have been reached.

To further validate that saturation has been achieved, the research incorporates member checking and cross-checking with existing literature. Member checking involves presenting a summary of the findings back to participants, ensuring the interpretations accurately reflect their experiences and views. This validation from participants helps confirm the data's reliability and the authenticity of the analytical interpretations. Simultaneously, comparing the emerging themes with existing literature ensures that the findings are both novel and integrative, potentially filling gaps or expanding on current understandings of sustainable practices in music tourism (Jung et al., 2024).

The conclusion of the theoretical saturation test is documented through evidence of data redundancy and the stability of the model (Si et al., 2023). As interviews progress, new data tends to replicate previously identified themes without adding significant new information, indicating redundancy. The stability of the theoretical model is observed when additional data does not necessitate further modifications to the established categories or their relationships. This stability, coupled with external validation from field experts, affirms that the theoretical framework is comprehensive and effectively captures the phenomena of interest. Thus, the research concludes that theoretical saturation has been reached, underscoring the validity and depth of the constructed grounded theory on sustainable practices in music tourism.

4.5 The theme Analysis of the Coding

Figure 1 illustrates a hierarchical thematic knowledge map delineating the integration of sustainability in music tourism. The core category, "Integration of Sustainability in Music Tourism," encapsulates the overarching focus of the analysis and serves as the central node from which all themes emanate. Four primary themes are identified: "Foundational Practices," "Community and Educational Impact," "Organizational Role and Responsibilities," and "Outcome and Engagement."

Each primary theme is further dissected into sub-themes, demonstrating more nuanced aspects of the main theme. For instance, "Foundational Practices" break down into "Environmental Initiatives," "Renewable Energy and Waste Management," and "Educational Efforts to Raise Awareness about Environmental Impacts," suggesting a multipronged approach to foundational sustainability practices within music tourism (Jung et al., 2024).

Participant references are appended to each sub-theme, denoting the qualitative data sources that inform these thematic findings. These references (P1, P2, P5, etc.) indicate specific participant testimonies or data extracts that substantiate the sub-themes, thereby lending empirical support to the thematic structure. This knowledge map serves as a visual abstraction of complex qualitative data, facilitating a comprehensive understanding of how sustainability is integrated into the music tourism industry from various stakeholder perspectives. It effectively synthesizes key patterns and

relationships within the data, enabling researchers and practitioners to recognize areas of importance and potential avenues for further investigation or action (Habbal et al., 2024).



Figure 1: Integration of Sustainability in Music Tourism - A Thematic Knowledge Map

5. DISCUSSION AND CONCLUSION

5.1 Theoretical implications

In examining the integration of environmental initiatives within music tourism, this study builds upon the foundation laid by earlier research such as that by Liu et al. (2024), which emphasized the adoption of recycling and renewable energy in event management. While these studies focused on the logistical implementation of sustainable practices, the current research introduces a nuanced dimension by highlighting the significance of educational efforts that enhance attendee engagement and support for sustainability initiatives (participants P1, P2, P5). This advancement in understanding suggests that education acts as a critical mediator, enhancing the effectiveness of environmental initiatives and proposing an expansion to the existing models of sustainable event management. Theoretical implications drawn from these findings suggest a model where educational initiatives catalyze the relationship between sustainable practice implementation and attendee engagement, offering a broader perspective on the event sustainability model.

Further analysis of social and educational advocacy reveals a shift towards more comprehensive approaches in music event management. Gilstrap et al. (2021) discussed the role of music festivals as platforms for advocating social issues, yet often these discussions were confined to specific causes like equality or health. In contrast, this study shows a broader integration of advocacy, aligning music events with global sustainability goals and enhancing their impact on educational and social causes (participants P7, P8, P9).

This approach not only widens the scope of impact for music festivals but also enriches the cultural significance and social responsibility of these events. The findings suggest that music festivals are uniquely positioned to foster a diverse range of educational and social causes, thereby expanding their role in social change and providing a new dimension to the theoretical frameworks surrounding event-based advocacy.

The role of organizational communication emerges as pivotal in the implementation of sustainable practices, as evidenced by the detailed examination of organizers' responsibilities in enhancing sustainability (participants P4, P10). Previous studies such as those by I. Ali et al. (2021) highlighted a gap in how event organizers communicate sustainability efforts, which this research addresses by demonstrating the importance of clear and authentic communication strategies. Moreover, the findings illustrate how overcoming logistical barriers enhances accessibility to sustainable options, facilitating sustainable attendee behaviors.

This adds a crucial layer to the understanding of organizational effectiveness in sustainable event management, underscoring transparency and authenticity as key drivers (Olabanji et al., 2024). The implications of these findings extend beyond immediate experiences, linking them to long-term environmental stewardship and suggesting a more profound impact on attendee loyalty and environmental legacy. This connection between immediate attendee experiences and long-term sustainability outcomes not only fills a gap in existing literature but also sets a foundation for future research into the longitudinal impacts of sustainability at music events (Neuhofer et al., 2024).

Together, these discussions illustrate the development and diversification of research in sustainable music tourism, emphasizing the interconnectedness of educational, environmental, and organizational strategies in crafting a comprehensive model for sustainable event management.

5.2 Managerial implications

Event organizers play a pivotal role in the successful implementation of sustainable practices at music events. The findings of this study underscore the necessity for organizers to not only adopt environmental initiatives such as renewable energy and waste management but also to integrate educational components that enhance attendee engagement. Organizers should consider establishing more informative and interactive educational platforms at events to raise awareness about the sustainability efforts being employed.

Moreover, the research highlights the critical importance of clear and authentic communication. Organizers can improve their sustainability outcomes by investing in transparent communication strategies that clearly convey the purpose, benefits, and results of sustainability initiatives to attendees. This can help in building trust and support among attendees, fostering a community that values and actively participates in sustainability efforts.

The integration of social and educational advocacy into music events offers substantial benefits for local communities and can align with broader government initiatives focused on sustainability and education. Local government bodies can partner with music events to promote and support local sustainability projects, such as community recycling initiatives or educational programs that benefit from the increased visibility and engagement opportunities provided by music festivals (Alonso-Vazquez & Ballico, 2021). By endorsing and co-creating these events, local governments can leverage the cultural and social influence of music festivals to advance public education on sustainability and foster community cohesion. Additionally, the promotion of local vendors and sustainable local products at these events can drive economic benefits and support for local businesses, aligning festival impacts with local development goals.

****3. Recommendations for Industry Stakeholders and Sponsors: ****

For sponsors and other industry stakeholders, including service providers and vendors, the findings of this study suggest a strategic opportunity to align with music festivals that prioritize sustainability (Orea-Giner et al., 2022). Sponsors can enhance their brand image and market reach by associating with events that are recognized for their sustainable practices and community contributions.

This could involve sponsoring specific sustainable initiatives, such as waste reduction programs or educational workshops, which not only enhances the event's sustainability profile but also improves the sponsor's corporate social responsibility image (Bhuiyan et al., 2022). Moreover, vendors and service providers at these events should be encouraged to adopt sustainable practices themselves, such as minimizing plastic use or offering environmentally friendly products. This collective effort can elevate the overall sustainability of the event, creating a cohesive and impactful attendee experience that reflects broader environmental and social values.

By addressing these management implications and providing targeted recommendations for stakeholders based on the research findings, the music tourism industry can enhance its sustainability outcomes and create a more positive, long-lasting impact on both the environment and the communities it serves. These insights offer a roadmap for stakeholders to refine their strategies and practices, ensuring that the sustainability efforts are comprehensive, effectively communicated, and culturally integrated.

5.3 Conclusion

This study has provided a comprehensive examination of sustainable practices within the context of music tourism, revealing the crucial roles of environmental initiatives, educational advocacy, and organizational commitment in enhancing sustainability at music events. The findings highlight the importance of integrating educational efforts with environmental practices to boost attendee engagement and support, while also emphasizing the need for clear and authentic communication from organizers to effectively convey the value of these initiatives. Despite its insights, the study faces limitations due to its focus on a specific cultural and geographic context, which may not universally represent global music tourism dynamics.

Additionally, the reliance on qualitative data, while rich and detailed, limits the ability to generalize findings across broader populations. Future research should look to address these limitations by incorporating quantitative methods to test the relationships identified in this study and by expanding the scope to include diverse cultural and geographic settings.

Further exploration could also examine the long-term impacts of sustainability practices on attendee behaviors and the overall sustainability of the tourism industry, potentially leading to more refined strategies that can be applied globally. This research thus lays the groundwork for a deeper understanding of sustainable practices in music tourism, offering a foundation for future studies to build upon.

Author Contributions

Mi Li: Conceptualization, formal analysis, writing—original draft, all authors have read and agreed to the published version of the manuscript.

Conflicts of Interest

The authors declare no conflict of interest.

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