

Planning Eco-friendly Wedding Events (with special reference to event organizers in Colombo district)

S.L. Nilushika^{*}, D.A.K. Damunupola¹ and J. Sutha²

¹*Department of Public Administration, Uva Wellassa University, Badulla, Sri Lanka*

²*Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka*

Wedding is a very important event in human life. However, weddings generate a considerable amount of waste to the environment. The remarkable increase of the event specific waste tracking and environmental impact have been discussed in detail in recent studies. Presently, the world trend is to celebrate the weddings in eco-friendly manner. But, the attention for planning eco-friendly weddings is less in published academic literature. Sri Lankan wedding industry showed a few evidences for eco-friendly weddings. Hence, the primary objective of the study is to identify the potential factors that induce the event organizers to practice eco-friendly weddings. The secondary objective is to identify the potential consequences and to identify the best practices of planning eco-friendly weddings in Sri Lanka. Qualitative method and thematic analysis was used to provide a general idea related to the objectives by categorizing the data into fourteen themes. Semi-structured interviews were conducted among the selected event organizers. The study suggests that the inducing factors such as government support and communication should be enhanced and the awareness and consideration should be improved lowering the environmental impact of events. However, it is important to note that in the commercial world, the best approach is to adopt the practices that provide benefits to the businesses, the consumer and the environment.

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