

Impact of Sustainable Event Practices in Attracting Attendees to Research Conference Events in Sri Lanka

W A G S Sarathchandra

Department of Marketing Management, University of Kelaniya, Sri Lanka
sarathc-bm19230@stu.kln.ac.lk

W A D N R Gunawardane

Department of Marketing Management, University of Kelaniya, Sri Lanka
nisalgunawardane@kln.ac.lk

The event industry in Sri Lanka plays a significant role in the national economy and cultural representation, with research conferences being a pivotal segment. However, the increasing global emphasis on sustainability necessitates the adoption of economically, environmentally and socially responsible practices to enhance attendee attraction and event success. This study will explore the influence of sustainable event practices in attracting attendees to research conferences in Sri Lanka. It aims to address gaps in existing literature by providing localised insights into the implementation and effectiveness of these practices. The study applies a deductive reasoning framework to examine specific hypotheses about the influence of sustainable event practices on attendance attractiveness. The quantitative method is used to collect primary data among academics and professionals who attended the research conferences through a questionnaire, sample consists of 300 individuals from academia and industry who attended research conferences, The implications of this study are multifaceted. Theoretically, it enhances the understanding of how sustainable practices influence attendee attraction at academic and research conferences. The findings align with prior studies and underscore the importance of integrating sustainability principles into event planning to engage eco-conscious attendees. Practically, this study depicts the need for the implementation of energy-efficient solutions, effective methods of waste management, and transportation systems that support a sustainable environment

Keywords: *Attendee Attraction, Research Conferences, Sri Lankan Event Industry, Sustainability, Sustainable Event Practices*