

THESIS

**MANAGING ECO-FRIENDLY WEDDING VENUE
FOR LUXURY WEDDING IN
THE RIGHT TWO WEDDING PLANNER AND
EVENT ORGANIZER**



POLITEKNIK NEGERI BALI

Nyoman Sancita Karma Resen

**POLITEKNIK NEGERI BALI
BADUNG
2023**

**MANAGING ECO-FRIENDLY WEDDING VENUE
FOR LUXURY WEDDING IN
THE RIGHT TWO WEDDING PLANNER AND
EVENT ORGANIZER**



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“Managing Eco-Friendly Wedding Venue for Luxury Wedding in the Right Two
Wedding Planner and Event Organizer”

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information taken from works of other people for which due acknowledgment is
already made. Being so stated, I am ready to bear the risk or any sanction imposed
upon me in accordance with existing regulation.

Badung, 16 August, 2023

Nyoman Sancita Karma Resen

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Written as One of the Requirements to Obtain
Master of Applied Tourism Degree (M. Tr. Par.)
at the Tourism Planning Study Program, Applied Master Program,
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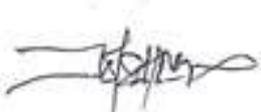
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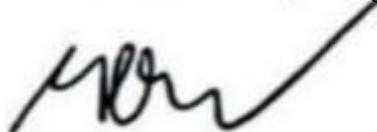
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PREFACE

Praise be to the Almighty God, Ida Sang Hyang Widhi Wasa, whose blessings have enabled the writer to complete this graduate research thesis under the title “Managing Eco-Friendly Wedding Venue for Luxury Wedding in The Right Two Wedding Planner and Event Organization.”

This research thesis is presented in partial fulfillment of the requirements for obtaining the Master Degree in Applied Tourism in Politeknik Negeri Bali. In this occasion, the writer would like to deeply thank those who always provided the necessary support, guidance, and assistance during the process of writing this research thesis. My sincere thanks are particularly due to:

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Realizing that this thesis is still much in need of improvement, the writer hopes that constructive criticism and suggestions will come from the readers as feedback for the necessary improvement for the better form and content of this thesis.

Whatever has been presented in this thesis in its present form, the writer's wish is that it can make its contribution for the advancement of the study in tourism as well as for further development of tourism industry, especially that of the Wedding Organizer.

Denpasar, August 2023

Author

MANAGING ECO-FRIENDLY VENUE FOR LUXURY WEDDING IN THE RIGHT TWO WEDDING PLANNER AND EVENT ORGANIZER

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ABSTRACT

This research aims to know the application of eco-friendly venue for luxury wedding and the respondents' /VVIP guests' responses to that application as well as the contribution of such application to the sustainability of the wedding industry. Based on two problems/research questions raised in this research, namely: (1) How does The Right Two Wedding Planner and Event Organizer manage the eco-friendly wedding event for luxury wedding and how does the practice of eco-friendly wedding management for luxury wedding contribute to the sustainability of the wedding industry? And (2) How do the luxury wedding guests respond to the eco-friendly wedding event organized by the The Right Two wedding Planner and event Organizer?, the data needed for the analysis and discussion are collected through the techniques of observation, interview, questionnaire distribution, and document study. Purposive sampling technique is used to determine the sample (30 respondents and 10 informants). The questionnaires are distributed to the respondents (VVIP guests) when they arrive at the registration table. Descriptive qualitative analysis is applied to obtain a clear picture of the overall situation of the wedding organization, and quantitative descriptive analysis using Likert's 5-scale technique is adopted for supporting the descriptive qualitative analysis. Three theories used to approach the problems comprise the partnership theory, stakeholder theory and management theory. The result of the research indicates that the implementation of the eco-friendly venue for luxury wedding has been quite successfully done as indicated by the satisfaction gained by the clients as well as by the guests due to the highly agreeable implementation of the eco-friendly principle in all phases and sessions of the wedding event. With this success achieved the prospect for the sustainability of the wedding industry is likely to be great since satisfied clients are generally apt to talk about their happy experience, which tends to cause very powerful promotion effect (promotion by words of the mouth) upon the people around.

Key words: Eco-friendly Venue, Luxury Wedding, Wedding Organizer, Vendors, Clients, Sustainability

**MENGELOLA VENUE RAMAH LINGKUNGAN
UNTUK ACARA PERNIKAHAN MEWAH PADA THE RIGHT TWO
SEBAGAI PERENCANA DAN PENYELENGGARA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui penerapan venue ramah lingkungan untuk acara pernikahan mewah maupun respon respondent/tamu VVIP terhadap penerapan tersebut serta kontribusinya bagi keberlanjutan industri layanan pernikahan. Bertolak dari dua butir masalah yang dirumuskan dalam penelitian ini, yakni (1) Bagaimana pihak perencana dan penyelenggara dari industri jasa pernikahan TRT mengelola acara pernikahan untuk pernikahan mewah dan bagaimana praktek pengelolaan pernikahan mewah yang ramah lingkungan berkontribusi terhadap keberlanjutan industri jasa pernikahan tersebut?; dan (2) Bagaimana para tamu pernikahan mewah tersebut merespon terhadap penyelenggaraan pernikahan ramah lingkungan yang diselenggarakan oleh TRT?, maka data yang dibutuhkan untuk analisis dan pembahasan dikumpulkan melalui teknik observasi, wawancara, penyebaran angket, dan studi pustaka. Teknik purposive sampling digunakan untuk menentukan sampel (sebanyak 30 responden dan 10 informan). Angket dibagikan kepada responden (tamu VVIP) saat mereka tiba di meja pendaftaran. Analisis deskriptif kualitatif diterapkan untuk memperoleh gambaran yang jelas mengenai situasi keseluruhan penyelenggaraan pernikahan tersebut, dan analisis deskriptif kuantitatif menggunakan teknik skala Likert berskala 5 untuk mendukung analisis deskriptif kualitatif. Tiga teori yang digunakan sebagai pendekatan mencakup teori kemitraan (partnership) dan teori stakeholder (pemangku kepentingan) dan teori manajemen. Hasil penelitian menunjukkan bahwa implementasi venue ramah lingkungan untuk acara pernikahan mewah tersebut telah dilakukan dengan sangat berhasil sebagaimana diindikasikan oleh kepuasan pihak pengantin maupun para tamu yang disebabkan oleh implementasi prinsip ramah lingkungan pada semua tahap maupun rangkaian acara (sesi) yang sangat sesuai dengan permintaan pengantin. Dengan keberhasilan ini prospek keberlanjutan industri jasa pernikahan (TRT) cenderung sangat bagus karena klien yang puas pada umumnya cenderung membicarakan pengalaman bahagia mereka yang cenderung membawa efek promosi (langsung, dari mulut ke mulut) bagi masyarakat sekitar.

Kata Kunci: *Venue Ramah Lingkungan, Pernikahan Mewah, Penyelenggara Cara Pernikahan, Klien, Keberlanjutan*

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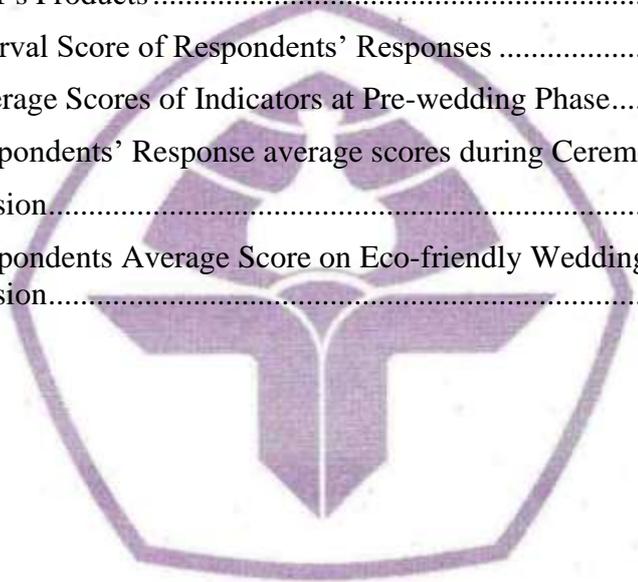
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CHAPTER I

INTRODUCTION

1.1 Background

Now the world is confronted with a dilemma between the demand for environmental preservation/conservation and the need for economic growth (Fousteris et al.,2018). These two issues have drawn much attention and become the topic of serious debates in various forums, particularly the forums highlighting various problems in tourism industry. This issue has also come to the awareness of The Right Two Wedding Organizer who realizes that the waste/garbage resulting from the organization of the wedding event needs to be managed properly if the goal is to leave free the environment from contamination and pollution. It is due to this goal that this wedding organizer forms a team dedicated to keeping the environment clean and uncontaminated as a prerequisite/ precondition for the continuation or sustainability of the wedding industry. This willing action on the part of The Right Two Wedding Organizer to handle the waste/garbage from the industry properly indicates the industry's awareness of the close interdependence between the income generating dimension (the economic dimension) of the wedding industry and its moral responsibility for its waste/garbage management (the environmental issue).

One right measure taken for responding to such environmental issue is the proposal of the creation of a balance between the economic goal of the private sector and the need for environmental preservation. Such proposal is based on the fact that conventionally the private sector as a business enterprise tends to be exclusively

profit-oriented in the business with little concern on the negative impact of its operation on the environment. Being too profit-oriented it does not care about the issue of environment. This indifferent attitude to the environmental issues hinders it from understanding the existing correlation between business enterprise and the need for the protection and preservation of the environment. In fact, the up and down development of a business enterprise goes hand in hand to a great extent with the condition of the environment.

Fortunately, with the latest development in tourism industry the inter-affecting relation between the industry and the issue of environment has become ever more clearly comprehended and it is, therefore, placed at the center of the attention. It is realized the neglect of the one will lead to the damage of the other. This is much realized by The Right Two Wedding Planner and Event Organizer (as a sub sector of tourism industry) after its much experience in organizing wedding event of luxury scope for the clients in demand of such event.

The idea that is implemented into the practice of organizing a wedding is in line with the definition of green tourism, which is defined as environmentally friendly tourism activities with various focuses and meanings. In the broadest sense green tourism can also be seen as a concept of environmentally friendly tourism which provides environmentally friendly tourist services. This should be highly appealing to tourism enterprises and operators owing to increasing governmental pressure to improve environmental performance by adopting effective and tangible environmental management techniques. In The context of wedding management practiced by TRT in implementing eco-friendly wedding venue all the green

concepts are modified in all phases of the implementation, such as the pre-, on- and post wedding phases.

This green tourism concept is adopted in wedding event to explain the approach of green tourism industry which can legitimately open up new areas for more discriminating and wider range of market, and tourists (invitees friends) as well as visitors or the couples who can enjoy the wedding they want with a clear conscience (Hasan, 2014).

In organizing a wedding event of luxury class the wedding planner and event organizer need a close collaboration with the hotel which provides the venue for the organization of the event (Finnell,2018). An event of this category (i.e. luxury class) is certainly quite suggestive of the achievement of high social prestige as its goal. And in its turn this goal means the expending of high budget for the overall organization of the event. Generally, the clients of this class are much familiar with the latest trend in the practice of luxury wedding. Central to this high prestige trend is the demonstration of the all-positive attitude and response to the environment which is under focus lately due to the issue of its over exploitation without any willingness to protect and preserve it. This means that when the clients' demand of an event organization requires that the issue of environmental preservation be integrated into it, the chance on the part of the clients to achieve such high social prestige as targeted seems to be widely open. In fact, the number of clients demanding to hold luxury wedding celebration keeps increasing as signaled by the increasing number of requests for that class of wedding celebration. Frequently an interval of over one year is needed to queue after making an order of a luxury

wedding event waiting until the due date for its execution/organization arrives. This can be taken as the signal that this wedding business is really quite prospective, apart from its relatively long moment of downgrading due once to the Covid-19 pandemic.

However, outside the circle of such high-class (rich) people as prospective consumers of luxury products and services who care about the preservation of the environment, there are a lot more people (locally) who are still struggling for fulfilling even the more basic needs in their life, such needs as those for survival (food and drink) and those for security or protection (clothes, houses). Concentration of these people's attention and actions for this more basic needs fulfillment has deprived them of the chance to understand the role of the environment in life. This in fact has caused them to be indifferent in their attitude to the issue of environment. Ironically, while they are still living in a tight struggle for the fulfillment of their basic needs, the trend of living in a hedonistic way seems to constitute the current life style. So, it becomes easily understandable if they live under pressure of two opposing pull forces, the pull from the struggle for basic needs fulfillment and the pull from being stimulated to belong within the trendy but hedonistic life style. This is a dilemma, indeed.

Therefore, it is not surprising if more and more people grow more and more materialistic in their attitude/orientation and behavior in life so that in running their enterprises, in hunting for their income, even how small the scope of their enterprise or the amount of their income is, they are fully occupied with the material gain or profit orientation even to the point of (over) exploiting the resources available

within their reach around them. This is done even without caring the environmental contamination, pollution, and damage potential to happen due to over exploitation of the resources without any sense of responsibility for compensating for such exploitation through renewing or rejuvenating such resources.

Such phenomena of resources exploitation is quite easily observable around us (locally). The cutting of trees without accounting for the abrasion or land sliding it causes when rainy season comes, the garbage disposal at a random place not appropriate for that purpose without accounting for its potential to block the water canal or even the river, etc are just quite apparent examples of the damaging impact of such actions on the environment, not only physical but also social.

Now, for ensuring that this phenomena of environmental contamination and pollution and their accompanying natural disasters are not only local, but can be found in many places in the world, let us examine some descriptions and statements over the matters made by some people as well as institutions. According to (Zhang et al., 2022), mainly contributing to the pollution upon nature is the greedy economic pursuit and hedonistic life style which has led to uncontrolled exploitation of resources, natural as well as human, for providing products for the fulfillment of the need of such hedonistic life style. In fact, there has happened a great threatening change to the earth's condition caused, among others, by weather irregularity and pollution of many kinds (water, air, etc) which are potential to trigger various health problems (Martha and Febriyantoro, 2019). Concern on the extreme temperatures caused by unwise exploitation of natural resources has also been expressed. The awareness of such impact of tourism over the environment can

be observed in the 5% increase of the global carbon dioxide emission and the 14% of the green house emission (Islam et al., 2021), a condition causing the ever increasing level of the temperature of the atmosphere year after year. This condition will much affect human life in terms of both economic pursuit and health maintenance. The accompanying occurrence of global warming and its subsequent negative impact upon the environment has become the focus of attention of the world community who are much concerned with environmental issues. This is particularly true since the Rio Earth Summit of 1992 in which the environmental and social impacts of tourism industry were seriously taken as global issue. This was based on definite knowledge that the accommodation industry did its garbage disposal to the sea or the river (Fousteris, Andreas E. *et al.*, 2018).

In fact, the problem of the environment has arrived at the point that causes deep anxiety on the part of a large segment of the world community. The modern way of life (the current life style) is characterized by on-going over consumption of too many kinds of material causing the over filing of garbage/rubbish which in its turn causes the over burden on the earth and its ecosystem. Realizing this threat to human life we are encouraged to be willing to stop such damaging life style toward an option that guarantees a way of living of eco-friendly characteristics.

Fortunately, upon the realization of such negative impact of the irrational exploitation of the resources, people's awareness world-wide of the risk to be faced in life becomes more and more intensified. It is this awareness of the high cost to be paid that the idea of saving and maintaining the resources, natural as well human, for the continuity/sustainability of human's wellbeing has evolved. From this, in turn, has evolved the need for implementing sustainable development program,

namely a concept which blends together both the need for environmental preservation and the need for the economic interest toward achieving the equally necessary wealthy and healthy condition of life.

Faced with such factual information obtained from various sources presented above, namely information concerning human behavior which embeds two opposing forces toward the environment, namely the symphathetic versus the indifferent forces, the event/wedding business such as that run by The Right Two Wedding Planner and Event Organizer, must become seriously challenged by the big task of synchronizing the two forces toward establishing a business which is successful in generating economic profit but also excellent in protecting and preserving the environment. Now, related to this present research for the thesis writing under the title “Managing Eco-friendly Wedding Venue for Luxury Wedding in The Right Two Wedding Planner and Event Organizer”, some problems need to be formulated as the basis for conducting the research.

1.2 Problems Formulation

With the background of the study presented above, the two research questions/problems under concern in this research can be formulated into the two questions below, which the analysis and discussion in this qualitative study are expected to able to come up with the necessary answers. The research questions are as follows:

- a. How does The Right Two Wedding Planner and Event Organizer manage the eco-friendly wedding event for luxury wedding and how does its practice of wedding management at luxury venue contribute to the sustainability of the wedding industry ?

- b. How do the luxury wedding guests respond to the eco-friendly wedding event organized by The Right Two wedding Planner and event Organizer?

1.3 Research Objectives

Corresponding to the research problems formulated above, this research is intended to achieve such objectives as formulated below:

1.3.1 General Objectives

This research is intended to understand the whole operation of the organization of a luxury wedding event conducted by the event organizer in fulfillment of a demand from the clients, for the success of which collaborative partnership is established between the event organizers and all the relevant product and service vendors/suppliers who are all committed to implementing the eco-friendly or green principle for the sustainability of the (event) industry, which reflects the awareness of all the stakeholders (event organizer, vendors/suppliers, clients, local community) of the need to preserve all available resources, environmental, social, cultural, and economic for the intended sustainability.

1.3.2 Specific Objectives

- a. To describe the forms of eco-friendly wedding for the luxury wedding organized by The Right Two Wedding Planner and Event Organizer, and to find out the contribution of the eco-friendly practice in the management of luxury wedding event by The Right Two Wedding Planner and Event Organizer to the sustainability of wedding industry.
- b. To describe the guests' responses to the eco-friendly wedding event organized by The Right Two Wedding Planner and Event Organizer.

1.4 Research Benefits

This research is expected to have certain benefits, both theoretical and practical as stated below:

1.4.1 Theoretical Benefit

This research is expected to arrive at a conclusion which confirms that the implement of eco-friendly principle is contributive to the sustainability of the wedding industry as represented by the mode of event organization practiced by The Right Two Wedding Planner and Event Organizer.

1.4.2 Practical Benefit

Practically this research is expected to be able to provide the necessary feedback/information to :

- a. The sector of tourism industry by which it can reflect over the practices so far adopted and implemented and make correction and improvement as necessary toward the establishment of the industry's sustainability. And besides, it is also expected that this research will be able to provide information and guidance for the industry, both for the hotel venue and for the wedding organizer (WO) in designing and making the right offer of eco-friendly products and services to the prospective customers.
- b. This research result is also expected to be usable as reference for further researches on similar research area, namely researches on wedding event practices in relation to the moral responsibility to preserve the environment for human wellbeing.

CHAPTER VI

CLOSING

6.1 Conclusion

After analyzing the data in this research under the title “Managing Eco-friendly Wedding Venue for Luxury Wedding in The Right Two Wedding Planner and Event Organizer” a number of conclusions can be made, namely conclusions which are closely interrelated. As a general conclusion it can be stated here that the organization of the luxury wedding event for the clients (married couple) Thomas and Royca handled by The right Two Wedding Planner and Event Organizer in the Samabe 5-star resort venue on (18 January 2023) can be judged as a great success as justified by the satisfaction of the clients due to the fulfillment of their need for a luxury wedding event. However, such an overall success (general conclusion) is achieved through the more specific successes in handling aspects of the whole wedding organization stated below as the more specific conclusions: (1) The Right Two Wedding Planner and Event Organizer in professional collaborative partnership with various relevant product and service vendors can handle the luxury wedding organization as requested, namely a wedding organization strictly implementing the eco-friendly/green principle as observable in every session held during the event; (2) To such mode of the organization of the luxury wedding event, the wedding guests (as respondents to this research) in similar standing/line of thinking to the clients (newly married couple) concerning the kind and goal of luxury wedding event give their all positive responses (represented by the score of

5 for every indicator of the event organization) to all sessions of the event, indicating that the performances of the collaborative partnership of THT and the various vendors involved are found so agreeable and highly satisfying; and so that (3) the chance for this wedding business to gain the necessary sustainability/continuity in its operation seems to be so great due to the idea that once a great success is achieved in the reality of a luxury wedding organization it will gain a great promotion effect even to a wider consumer community beyond the clients and the wedding guests who have directly witnessed the elegance and solemnity of the wedding celebration organized by the wedding organizer. This promotion effect is quite apparent from both the words of the mouth of the clients as well as the wedding guests and the web-based publication made for that purpose.

6.2 Recommendation

Apart from the weakness still contained in this research report (thesis), the research experience obtained during conducting this research has put the researcher in a position to present a recommendation for both the academic community and those involved in tourism industry, particularly in wedding industry, as a profession: (1) In terms of tourism as an area of scientific study, further researches in this field need to be more and more intensively and extensively done in order to enrich the understanding of and insight into the vast area tourism as hospitality industry, which understanding and insight can be of use for further development of the science of tourism; and (2) For those involved in tourism industry, particularly in wedding industry as a profession, strict control should be exercised concerning the utilization of all kinds of resources, natural, social, cultural and economic, in

order to achieve the necessary sustainability/continuity in the running of the industry, which is not only for the fulfillment of the needs of the present generation, but also for the long-term fulfillment of the needs of the future generation.



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