

# **INCLUSION WITHIN THE WEDDING INDUSTRY FOR LGBTQ+ PEOPLE**

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## **Abstract**

The current trend of the wedding planning industry stems from societal traditions of the past. The institution of marriage and its traditions in the United States are historically heteronormative and it significantly invalidate LGBTQ+ relationships. Existing articles show that the current industry rarely showcases same-sex weddings or even LGBTQ+ people in general.

The purpose of this study is to learn more about the experiences the LGBTQ+ community go through in regards to wedding planning and to see how wedding planners can do to accommodate as much as possible to make them feel more included as well as to showcase diversity within the wedding planning industry. This study will also investigate the current views and opinions the LGBTQ+ community hold towards the wedding planning industry and weddings in general and compare them to the status quo: white, cisgender, heterosexual, same-race weddings.

The Qualitative research methods, including a thorough literature review and in-depth interviews with professional wedding planners and LGBTQ+ community, will be used. The findings of this study will fill the research gap of LGBTQ+ wedding planning. In addition, it will offer guidelines to wedding planners about how to plan better wedding planning service to LGBTQ+ community.