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A Green event: Bozcaada International Festival of Ecological Documentary (BIFED)

The concept of sustainability emerges as a combination of both positive and negative environmental, socio-cultural and economic impacts known as the triple-bottom-line (TBL) (Elkington, 1998). Events are one of the important components of the tourism industry and support for tourism development in destinations, have positive and negative impacts on physical, socio-cultural and economic environments. There is a large body of study examining the economic impacts of events and the socio-cultural impacts of events. On the other hand, the number of studies examining the environmental impacts of events has only started to increase in the recent decade (Laing & Frost, 2010; Mair & Jago, 2010). The main negative impacts of the events on the environment can be listed as transportation, traffic congestion, air and water pollution, noise pollution, waste management, sewage disposal issues, use of water and energy, recycling, overcrowding and food acquisition. Because of recognizing the various negative impacts of the events on the physical environment, the concept of “green events” have come to the forefront. Laing and Frost (2010: 262) defines green event as “an event that has a sustainability policy or incorporates sustainable practices into its management and operations”. Green events also can be defined as planning, designing, organizing and operating activities in the processes pre-events, during the events and post-events to minimize environmental problems (UNEP, 2009: 9; Moise & Macovei, 2014: 37). In studies, the concept of green event is also reported as “sustainable event”, “conscious event”, “responsible event” and “environmentally friendly event”. In this paper, the use of the concept of green event is preferred because of the simple and striking nature.

The Bozcaada International Festival of Ecological Documentary (BIFED), which has been held since 2014 in Bozcaada (Tenedos) in Turkey, a small island destination. The festival is a small-scale event organized by Bozcaada Municipality within the corporation of various stakeholders. It attracts small amount of attendees who highly motivated with environmental problems. In this paper, we preferred to analyze BIFED in the context of “green event” via case study framework depending on secondary data sources related to the festival. In the research, the BIFED event examined from various perspectives. The purpose of the research is to determine whether the event will be evaluated within the scope of the green event.

As a result of examining secondary data sources, there are strong evidences that BIFED can be evaluate as a green event. One of the most important evidence is the event creates low greenhouse gasses (GHG) emissions due to it is small-scale event and attracts a small number of participants. The theme of festival is directly related to the environmental problems. So it is possible to say that attendees who participate to the festival, both spectator/audience and participant/contestant, are highly motivated with environmental problems. Also the event is held in October, which can be considered as a low season for the destination, contributes positively to the physical and social carrying capacity of the destination. It can be presented as another evidence that the main sponsor of the event is Bores, the wind power plant operator in Bozcaada and one of the press sponsors is a Green



Newspaper. Lastly, it is also important evidence that the festival is a member of “Green Film Network”.

References:

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