

ROLE OF LEGAL FRAMEWORKS IN THE ADOPTION OF SUSTAINABLE PRACTICES IN THE EVENT INDUSTRY: THE CASE OF SRI LANKA

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ABSTRACT

The entertainment event industry in Sri Lanka plays a pivotal role in the nation's cultural and economic landscape; however, it faces significant challenges related to legal compliance and the adoption of sustainable practices. This study explores how legal frameworks impact the integration of sustainable practices within the event industry by focusing on the specific barriers and opportunities present in Sri Lanka. The research problem centers on the complex and often burdensome legal requirements that event managers must navigate, which can hinder or facilitate the adoption of sustainable practices. The primary objectives of this study were to identify the key legal requirements for event management in Sri Lanka, assess the current adoption of sustainable practices, examine the barriers to implementing these practices, and propose strategies for better integrating legal compliance with sustainability. A qualitative research methodology was employed, involving in-depth interviews with event managers, legal experts, and government officials supplemented by observations during large-scale events. The thematic analysis revealed several key themes, including regulatory complexity, cost of compliance, environmental impact, and adoption barriers. For instance, event managers have highlighted the significant challenges posed by intricate permit processes and the high costs associated with legal compliance, which often deter the adoption of sustainable practices. Additionally, the study found that while there is growing awareness of sustainability, its implementation is impeded by inadequate infrastructure and insufficient government support. The findings suggest that simplifying regulatory processes and establishing transparent fee structures could reduce the burden on event managers and encourage greater adoption of sustainable practices. Furthermore, government incentives, such as tax breaks and grants, coupled with the development of the necessary infrastructure, are crucial for promoting sustainability. This study recommends aligning legal frameworks with sustainability goals and fostering collaboration between stakeholders to achieve integrated development. In conclusion, valuable insights are provided into the interplay between legal frameworks and sustainable practices in the Sri Lankan entertainment event industry. By addressing the identified challenges and leveraging the opportunities, the industry can progress towards a more sustainable future, contributing positively to the socioeconomic and environmental landscapes of Sri Lanka.

Keywords: Barriers in events industry, legal frameworks, mice tourism, Sri Lankan events industry, sustainable practices