

SUSTAINABLE ACTIONS – THROUGH EVENTS IN BRASILIA’S PERSPECTIVE

Iara Oliveira de Souza^a;
Letícia Bianca Barros de Moraes Lima^b;

ABSTRACT

This paper aims to determine the sustainable actions in the events held in Brasilia, Federal District, as well as to verify the perception of future operating events area of sustainable actions and identify the challenges and benefits that these actions can generate for the events and the community. To achieve the objectives, we used methodology, besides the bibliographic qualitative and quantitative approach research, as well as data collection through two questionnaires to students of the course of Technology in Events and producers that work with sustainability in events. The results showed the understanding of future events managers about the meaning of sustainable actions and showed the possibilities of sustainable actions that they can use in future events. In addition, it identified the social, economic, and environmental importance of the viability of sustainable practices in the events.

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^aExecutive Secretary and . Associate Degree in Event
Federal Institute of Brasilia (IFB)
iara1900@hotmail.com

^bPost-doctorate researcher in Accessibility
Federal Institute of Brasilia (IFB)

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INTRODUCTION

The use of sustainable actions is being increasingly requested and exploited in events as a means of reuse of materials, saving and innovating, but also preserving natural resources. Brasilia, the location of the object of study, has a modern and necessary structure for the realization of successful events at the national and international levels (Pontes, 2007). In addition, it also features traditional events that explore sustainability, such as Porão do Rock (the Basement of Rock), Na Praia (At the Beach), Green Move, Capital Moto Week (Capital Motorcycle Week), Fun Festival Picnic, and others. These events mobilize the local community, leading many people to attend them, therefore, opportunities arise to perform actions to raise awareness and thus benefit this audience in some way.

Therefore, nowadays the idea of bringing sustainable actions in current events has been showing a fundamental aspect not only as an environmental factor and responsibility but also as a way of innovation and thus preserving natural resources for future generations. In this sense, the research in question is relevant to better understanding the universe of sustainability in events as well as to contribute that future and current managers seek conscious actions that change an event's format without losing its essence or its identity.

This study seeks to answer the following guiding question: what sustainable actions are used in Brasilia events? And, it presumes a hypothesis that the sustainable actions in events are important to enhance economic values, social responsibility, and awareness of the preservation of environmental resources.

In order to answer the guiding question, it was established as a general objective of the research which is to analyze the use of sustainable actions in the events held in Brasilia. And also the following objectives were established which are to verify the perception of future operating events on sustainable actions; identify the difficulties and benefits that sustainable actions can provide for the events in Brasilia, and investigate the existence of events in Brasilia that employ sustainable actions.

Based on these findings, the theoretical framework exposes the concepts and features of events and sustainability, pointing out the relationship of sustainable actions with the case study of Picnic and Na Praia, the events held in Brasilia. Following is the methodology field study and qualitative and quantitative approach, with a sample of 80 students and 6 producers, however, the results and discussions highlighted are limited to Zero Waste, Na Praia, Picnic, and World Water Forum events, then at the end the conclusions.

LITERATURE REVIEW

Events and sustainability

To understand the term event, we use the word terminology, which is, the world events according to Aurélio's dictionary (Ferreira, 2019), where it defines events as happenings with some specific purpose, organized by people. Other authors like Santos et al. (2010), understands that event is anything that involves people or the environment. While Jonas (2018) believes that events are meetings with a purpose where people express themselves, share experiences, and have fun.

In addition to these settings, the events have some types according to the ABNT (Brazilian Association of Technical Standards), standard ABNT NBR 16004:2016, such as scientific and corporate technical, commercial or promotional, sports, religious, food service to events (cocktail, brunch, coffee break, and others). It is important to note that, in addition to the typology, ABNT NBR 16004: 2016 classifies events by sizes, such as mega-events, large events, medium-sized events, small events, and micro-events. For Junior et al (2014), events are defined by size when referring to the number of audiences, that is, an event is small with up to 200 people; between 200 and 500 is considered medium and is large when it exceeds 500 participants.

When referring to the term sustainability, it has several concepts, according to the view of Siche et al (2007) where sustainability is related to anything that can be supported, maintained, and preserved. As for Yolles and Fink (2014), sustainability is related to viability, that is, a viable system, but it has its limitations when it comes to degradation caused by human action to natural resources.

In this perspective, there are dimensions of sustainability or, as they are also known pillars, corresponding to the social, economic, and environmental field. Under the social field, it seeks equality between people, improvements and access to social resources; in the economic field, it seeks a balance between goods and services and equity of wealth; and environmental field it seeks to preserve the natural resources above all (Iaquinto, p. 163-167, 2018).

Given these contextualizations, it is noticeable how much the events sector can be exploited, as a result of the various fields of activity that this industry has, in this regard, one of the niches that professionals can work with is sustainability in the events. Therefore, events are strategies that allow closer relations with the public and so it is necessary to plan them mainly aimed at sustainability.



Management systems for sustainability – ABNT NBR ISO 20121/2012

The organization and execution of an event involve the wearing out of many resources, including those related to the environment, for example, water, energy, air with pollution, soil with improper disposal of printed materials and waste on the part of food and drinks generated by the participants, all of these examples reflect negatively on the environment

Thus, the International Organization for Standardization - ISO 20121 was published in Brazil by the ABNT NBR in 2012, which concerns a standard in Management Systems for Sustainability in Events (Sistemas de Gestão para a Sustentabilidade), or a guide to guide companies and participants to practice and promote sustainability in the events (Trigo and Senna, 2016).

This guide came to facilitate the implementation of sustainable actions in the events, as the organization will have a description of how to develop these practices. In this regard, the ISO (2012) asserts that all involved events area will benefit from it, such as event promoters, companies, employees, suppliers, participants, and the community in general. Before ensuring the effectiveness of this management system, Moraes et al (2017) claims that it is necessary to identify and encourage interested people and, consequently, define principles of sustainable development and document it to ensure communication and then set up and evaluate these environmental actions, to improve this system. In order to build up social responsibility, while not exactly directed to the events area, it is important to note that there is also ISO 26000 that it is a standard, which many people are unaware of, but which plays a key role in sustainable development due to the companies. In this case, organizations will be responsible for the impacts on the environment, society, and economy (Deus et al, 2014).

Sustainable actions at events in Brasilia-DF

Brazil's capital, Brasilia, is located in the Midwest and it is the 5th place in rank as the capital where most international events took place in 2017, according to the ICCA's report (International Congress and Convention Association) (ICCA 2018).

In 2013, the Brazilian Association of Event Companies (Associação Brasileira de Empresas e Eventos, ABEOC), conducted the survey "Economic Dimensioning of Brazil's Industry Events" (Dimensionamento Econômico da Indústria de Eventos do Brasil), along with Sebrae (Brazilian Service of Support for Micro and Small Enterprises). One of the survey results was that of 590.000 events held, 54.698 were concentrated in the Midwest, showing that the events sector generated R\$209.2 bil-

lion and increased its share to 4.3% of Brazil's GDP, (ABEOC BRAZIL, 2013).

In short, according to this data, it is clear that the scenario of Brasilia is conducive to the realization of events and some factors are decisive for that to happen. According to the Tourism Observatory of the Federal District (Observatório do Turismo do Distrito Federal), among these factors are:

The tourist destination of excellence; it is the largest open sky gallery of modern architecture; it is the third-largest gastronomic center of Brazil; second Brazilian city with large airport flow; it has one of the largest convention centers in the country; one of the safest cities in Brazil; one of the best HDI; the third city with the highest number of diplomatic representation (96 embassies); traffic is organized and the city is divided by sectors; large hotel sector; it is the capital of Brazilians. (Observatório do Turismo DF, 2018).

The Ministry of Tourism (Ministério do Turismo - MTUR, 2018) promotes sustainability as an important initiative in tourism, to promote the sustainable balance in the economic, social and environmental context and, thus, also the importance of sustainable actions designed on the events in Brasilia.

Sustainable events according to Pereira (2010 p.9) are "able to turn into practice the principles and strategies of sustainability, applied in the process of planning and organization." For Jones (2018), regardless of the type of an event, there are always possibilities of working with sustainable actions and, thus, generate benefits for society. Thus, some events in Brasilia already use sustainable practices, such as Na Praia and Picnik Festival:

- **Na Praia (At the Beach):** This event has as its format an artificial beach at the edge of Paranoá Lake, according to Severiano et al (2017) this event was already born with the idea of sustainability, such as the Bike Energy which is used to recharge cell phone batteries from cycling, which was made available to the public during the Na Praia from 2017. In addition, the event has a sustainability plan that gathers the goals with the actions to be carried out in all areas of the event. Another important feature of the Na Praia was that in 2017, was the first event in Brazil to receive the certification of "Zero Waste" (Lixo Zero), which it had produced less than 5% of waste and it had avoided that 170 tons of trash were thrown into landfills (Instituto Lixo Zero Brasil, 2018).
- **Picnik Festival (Festival Picnik):** A cultural and free event that takes place in public areas of Brasilia since 2012. In its schedule, there is an exposure of artists, fashion, gastronomy, music, and other activities where the public can go beyond 10 thousand people (Pugas,



2017). Such an event, which takes place in open areas and there is a great interaction of participants, favors the promotion of sustainable strategies and social responsibility, as observed by Pugas (2017), where the author directs these practices to many areas, such as environmental, social, economic, political, and cultural.

From the findings of the events Na Praia and Festival Picnik, it is remarkable the contributions they establish and the importance they have for the economy, to the society and especially to the environment, and they generate positive impacts in Brasilia, as both events hold of sustainable actions that corroborate with this result.

METHODOLOGY

This study is characterized as the field study procedure, a qualitative and quantitative approach, with a descriptive and exploratory objective. In the field study, according to Andrade (2010), observation of the information that actually occurs is used. In the quantitative approach, it considers the use of quantification, related to data collection, especially the analysis of this information obtained and demonstrated statistically, and in qualitative research it is concerned with the interpretation of phenomena (Richardson, 2014).

According to Rampazzo (2015), the descriptive objective enables us to observe the characteristics of an event, register them, and find out without manipulating the phenomena, as the exploration objective aims at getting closer to the subject in order to make it clearer. In accordance with these objectives, a visit was made to the Picnik Festival on April 20, 2019, to be close to the actions that were developed at the festival. The instrument used in the research consisted of two questionnaires, which were

21 questions in total, there were 3 questions of demographic nature (sex, age, and educational background), 8 questions were aimed at students of the course of Technology in Events of the Federal Institute of Brasilia - Brasilia's campus, and 10 questions were for managers of events, it is important to point out that among the questions 4 were half-open, which allowed respondents to describe things other than the survey showed. According to Gil (2012), the questionnaire is a method of research that consists of questions in order to get information and opinions about a particular subject.

Therefore, the population consists of students from events at the Federal Institute of Brasilia, making up a convenience sample of 80 academics. For professionals in the sector who work with sustainability at events, the sample consists of 6 producers in the area. In this sense, the population "is the set of animate or inanimate beings that have at least one characteristic in common (Marconi and Lakatos, 2003). And the sample will be

for convenience, that is, according to Prodanov and Freitas (2013) the results obtained with this type of sample, allows the researcher to represent the universe.

Data collection was conducted from April to May 2019 for two different audiences, one for managers/event producers who work with sustainable actions such as Na Praia, Festival Coma (Food Festival), Festival Picnik, Porão do Rock, Funn Festival and Makossa, the questionnaire was forwarded by electronic form Google Forms to their personal e-mail. However, the results and discussion are limited to the World Water Forum, Lixo Zero, Na Praia, and Festival Picnik, as they were the events that were most pointed out in the responses of the students.

The second questionnaire was applied to the students of the 1st to 4th semester, in the morning course of Technology Events, in the classroom, who are starting to pursue their career and through studies allow them to develop a strategic vision, to understand the perception and knowledge that they have about sustainable actions at events. Thus, the teaching plan of the course, the graduate's profile prioritizes training to "know and apply standards of environmental sustainability, respecting the environment and understanding society as a human construction endowed with time, space and history" (IFB, p. 17, 2017).

As for data collection, after answering the questionnaires, the obtained responses were analyzed using SPSS (Statistical Package for Social Sciences), organized in the Excel spreadsheet and it had been chosen for the descriptive statistics to describe the results shown in tables and graphics.

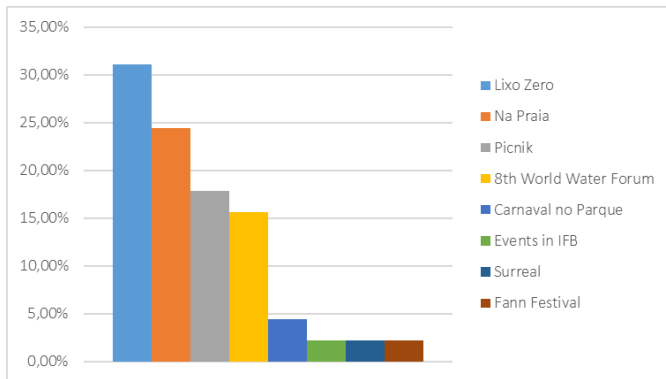
ANALYSIS AND RESULTS

The results and discussions from the field study will be presented in two aspects: the first is to characterize the population of students and later talks about the results of the producers. Therefore, it is important to highlight that the following questions were selected to have a closer achieving from the objectives set for this research.

Results of the students

Regarding the distribution of the students' sociodemographic profile, the predominant gender was female (74%) and (26%) male, as for the age, the age group was between 20-24 years (41.25%) and observed in the variable academic education that most students focus on in the 1st semester (35%), which reveals that these students are in the initial learning process in relation to event planning, especially on the sustainability axis.

Table 01 - Relationship among events with sustainable actions that the students participated in.



Source: Prepared by the authors (2019).

According to table 1, the events that the students participated are ranked as follows Lixo Zero (31.1%), Na Praia (24.4%), Festival Picnik (17.8%), and the 8th World Water Forum (15.6%), such events are small, medium and large at national and international level which were held in Brasília/DF and all of them explored sustainable practices.

Festival Picnik, 2019 was held in April at the Centro Cultural Banco do Brasil (CCBB), featured a varied program, designed to cater to all audiences, which new sustainable actions were introduced aimed to raise awareness of waste generated involving the participant, thus, the event contained several waste collection points, in partnership with the "Projeto Compostar," in which the public had access to these sites and therefore, to take the waste generated by her/himself as well as receive information on composting, waste separation and recycling, the participant earned a water ticket, as on Picture 1.

In addition, the project "rest my bike" encouraged the alternative use of bicycles, in order to save polluting transport means, as well as the event provided bikes holder, and from this action, cyclists earned a juice. Another concern that the festival organizers had, was in food and beverages, thus, there was an area of vegan food, a food court with traditional foods and food trucks that served to all preferences.

However, at Na Praia that works with several actions as it has been highlighted in the survey, with each edition producers are careful to recycle 95% of waste that is generated in the event, and so the next event has as its aim to exceed this percentage. Thus, the organization of Na Praia is an example of an incentive for other producers on the possibility of seeking sustainable alternatives without the event are still attractive.

Figure 01 - Sustainable actions during Festival Picnik, edition 2019.



Source: Field research (2019).

On the other hand, saving the use of plastic is also a concern of the organizers, so the event adopts the use of manufactured packaging of corn starch that can be disposed of together with organic waste, they also encourage the use of an "eco cup", which is buying an eco-cup and after the event finishes, the participant has an option to return it and withdraw the money paid initially for the eco-cup.

Figure 02 - Sustainable actions employed at Na Praia, edition 2018



Source: BS Photos (2019).

The World Water Forum was an international event that occurred in 2018, which involved over 160 countries and aimed to raise awareness and promote conservation actions, protection, planning efficient use of water for future generations. The main action presented at the event referred to the rational use of water, in this way, in addition to lectures and discussions; there were also booths with designs and simulations in a playful way regarding the care and preservation of this natural asset, as shown on Picture 3.

Figure 03 - Sustainable actions on the 8th World Water Forum, 2018.



Source: Flickr/WorldWaterForum8 (2019).

The Lixo Zero Week was an event held by the Federal Institute of Brasilia - IFB (Brasilia's campus) in partnership with Cidades Lixo Zero and gathered lectures, workshops such as composting and other activities involving the zero-waste theme.

From the actions developed by the organizers, innovation in decoration was evident, such as the use of tires as a table covered with a rope, in addition to glasses, branches and dry tree trunks, pallets, plants and in the sustainable fashion category, students from IFB paraded with clothes made from soft drink and crochet caps, bags and rugs made from scraps and reused fabrics, according to Picture 4.

Figure 04 - Sustainable actions during Lixo Zero Week, 2018.



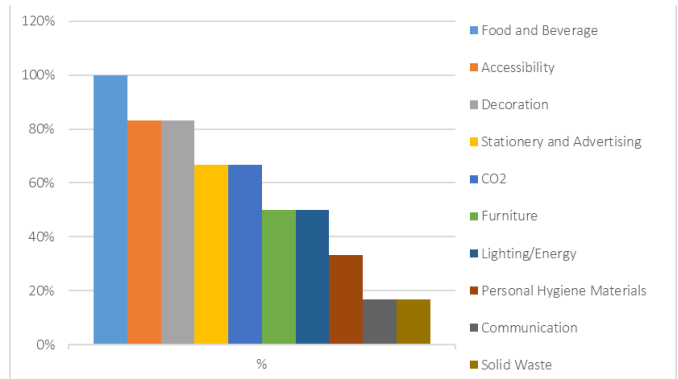
Source: Cidades Lixo Zero, Facebook page, and the author (2019).

Results of the producers

Regarding the distribution of the profile of the producers, there were more female producers (74% female) than female producers (male 26%) with a predominant age of 25-29 years (50%), most of them work between

1 to 3 years (50%) with events sustainable. In the planning and organization of an event, it covers several categories that allow the use of sustainable practices, so chart 4 characterizes some of the categories that producers apply these practices in the events.

Table 02 - Categories in events with sustainable practices.



Source: Made by the authors (2019).

In this sense, the class in which all producers employ sustainability was Food and Beverage, as alternative actions for that category Puntel and Marinho (2015) highlight the correct management, decreased production of waste, and the choice of suppliers that work with sustainability as essential practices. Still, on the results shown in chart 2, the categories most cited by producers, secondly, it was the accessibility and decoration with 83.3%, followed by stationery/advertising and carbon emission neutralization (CO2) with 66.7%, furniture and lighting/energy 50%, personal hygiene materials 33.3% and communication with 16.7%. Regarding accessibility, the actions that can be applied include: call center, production materials in Braille, special sound system, inclusive access for disabled people, a guide dog and others (Barbosa, 2009), in addition, the Brazilian Law No. 13.825/2019 establishes the mandatory inclusion of adapted chemical toilets in public and private events (Brasil, 2019). In the decoration category, it is not difficult to find innovative ideas on the scope of sustainability, from handicrafts, pallets that can be adapted, molded to any type of event, and recycled or reusable materials that can be reused in other events. In this context, Leme and Morteau (2010) also suggest natural items (plants or flowers from the region) as decorating options and so there is a possibility of the end of the event giving away as gifts to participants.



CONCLUSION

The study on sustainable actions proved to be important in the events sector in Brasília / DF, due to socio-environmental responsibility and in relation to the growing number of events in the capital, thereby leveraging possibilities for the use of such practices. Therefore, the data presented about the students showed that even though they are starting in the area of event management, it demonstrated the perception that they have in identifying when an event has sustainable practices and at the same time recognize this dimension. Although there are just a few producers who are concerned and interested in working with sustainability, as the organization of sustainability events in Brasília, it was found that in addition to Na Praia and Festival Picnik, there are other events such as the Surreal, Carnaval no Parque and Funn Festival which employ sustainable actions, most of them are large events in which consequently involve a larger number of participants, thereby raise the community's awareness, stimulate the economy, social responsibility, result in the spread of the importance of environmental awareness. By analyzing the actions that producers develop, it was observed that in any space in the event it is possible to insert sustainable actions from waste management, with initiatives, such as, for example, to avoid the excessive use of plastic and paper. Thus, to identify approaches that allow gradually to implement other actions in the other categories that contemplate an event. Since this research has achieved the proposed objectives, there was the difficulty in collecting data from the producers because some did not answer the questionnaire, limiting the study, with a view to a larger sample. Given the above, with the unfolding of this study recommended expanding the search for general producers of Brasília, regardless of event type that they perform, and catalog the events that apply sustainable actions on it, but also present the actions that are developed and verify the average expenditure that an event with sustainability practices can generate.

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