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Laura Takalo 2013

**INCREASING THE ATTRACTIVENESS OF
AN EVENT**
Case Oulu Days 2013



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Thesis

INCREASING THE ATTRACTIVENESS OF AN EVENT
Case Oulu Days 2013

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Commissioned by Vesa Pynttäre, The City of Oulu

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The purpose of this thesis was to analyze an event held in Oulu called Oulu Days. The event has been organized since the year 1962, and until 2013 Oulu Days has been a three-day long festival, organized in September. This year the event encountered many changes, as it was altered from September to June and July and a three-day long event transformed into three-week long city festival. Even though Oulu Days is a traditional event and has ensured its place in the event-calendar of Oulu, there is still lack of visitors outside the municipality of Oulu. The customer group of Oulu Days has been mainly the local residents of Oulu and the event is not utilized to attract potential tourist to come and visit Oulu. The research problem of this thesis is that which issues require development actions and closer attention, in order to improve the visibility of the event and attract more visitors to Oulu Days. This thesis examines this particular problem, attempting to uncover which issues could be accomplished differently.

Qualitative research methods were used in the thesis. The main two research methods were semi-structured in-depth interviews and participant observation. The interviews were conducted to four persons that were involved in the organizing team or arranging program for the Oulu Days 2013. Three of the interviews were conducted face-face in a meeting and one was conducted via telephone. The participant observation took place 6th July 2013 when the author participated in event, Film night. The event was arranged on the pedestrian street of Oulu and the observed event was organized for the first time. The collected data from both research methods was analyzed by using content analysis.

From the analysis conducted, the main themes were discovered and examined. The findings from the in-depth interviews and observations indicate that there is a need for further development actions in order to increase the visibility and attract more visitors to the event. In order to conduct the development actions that was discovered in the research, there has to be more specific concentration placed on the marketing actions and increasing the cooperation.

Key words

Event Studies, event, event tourism, Oulu Days

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Opinnäytetyön tavoitteena oli analysoida Oulussa järjestettävää tapahtumaa, Oulun Päiviä. Tavoitteena oli löytää uusia kehitysideoita, miten Oulun Päivät voisi kehittyä lähestyttävämmäksi matkailijoille, jotka tulevat vierailemaan Ouluun. Oulun Päivillä on pitkä historia, sillä ne on järjestetty aina vuodesta 1962 lähtien. Aina vuoteen 2013 asti, Oulun Päivät on järjestetty syyskuussa ja tapahtuman kesto on ollut kolme päivää. Tänä vuonna 2013 Oulun Päivät kokivat laajan muutoksen. Tapahtuma siirrettiin syyskuulta kesä- ja heinäkuulle ja tapahtuman kesto piteni kolmesta päivästä kolmeen viikkoon. Vaikka Oulun Päivät omaa pitkän historian ja on vakiinnuttanut paikkansa Oulun tapahtumakalenterissa, tapahtuman asiakaskunta koostuu pääasiallisesti paikallisista asukkaista. Tapahtuma ei hyödynnä kaikkia mahdollisuuksiaan houkuttaa laajemmin kävijöitä lähikunnista ja -kaupungeista. Lisäämällä näkyvyyttä, tapahtuma voisi kasvattaa Oulun Päivillä vierailevien matkailijoiden määrää. Opinnäytetyössä perehdytään edellä mainittuihin haasteisiin, pyrkien löytämään ne seikat jotka voisi toteuttaa eri tavoin, jotta Oulun Päivien näkyvyys paranisi ja asiakaskunta laajenisi.

Tutkimusmenetelminä opinnäytetyössä käytettiin laadullisia tutkimusmenetelmiä, jotka olivat puolistrukturoidut syvähaastattelut ja osallistuva havainnointi. Haastattelut toteutettiin neljälle henkilölle, jotka olivat osallisena Oulun Päivien 2013 järjestämisessä tai ohjelman organisoimisessa tapahtumaan. Haastatteluista kolme suoritettiin järjestetyssä tapaamisessa kasvatusten ja yksi haastatteluista oli puhelinhaastattelu. Haastattelut toteutettiin heinäkuun ja syyskuun 2013 välillä ja osallistuva havainnointi tapahtui kuudes päivä heinäkuuta 2013 Oulun kävelykadulla järjestetyssä tapahtumassa nimeltä Elokuva ilta. Tapahtuma järjestettiin ensimmäistä kertaa Oulun Päivillä. Kerätty materiaali syvähaastatteluista ja havainnoinnista analysoitiin hyödyntäen sisällön analyysia tutkimusmenetelmänä.

Analysoidusta materiaalista havaittiin pääteemat ja tuloksena teemojen analysoinnista ja tutkimisesta, oli havaittavissa, että tapahtuman kehittämiseksi on tarvetta, jotta tapahtuma voisi kasvattaa asiakaskuntaa ja näkyvyyttä. Jotta Oulun Päivät voisi laajentaa kohderyhmäänsä, tutkimuksen tulokset osoittavat että tarkempaa huomiota ja kehittämistä vaatii tapahtuman markkinointi ja yhteistyön lisääminen.

Avainsanat Oulun Päivät, tapahtuma matkailu, tapahtuma,
tapahtuma tutkimus

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1 INTRODUCTION

The main purpose of the thesis was to analyze an event held in Oulu, called Oulu Days. The concentration was placed on the factors that would need to be modified in order to make the Oulu days more attractive and approachable for tourist that visit Oulu. The current customer group is mainly local residents of Oulu, therefore profound and thorough studies are required, in order to achieve developments in that particular area. The commissioner of the thesis is Vesa Pynntäri, who operates as an event coordinator of Oulu Days. Oulu Days are organized annually and in this thesis the main centralization will be giving to the Oulu Days which were organized in 2013 from 14 of June until 7 of July.

Oulu Days is a voluminous event that has over 60 000 visitors every year and the popularity of the event has increased since the beginning. A versatile selection of different cultural performances is offered during the Oulu Days. These performances and events includes, old traditional happenings, music in different forms, dance acts and competitions, art exhibitions, tours in the surroundings of Oulu, literature, events for families and especially for children or just an unforgettable experience. Oulu Days offers something for every taste. Oulu Days invites people to participate in different ways and the main goal has been to bring forth the lively city with all the events and other actions. During Oulu Days, the doors are open in the whole city and it is an excellent period of time to explore Oulu and its vicinity. (Oulu Days in a nutshell 2012.)

The empirical part of this study has been conducted by using qualitative research methods. The methods used in the thesis are semi-structured in-depth interviews and participant observation. The in-depth interviews were conducted in July, August and September 2013, and the participant observation was executed during the event held on 6 of July 2013.

In the Previous year's Oulu Days have been a city festival more in favor of the local residents of Oulu. However, there is strong urge to make Oulu Days more visible to other potential visitors as well. Due to the fact that new

concept have been developed to the Oulu Days 2013, opinions arises. The opinions and viewpoints are examined in the thesis, based on the content analysis of the results gain from the in-depth interviews and participant observation of Oulu Days 2013. In the best case scenario from the research made, new development ideas would appear.

The objective of the research is to discover new ideas or methods how the event of Oulu Days would develop into more approachable and visible for tourist that are visiting Oulu or for those travelers who are only stopping by and continuing their journey. As mentioned earlier, Oulu Days owns a long history, and even though new elements and innovations are added to the program per annum, the old traditions are preserved. Due to previous mentioned reason, the aim of the research is not to develop completely new concepts for Oulu Days. Instead, the purpose is to concentrate on issues which would make Oulu Days even more approachable for tourists visiting Oulu. The research problem which is discussed in the thesis is current topic for Oulu Days. Due to the fact there was transition taking place in the Oulu Days this year, the topic of the thesis have potential as being beneficial for the commissioner. One descriptive characteristic of Oulu Days has been a city festival for the local residents of Oulu. This image is desired to change into more approachable and inviting to tourist of Oulu as well.

2 OULU DAYS

2.1 City of Oulu

It is said that Oulu is in the middle of everything (Okkonen 2007, 5). This thesis is targeted to the city of Oulu which is the fifth largest city in Finland, located in the shore of Bothnian Bay. Oulu is positioned beside the water from the sea and from the river Oulunjoki which is an ancient trading center and therefore important part of the history of Oulu. When considering the location of Oulu, it offers extensive connections to all the biggest and busiest airports in Europe. The airport of Oulu is the second busiest airport in Finland. This makes Oulu an easily accessible holiday and business destination which is a great advantage when it comes to tourism. (Oulu-kaupunki elämää 2012.)

The population of Oulu is over 200 000 inhabitants. The number of residents in Oulu has increased, due to the fact that nearby municipalities Haukipudas, Kiiminki, Oulunsalo and Yli-Ii have been combined together with the municipality of Oulu. The average age is 34, 5 years old, hence the citizens in Oulu are rather young. (Oulun kaupunki 2013; Oulu-kaupunki elämää 2012.)

Oulu has number of characteristics from which it is known for. Tar, factories, science, culture, dialect and the local ice hockey team Kärpät, are examples of these characteristics. The city has more than 400-year old history, hence there are several features that describes Oulu. (Oulun kaupungin matkailuneuvonta 2010.) However, Oulu is mainly connected to technology and according to Okkonen (1999, 43) that term is misleading, since Oulu offers more than that. Oulu is above all a City of Services (Okkonen 2004, 111).

Culture is strongly present in the everyday life in Oulu. Oulu is multi-faceted and modern cultural city. The culture and events department of the city is responsible for the image of Oulu and the department coordinate, plans and develops vibrant city culture. Oulu offers a selection of different events all year round; nevertheless summer months, June and July, are the high

season when majority of events take place in Oulu. (Oulu-kaupunki elämää 2012.)

2.2 Oulu Days

Oulu Days has a long history among the cultural events in Oulu. Oulu Days is an annual cultural city festival which has normally been organized in the first week of September. The festival has been organized ever since 1962 and it is the oldest cultural festival in Oulu. Therefore, there are some elements that are not so keen to be changed and updated. Traditions are one of the main features of Oulu Days and they are desired to maintain in the future as well. (Oulu Days in a nutshell 2012.)

After city government meeting held in 18 February 2013, Oulu Days experienced notable reformation (Pynttäre 2013). Until the year 2013, Oulu Days have been arranged in the first weekend of September and it has been a three-day-long event. In 2013, the period of time was changed from September to June and July, 14.6 – 7.7.2013. The traditional length of a three-day city festival extended to three week-long event. The precise length of the Oulu Days 2013 was 23 days. By lengthening the duration of Oulu Days it rarefied the timetable for the event program which had earlier been crowded and rushed schedule for the one weekend. The new conformation of Oulu Days offered a possibility for the visitors to plan their own time-table for event and visit those happenings and performances that they desire to see or listen. The earlier tight schedule would not allow planning beforehand, due to the fact that many visits and performances where one upon another. One reason behind this change of date is that summertime is the high season in Oulu and number of tourist is significantly higher than in autumn. In September, summer vacations are over in Finland and the flow of tourist declines substantially. (Oulu Days in a Nutshell 2012.)

The overall appearance of the Oulu Days has been preserved quite same from the very first Oulu Days, kept in 1962. The changes that were conducted in 2013 were the largest development actions that Oulu Days have faced in its 50-year history (Pynttäre 2013). In the background there had been a demand for development actions and conducting them became

current topic when the event was desired to serve the city of Oulu in the best way possible. Summer season and extending the duration was seen as an efficient solution, due to the fact that major part of the local- and traditional events in Oulu and in the surroundings, were organized in summer. Due to the transformation, the event program of Oulu Days extended to the surrounding areas as well. In the program of Oulu Days 2013 was more events available, for example, in Jääli, Oulunsalo, Yli-li and Ylikiiminki, which are located in the vicinity of Oulu. (Pynttäre 2013.)

Since Oulu Days possess a long history, the traditions play a major role when considering developing the event. Naturally, when there is something old and traditional, it is desired to be preserved. However, even when preserving the traditions, the modern touch and new innovative ideas should not be forgotten.

The current changes in tourism demand have increased the global competition in tourism, changed the customer's tastes and preferences, caused modifications in tourism companies and destinations strategies and last but not least it has increased the emphasis on tourist's experience (Volo 2005, 14). The customer experience is a current topic and requires attention. Even though tourism in Oulu is present everyday life, in the near future the growth in tourism could be even more visible and have more apparent consequences, it is necessary to be prepared and ready for those transitions.

The countryside in the surroundings of Oulu is attractive and as the rural tourism is growing and that factor would need to be utilized more than it is at the present time. In the countryside sustainable experiences are provided and there is a possibility to see how the locals live (Rural Tourism in Finland 2013). As Oulu Days are organized not only in the city center of Oulu, but also in the surrounding municipalities, it would be an opportunity for the tourists to see the countryside and how the people live, while visiting the Oulu Days. The possibility to experience the rural areas while visiting Oulu Days is not currently emphasized in marketing actions.

The number of various cultural performances and shows in Oulu Days has fluctuated slightly, but the past few years the number has been close to

hundred. The festival area has not been a one specific arena or stadium. It has been the whole Oulu and the surrounding municipalities as well. In these three exciting days, the Oulu has been on the move and the number of visitors is increasing per annum. To give an illustrative example of this, in 2007 the number of visitors in Oulu Days were 50 000 (Loppurapotti 2007) and by the year 2011 the number had increased to 66 488 (Loppurapotti 2011).

As mentioned, a great amount of various happenings and performances are seen during the Oulu Days (see Appendix 1). Besides the musical and theatrical shows, there are open doors and free entrance to many sights in Oulu. In 2013, there was free entry to Art museum, sightseeing tours, outdoor concerts, Outdoor museum of Turkansaari, theatre shows, and many other sights and happenings in Oulu. (Handprogram 2013) Oulu Days offers to view Oulu in an in-depth perspective.

2.3 Organization and Network

The Organizational structure of Oulu Days is not a large variety of different actors. The event employs only two permanent workers for the whole year around. For shorter period of times, part-time workers and trainees are utilized (Pynttäre 2013). Since the duration of the event was extended, it is quite probable that more employees are required to employ in the future.

As mentioned in the chapter 2.2, the number of cooperative companies and associations of Oulu Days is approximately 100. The majority of these partners are connected to the event program of Oulu Days. In practice, the companies or associations have they own happening or event, and Oulu Days either purchases the program mentioned or receives it free of charge. Network of Oulu Days is mainly constructed on these sorts of organizations and companies. Extending the cooperation is a welcoming thought for the Oulu Days and it is also on the agenda for the future. (Pynttäre 2013.)

In marketing operations, cooperation is mainly concentrated with the cultural magazine Rumputus. The magazine is published four times a year and until 2013, Oulu Days have published the program of the event in the spring issue of the magazine. Publishing the program has been free of charge for the

event, however as Pynttäre (2013) mentions that if the program of Oulu Days is not free of charge in the following year to publish in Rumputus, many issues require rethinking and reconsideration.

There is a demand for enlarging the network of cooperation partners of Oulu Days. Especially, increasing the number of partners in the marketing and accommodation sector is vital in order to increase the visibility of the event and to increase to total number of visitors.

2.4 Budget

According to Betteridge (1997, 11) a budget is a statement of income and expenditure that has been allocated under a set of heading, for a set period of time. Budget is also a clear way of identifying funds and they give important financial information (Betteridge 1997, 11).

Many events are depending on the funding from government bodies as one source of income (Van der Wagen – White 2010, 336). Oulu Days can be as well counted into this particular group. Oulu Days receives a certain amount of operation money from the municipality of Oulu. In 2013, the total amount of operation money was 60 000 euros. The Sea Days of Toppila (Toppilan Meripäivät), which are coordinated and part of the Oulu Days program, has got their own budget, which is the same amount of 60 000 euros. In addition, the contribution of the cooperation partners appears in different forms. Some of the cooperation partners have they own budget and the usage of voluntary workforce is common. The voluntary workforce has an essential role to play in the organizational structure of Oulu Days. The total value of voluntary labor for Oulu Days is almost impossible to evaluate. (Pynttäre 2013.)

Issues related to the budget are something that the organizers of Oulu Days are waiting to hear every year. The most relevant matter is the size of the budget and is the amount same as last year or not (Pynttäre 2013) and if the budget varies a lot from the previous year, the event requires modifications.

Marketing actions are nowadays rather expensive, thus a quantum portion from the budget of Oulu Days is directed to marketing the event. Also a portion of the budget is targeted to the associations that provide program to

the Oulu Days. Necessary purchases are one element of the Oulu Days budget every year. These purchases include personnel for the events, security offices, tents and fences, and other necessary material that is required for the event to function.

The aim to be profitable is one of the major goals of every event organized. Oulu Days does not differ from that perspective. Nevertheless, the starting point of Oulu Days was not to create a mega-event, with a profit of several millions. Majority of the happenings and events in the program of Oulu Days have free entrance. This indicates that the primary objective of Oulu Days is to regenerate and bring forward the cultural aspect of Oulu by organizing an event which shows the historical and traditional Oulu, and in the same time presents the modern, innovative city. In the secondary objective could be considered the financial aspect of the event.

As the budget plays a major role in the outcome of the event, a great emphasis need to be allocated in the process of budget acquisition. If the total amount of the budget decreases, it will have an impact to the program, facilities and employees, and to the whole event.

2.5 Marketing

Marketing is in the important position when attracting and increasing the interest of the potential visitors of the event. Without proper marketing in worst case scenario the potential visitors have no knowledge that there is an ongoing event. Promotion and public relations are a crucial part of the marketing of any event (Van der Wagen – White 2010, 90).

Getz (2005, 305) introduces a marketing mix model for events (see Figure 1). Marketing mix contains elements that the manager can manipulate or have an impact on. The model divides the components of event marketing in two section; experimental components and facilitating components. This distinction illustrates the fact that some parts of marketing influences directly to the customers experience at the event. The experimental components of marketing are product, place, programming and people. The product concept is important part of marketing and many events suffer from using a single product concept only. Place refers to the environment and setting of the

event and in marketing it is essential to create through design and programming a certain atmosphere to attract the visitors to participate in the event. Programming plays a major role in marketing since creating attractive and unique program are in the key actors in making the event to succeed. Lastly comes the people and they are solid part of marketing mix. Staff and volunteer workers make the event function and they can be seen as a part of the product. However also the customers of the event can be perceived as a part of the product since without them, the event would not be a success. (2005, 305.)

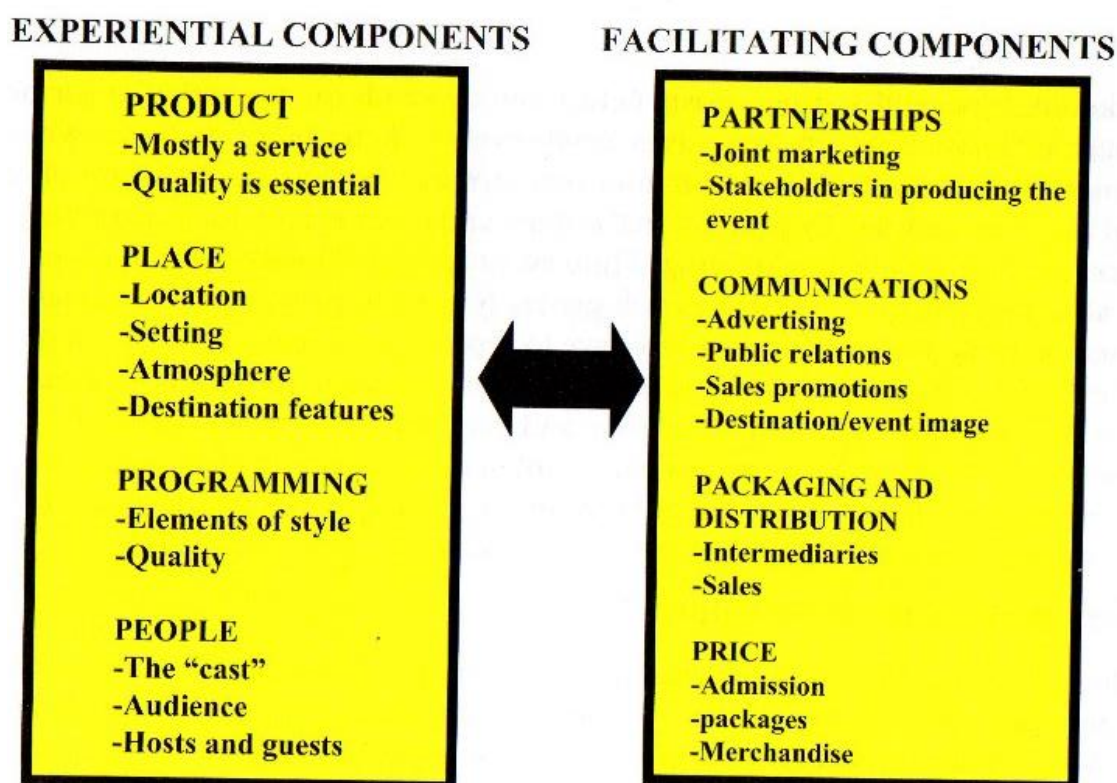


Figure 1. Marketing Mix Model for Events (Getz 2005, 305)

The facilitating components are partnership, communications, package and distribution and price. Partnership, especially in the tourism field, can be considered as an important part of marketing. Many times a single event has problems in the marketing if they operate on their own. The components of communication include the aspects of advertising, public relations, and sales promotion which are all relevant parts of marketing. The purpose of packaging is to increase the attractiveness and simultaneously decrease the costs. Price is commonly closely linked to marketing. In case of events there is

usually no single price, but organizers usually have to set several prices including admission fee, merchandises, vendor rentals, and sponsorship fees. (Getz 2005, 304–306.)

In the case of Oulu Days the experiential components; product, place, programming and people are considered well in the marketing methods (see Figure 1). However, the facilitating components requires more attention in the marketing actions of Oulu Days. Especially the partnership and, packaging and distribution components require enchantment in order to improve the marketing actions of Oulu Days.

The financial aspects are closely linked to marketing of an event. Marketing nowadays is not costless and the budget of Oulu Days is not limitless. Oulu Days 2013 were marketed in various forms, using different marketing methods. Posters and flyers are a traditional way of marketing and those methods have been utilized in Oulu Days marketing actions for many years. The low-costs and the efficiency are strengths that those methods possess. In addition there are efficient way to increase the visibility of the event. Naturally the design of the products has to be considered carefully. The appearance needs to appeal to potential visitor and it has to describe also the image of the event.

The year 2013 was the first time that Oulu Days was marketed in television (Pynttäre 2013). However, Oulu Days have been marketed in the newspapers and in the radio since the beginning of the event. This method of marketing was utilized also in the Oulu Days 2013. An advertisement was purchased from the local newspaper Kaleva and as well there was an advertisement in the free newspaper. Radio as a marketing method can be seen old-fashioned, however it still reach specific target group that are active users of radio. In 2013 Oulu Days was marketed in the Radio City- channel which is local radio channel of Oulu.

Sponsorship of cultural events has become a major marketing communication tool (Berthon –Parent –Pitt –Steyn 2010, 281-290). This is one issue that Oulu Days need to improve in their marketing actions. As mentioned in the chapter 2.3 the cooperation is mainly concentrated with the

companies which provide the performances or other happenings to Oulu Days.

Internet is constantly developing combination of different interconnected networks. E-marketing is the most rapidly evolving field in the field of marketing. However the environment of e-marketing is fluctuating and ever-changing, it is essential for the marketer to be aware of the fundamental marketing theory and practice. (Dann-Dann 2011, 26.)

Social media is nowadays an effective marketing tool and it has been defined as an interconnection between content, users and communication technologies. Social media can be targeted around a specific website (Facebook), online service (Twitter) or the broader internet, for example Google. Characteristics of social media can be divided into three different categories; Communication media, content and social interaction. (Dann-Dann 2011, 344-345.)

In the Marketing actions of Oulu Days, social media has been utilized. Oulu Days 2013 used efficiently Facebook as a marketing tool and they had functional Facebook pages for Oulu Days. Since Facebook can be perceived as the largest and most populated social media site (Dann-Dann 2011, 368), it is effective marketing method and in addition inexpensive. The Facebook pages of Oulu Days were updated regularly, which is crucial issue when conducting marketing via Facebook. Often it is noticed that companies or organizations establish Facebook pages in marketing purposes, and do not update those actively. Other social media channels, such as Twitter or Pinterest were not used in marketing Oulu Days 2013. Even though social media was utilized in the marketing actions of Oulu Days 2013, there exist a potential to benefit more from it.

Image that is created for the event is important marketing tool, since it narrates to the potential visitor information without using any words. The overall image of Oulu Days 2013 is vibrant and youthful. Figure 2 presents the official Logo of Oulu Days 2013. The colorfulness and the cheerful characters create inviting image. The logo presents the diversity of the event,

since all the different elements are introduced; sport, music, sea, dance, animals and different age groups.



Figure 2. The Official Logo of Oulu Days 2013 (The City of Oulu 2012)

3 EVENT

3.1 Concept of Event

Events are an important part and motivator for tourism and they also have an impact to the development and marketing plans of the destination. Planned events are becoming more essential and they are currently increasing their importance. Events can be a part of the economic, cultural or social environment and they also have a major part in the destination competitiveness. Planned events are linked to a certain location and are a temporal phenomenon. Each event is unique and a non-standard service. There are no two similar events due to the interaction between the milieu, people and management systems. The main feature of planned events is that they are created for a purpose. (Getz 2008, introduction; Bodgan-Daniel-Daniel 2012, 1.)

Planned events that once were a small village celebration have now multiplied themselves in to a cluster of professionals and entrepreneurs. The reason for this is that the events have increased their importance in the image generating process of a destination. Events have to satisfy numerous strategic goals and they are often too risky to be left to amateurs. Nowadays event tourism is generally recognized as being inclusive of all planned events in an integrated approach to development and marketing. (Getz 2008, introduction.)

Getz (2005, 19-30) introduces a typology for planned events, which presents the main categories of planned events (Figure 3). In the typology, events are divided into different categories. The first category is public celebration which includes cultural celebrations, political issues and concerts and award ceremonies. The second category concerns events that are planned for purpose. These events often require special facilities and the purpose could be for example a competition, having fun, entertainment, business or socializing. The third category discusses sport and recreational events and the fourth category is private events, such as weddings and private parties. These four categories can be split into three different sectors: public, private and voluntary.

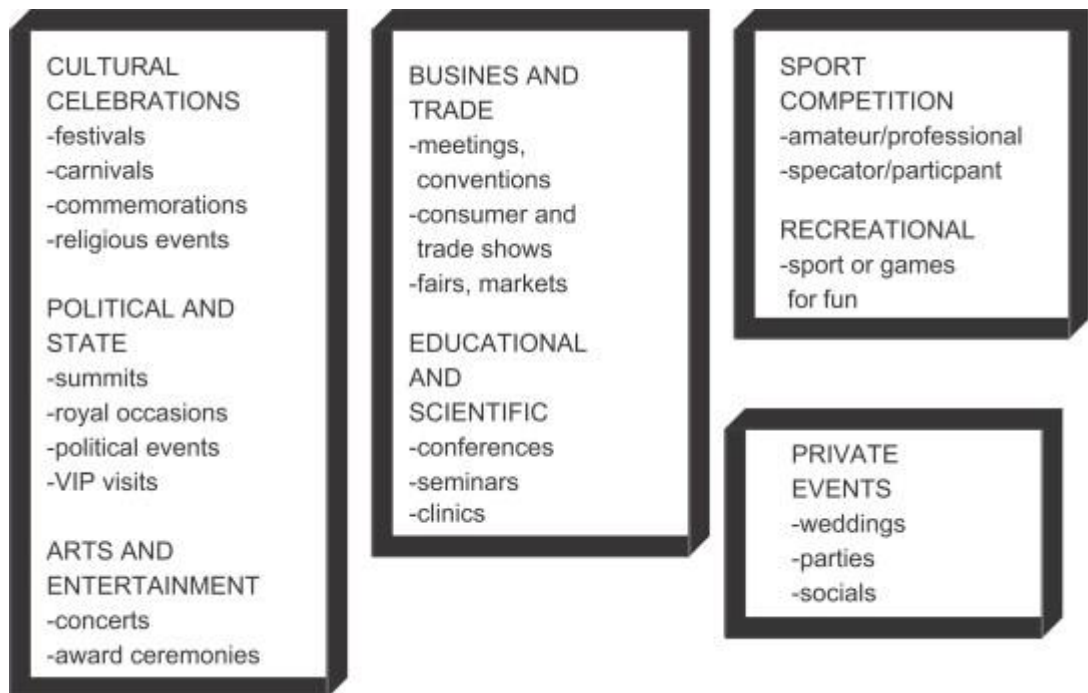


Figure 3. Typology for Planned Events (Getz 2005, 19)

Planned events might be similar in form; however the people and program will ensure that the event is always tangibly or experientially different. Also the expectations, moods and attitudes of the guests and participants will always be new, so their experiences will differ regardless of the program and setting. This uniqueness of events makes them attractive, even compelling, so that cultivating a 'once in a lifetime' image for an event is the marketer's goal. (Getz 2005, 19.)

Many events are intrinsically linked to their setting and community. Cross-cultural comparisons are necessary to fully appreciate the differences in how events are created, valued, managed, and experienced. In turn events influence the places and cultures in which they occur, especially when mega-events are imposed on a culture that has not experienced such investment and media attention and also when new events spread across the globe. (Getz 2005, 20.)

Oulu Days is an event and therefore it is necessary to explore the concept of event. Getz (2007, 18) defines events as temporal phenomenon, in advance scheduled, usually confined to particular places and events have beginning

and an end. When the previous definition is compared to the Oulu Days, proves to be appropriate. The event itself is a temporal phenomenon as it lasted from 14th of June until 7th of July 2013. Oulu Days had also event program, which was scheduled and published in advance.

3.2 Event Studies

The study of events has long existed within several disciplines, manifested in research and theory development on the anthropology, geography or economics of events, but the term event studies appears to have been coined in 2000 (Getz 2008, 2-3). As larger number of events is nowadays produced by professional event managers, a field of study and research had to be developed to support this profession and the event industry (Getz 2005, 2).

Theory of Event Studies was decided to use in this thesis in order to gain more profound perception of the whole subject of events, and since Oulu Days is a planned event, the theory of Event Studies cannot be disregarded. According to Getz (2007, 3), Event Studies do not concentrate in small irrelevant issues, it examines the bigger picture. This wider picture includes issues surrounding planned events, in addition to their management, design and production. Getz (2007, 3) also summarizes the core of the Event Studies as follows: "The core phenomenon of Event Studies is the planned event experience and meanings attached to it" The previous sentence clarifies also the whole meaning and concept of Oulu Days.

In order to identify and understand the different dimension that Event Studies holds within, Getz (2007, 2) introduces a model that is beneficial tool to examine (Figure 4). The model indicates the core phenomenon and major themes of Event Studies in detailed manner. The model presents different perspectives of Event Studies. Four different perceptions circles around the core phenomenon which is Experience and Meanings. The four linking issues are: antecedents and choices, outcomes, patterns and processes, and managing events.

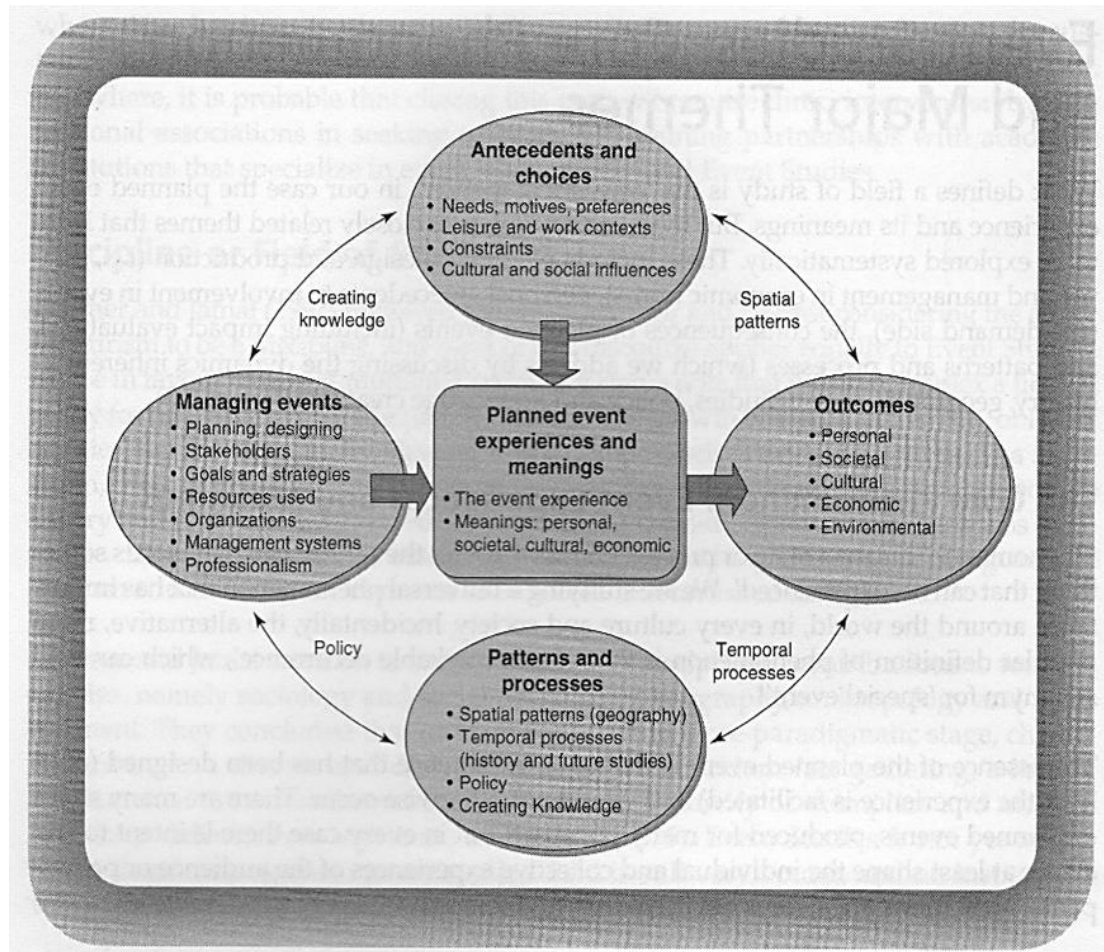


Figure 4. Event Studies: Core Phenomenon and Major Themes (Getz 2007, 10)

As the core of Event Studies is the planned event experience (Figure 4), the event planners and managers pursue in producing that positive experience and productive outcomes, leading to meanings being attached to those events that are personally, politically and socially positive. Event Studies has to focus on this experiential field both in theoretical terms and to generate practical methods. (Getz 2007, 384.)

Getz (2007, 179) introduces a model of planned event experience (Figure 5), which describes the journey of event experience. Because event can contain both religious and profane features, the liminal/liminoid zone is the core of the model. The zone must be described in spatial terms and temporal terms. The programming and design have been customized for the guest of the event. That makes the 'special place'. In the model 'time out of time' stands for the perceptions that the event should be outside of the normal actions,

unique. 'Time out of time' and 'special place' are the key phrases of the model and describes the nature of the whole concept. (Getz 2007, 178-180.)

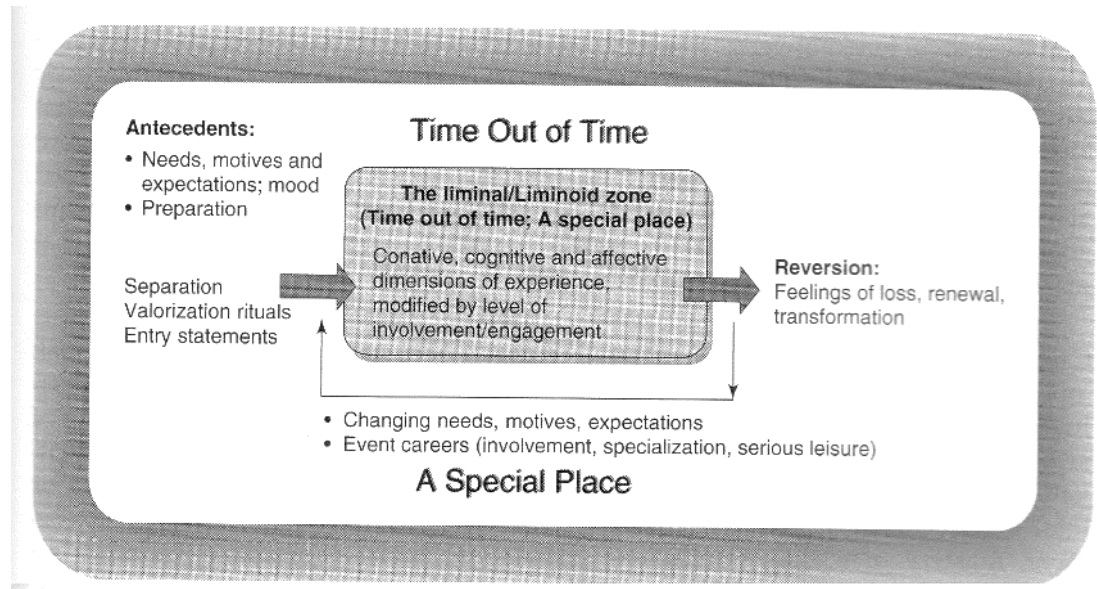


Figure 5. Model of Planned Event Experience (Getz 2007, 179)

3.3 Event Tourism

The term Event Tourism is mostly used in the tourism literature to describe a destination development and marketing strategy to realize all the potential economic benefits of events (Getz 2010, 12). Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. Event tourism is not an old field in tourism business or in the research community and the subject has been studied only few decades. (Getz 2008, 403-410) In the case of Oulu Days, the importance of events has been recognized. Oulu Days brightens the image of Oulu and brings forth the liveliness of the city.

It is also good to remember that not all the events need to be tourism oriented. Some fear the negative impact that tourism might bring along, however events behold other important roles as well. These are for example community-building to cultural development. Tourism is not the only partner or proponent. (Getz 2008, 415) Even though more visitors are desired to take part in Oulu Days, the core purpose is not to grow the event into mega tourism attraction.

According to Getz (2008, 403), event tourism has to be viewed from both demand and supply sides. A consumer perspective requires determining who travels for events and why, and also who attends events while travelling. Getz (2008, 403) also mentions that knowing what “event tourist” does or spent is a desirable knowledge. The demand side approach is assessment of the value of events in promoting a positive destination image, place marketing in general, and cobranding with destination. (Getz 2008, 403-428.)

Stokes (2008, 256-257) introduces three different frameworks of events tourism strategy making depicting alternative stakeholder orientation. In the Table 1, the framework model is introduced. These three frameworks for events tourism strategy making are corporate (market-led), synergistic and community (destination-led). The corporate framework focuses in strategy making on an event bidding and economic issues. The organization is formed usually by one or two agencies, where the decisions are also made. The corporate framework allows minimal involvement outside of the circle and rather than collaborative decision-making process, they favor internal idea generation. Summarizing, the main emphasis is in potential tourist numbers, media exposure and the financial profit generated by events. (Stokes 2008, 256.)

In the middle is the synergistic framework, which is the in between the two more radical ones. It combines different agendas and goals for events tourism. This framework seeks to achieve a fair balance of input from government, business and community component. As well, in the synergistic framework, the already existing events and acquired events would be balanced. The organizational structure is based on state agencies with a balanced input of the stakeholders. (Stokes 2008, 256-257.)

The third framework (Table 1) which Stokes (2008, 257) introduces is the community framework. The concentration is in the community and the focus could be on a mix of events. Local community and local events play crucial role and fostering new events and maintaining the already existing events is the focus of the community framework. The organizational structure is mainly build on agencies and/or community groups, in order to receive a strong commitment. The whole process of the event is based on collaboration

between community, decision makers and various stakeholders. The framework is community and destination resource driven. (Stokes 2008, 257.)

The main purpose of these frameworks is providing general categories or scenarios for research and they offer no strict boundaries. Frameworks are suited for interpretive research. (Stokes 2008, 256-256.)

Table 1. Three Frameworks for Events Tourism Strategy Making. (Stokes 2007, 257)

Three frameworks for events tourism strategy making			
Framework	Corporate, market-led	Synergistic	Community, destination-led
Focus	Event bidding with related events tourism marketing	Integrated strategies for major events, new and existing events	Events tourism strategies that give some priority to fostering new and existing local events and festivals
Organizational structure	One/two agencies (tourism and/or events) assume control with mostly corporate and government input to strategy	State agencies assume leadership with a balance of stakeholder input	Strategy initiated by agencies and/or community groups to gain widespread engagement (community groups, opinion leaders, others)
Processes and people	Early consultation. Meetings or one-to-one contact with an inner circle of government and/or corporate figures. Tourism marketing bodies may/may not be involved prior to attracting major event	Agencies build in a consultation process (forums, meetings) to obtain business and community input to event decisions Types of input sought may vary for event bidding, creation or expansion	A collaborative process where community round tables, public forums and visioning sessions guide overall strategy. Maximum involvement of affected stakeholders
Decision criteria	Decisions are driven by market criteria—attractiveness, growth and economic resources	Market driven and community driven—agencies weigh up market success alongside the various non-economic impacts of events	Community and destination resource driven. Economic criteria may be diluted by perceived social, ecological cultural or other impacts

When considering Oulu Days, the framework that describes the event in question, is the community, destination-led framework. The main focus is placed in the aspect of producing new and innovative local event and the essential matters are social and cultural impacts, rather than concentrating on economic impacts of the event. Also in the case of Oulu Days the process is collaborative between community and public side. As well the importance of cooperation with different stakeholders is highly emphasizes.

3.4 Economy Effect & Local Image

The economic impacts of event, especially in tourism context had been studied quite a lot. The economy, exchange and interest rates, population growth, the average wage, unemployment and other statistic relevant to events are necessary information that requires attention. The most obvious economic impact that the events have to the certain destination is the role

that events play in attracting visitors to the area who would not in other circumstances travel there. However, there are other positive impacts such as improving the local businesses and the trade. The challenge is to identify the relevant issues that are essential to the event and locality. It is important to gather the important data and intelligence, and understand how to manipulate the changes to own advantage. Benchmarking is a useful tool in observing the competitors. (Getz 2005, 10; Norton –Tum –Wright 2006, 38)

The economic impact of an event is a matter that is crucial for the organizer of the event, and as well to the superior decision-makers. The main task of economy effects is to provide solid data and evidence of the possible financial benefits of the organized event. Measuring the economic impact allows the higher decision-makers to evaluate their economic return on investments and provides for the event organizer information what factors were economically beneficial. Based on the results gain from the analyses of the economy effects, the organizers of the event can develop practices which can maximize the potential benefits. (Event Impacts 2013.)

The image of the destination is a topic that has been researched by many researchers in tourism industry. However, the effects of event and destination images have not yet been profoundly explored (Guerreiro-Mendes-Valle 2013, 129). Events produce a strong meaning for the local community. Nevertheless, according to Breitbarth, Conero and Florek (2007, 199-219) the perception of the image varies among the individuals depending on their experience with the destination which is often based on single event, their knowledge about it, experience with other places, attitudes, expectations and motivations. The main concentration of impacts with events beholds have concentrated on the economic perspective. However, there also exist other kinds of impacts that festivals and events produce. One of those types is social impacts and those could have potential impact to the quality of life of the local residents. (Deery-Fredline-Jago 2006, 11.) Due to its long history, Oulu Days possess a strong image in the minds of the local residents of Oulu. Oulu Days presents the old traditions that are important part of the history of Oulu and simultaneously presents the modern innovative aspect of the city; therefore the event strengthens the image of Oulu.

4 DATA COLLECTING METHODS

4.1 Qualitative Research Method

In this thesis, qualitative research methods were used. The reason for this solution was that more precise and valid data can be gathered by using the qualitative approach. In qualitative research, researcher's main objectives are to understand patterns similarities and differences of the research material. Furthermore, the qualitative approach to research typically concentrates on the information in the form of words or in writing, and also images and sounds can be involved in qualitative research process. On the contrary in the quantitative research, the researchers focuses on the numerical data. The numerical evidence is in the center of drawing the conclusions or testing hypotheses. (Brysiewicz-Erlingsson 2012, 94; Veal 2011, 34).

Qualitative research methods have received a great amount of criticism, due to its soft, non-scientific and inferior approach to studying social life. However over the past few decades, using qualitative approaches has been considered more acceptable within the mainstream, rather than being treated just helping tool to quantitative work. Actually qualitative research has become increasingly valued. Moreover the strength of qualitative research methods make possible to gather relatively large amount of material of the researched issue or subject. (Goodson–Phillimore 2004, 23; Veal 2011, 35.)

Conducting research by using either qualitative or quantitative approach has got its challenges. Gogo, Gubrium, Seale and Silverman (2006, 15) have pointed out three dangers that might exist in conducting qualitative research. The first danger is the provision of pointless and arid principles, which may contain little relation to the actual experience of doing a research. Second hazard that has been mentioned is the tendency to downplay the difference between real knowledge and cookbook knowledge. The last danger pointed out is the concealment of the variety of analytical models and approaches currently used in qualitative research.

The decision to utilize qualitative methods in the research was quite apparent, due to the nature of the event that is going to be examined in the research. As well, the quantitative approach would have been an efficient

way to collect data. Conduct a vast survey from the visitors of Oulu Days, for example sending a Webropol survey to companies which were involved or the participators of Oulu Days 2013. However this method lacks the interaction with the informants. One of the main objective, when using quantitative research method, is that the information gain or develop can be analyzed in terms of numbers (Veal 2011, 34). The numeric information and statistics are not the format of information what is desired in this particular research. Even though qualitative research is more time-consuming and probably more stressful, the results gained are more in-depth and detailed which will be suitable for the case of Oulu Days.

4.2 Case Study

The main aim of case study is to understand the phenomenon being researched. Case studies can consist individuals, communities, organizations or even entire countries (Veal 2011, 128). It is common that qualitative research depend on some form of fieldwork. The core of fieldwork can be summarized that it is about the participation on the part of the researcher. Conducting fieldwork requires special skills and these skills are built on the basic participation skills. Fieldwork is involving the researcher to the research process. Usually case study refers to research that investigates a few cases, often only one case, in considerable depth. The main point in the case study is that the researcher creates the case or cases studied and the constructed cases are examined out of the naturally occurring environment. One key feature of the case study is the use of variety of data types and the types of analysis. (Shank 2002, 52-53; Gomm-Hammersley 2000, 3; Veal 2011, 342)

In this thesis the case study as a research method is applied. Case study utilize versatile and multiple data collecting and usually the subject investigated is a current occurrence or an operational human in a specific environment. Even though case study can be seen as a simplest form of fieldwork, it is expected to catch the complexity of a single case. Those findings produce unique information of the target researched. (Yin 1983, 23; Shank 2002, 53-54.)

The base of case study is constructed on a contemporary phenomenon which is examined in-depth. The phenomenon that is desired to examine and understand, is related to real-life. The case examined is studied over period of time where the observations and measurements take place. Technically, case studies rely in multiple sources of evidence and benefits from the prior development of theoretical propositions. (Yin 2009, 18; Spata 2003, 225.)

Case study as a research method possesses many strengths. Case study is capable to place people, organizations, events and experiences in their social and historical context. Also the ability to perceive the subject of the study as whole is a positive asset of case study. (Veal 2011, 346.) Such as all the methods used in research, case study as a research methods has also disadvantages. The existence of close link between case study and various forms of occupational practice has been regarded as a weakness and case study has been perceived as unscientific research method, also the ability to generalize has had its debates. However, such criticism has become less common in recent years. The characters of case study that can be perceived as an advantages are down-to-earth and it is attention-holding features. (Gomm-Hammersley 2000, 2; Stake 2000, 19.)

In this thesis the case study is Oulu Days 2013. This particular event will be examined by using different research methods in order to receive in-depth information and understanding the concept of this specific event.

4.3 In-depth Interviews

In-depth interviews are the main research method used in the thesis. In this study the interviews are conducted to four persons that participated in Oulu Days 2013 by organizing content to the event program or organizing the event itself.

In-depth interviews are a useful qualitative data collecting technique that can be applied to a variety of purposes, including needs assessment, program refinement, issue identification and strategic planning. As the name of the research method refers, in-depth interviews aim to receive deeper information than is possible with a questionnaire interview. In-depth interviews are most appropriate for situations when wanted to ask open-

ended questions that evoke depth of information from relatively few people, as opposed to surveys which tend to be more quantitative and are conducted with large number of people. (Diehl-Guion-McDonald 2012; Veal 2011, 240)

There are three different formats of In-depth interviews. These formats are semi-structured and structured and no-structured interview (Metsämuuronen 2006, 115). The format of in-depth interview that was selected to utilize in this thesis project was semi-structured. Semi-structured in-depth interviews are designed to have a number of questions prepared in advance, but in the same time the questions are designed to be sufficiently open that the next question of the interview cannot be planned in advance (Wengraf 2001, 5). Wengraf (2001, 5) also mentions that semi-structured interviews are usually perceived as an easier way to conduct interview than fully structured interviews and it is a mistake; they might be seen as more difficult. The semi-structured format was selected to this study due to its feature of providing more profound data and it was seen to be more productive way to this study, since the intent was to achieve detailed information from Oulu Days. The conversational tone of semi-structured in-depth interviews delivered also own experiences of the respondents.

In this thesis the form of the interview questions were open-ended and the questions were asked and designed in a way that it was effortless to understand the content of the questions. One main purpose of the in-depth interviews conducted in the thesis was to gain valid and profound data for the research. The questions asked were thoroughly considered, and planned and tested before executing the interviews.

For the thesis, four different in-depth interviews were made. The interviews took place on the 4 July, 12 July, 17 July and 11 September 2013. The persons interviewed were Chairman of Oulu Folk Ry Eero Väänänen, Event Coordinator of Oulu Days and also the commissioner of the thesis project Vesa Pynttäre, Executive Director of Suomen Rytmimusiikin Ystävät Ry (SRMY) Risto Laitinen and Chairman of Merellinen Oulu Ry Jarkko Ekman. Each interviewee had an essential role in Oulu Days 2013. The process of selecting the right candidates for the in-depth interviews was not a simple task to conduct. The interviews were executed in the period from 4 July until

11 September 2013. Due to the fact that July is the busiest holiday season in Finland, reaching possible interviewees was problematic. In the end, four persons interviewed were truly helpful and cooperative. Two of the interviews were executed in public place or in an office and one of the interview was conducted via telephone. All the interviews were recorded. The duration of the interviews was 20-40 minutes. Approximately the same framework for the interview were used in each interview, only few minor changes had to be made to two interviews. (See appendix 2).

The main objective of the in-depth interviews was to determine the current state of Oulu Days and find out what issues are accomplished well and are there matters that need more attention, for example in the marketing, cooperation or in a target group perspective. In the best case scenario, the desired results of the in-depth interviews would generate new ideas for further developments actions.

4.4 Participant Observation

Even though in-depth interviews are a functional method of collecting valid information, the perspective of active participant is missing from the in-depth interviews. In order to receive all the potential research material available, participant observation as a research method was used alongside the in-depth interviews.

When conducting observation, the researcher observes the subject of the research more or less in an objective way and during the process makes notes and field reports. Furthermore the process of observation can be seen as a continuum. While it is rarely possible to conduct the whole research by using observation as a research method, the technique has an important part in most research strategies. It is typical that observation is used together with other research techniques. (Metsämuuronen 2006, 116; Veal 2011, 207.)

According to Shank (2002, 18), observation is the most basic and the single trickiest skill for qualitative research to master. The reason for this is that as human beings, we are programmed to observe. Ignoring the surrounding happenings is almost impossible if there is no special effort placed in ignoring the surrounding environment. (Shank 2002, 18.)

Shank (2002, 21) has divided observers into eight different types; the embracer, the photographer, the tape recorder, the categorizer, the baseliner, the abstracter, the interacter and the reflecter. The embracer as an observer tries to get as much data as possible. The purpose is to get the whole picture, not to concentrate in irrelevant detailed information. The photographer is it can be detected from the name already, observes on the visual point of view and concentrates mainly on looking. The tape recorder observes toward sounds and sound patterns. Human speech and conversation draws mostly this observer type. The categorizer and the abstracter resembles each other, both are try to be objective. Study of people is the main core, when it comes to the interacter as an observer. This type pays attention to persons in settings and their interactions. The final type is the reflecter. When conducting observation, the reflecter monitors the impact of these observational experiences on himself or herself. (Shank 2002, 26.) In the case of Oulu Days the observer type used was the interacter, since it was the main objective to observe to behavior of the visitors.

In this thesis the form of observation was participant observation. In participant observation the researcher is included to the research process by becoming participant in the social process which is studied. The research method can be described as a method in which a researcher immerses him- or herself in a social context with the aim of uncovering through an empathetic understanding the meaning systems of participants in the social context and hence to see the world from their point of view. (Bryman – Burges 1999, 146)

By using the participant observation as a data collecting method in this thesis, it gave a thorough understanding to the author of the whole matter and wider picture of the event itself. The first issues that were observed in the event was the behavior of the participating visitors and the especially the behavior and expressions of the passerby's. Second matter that was observed was overall atmosphere. By conducting observation, some issues occurred that did not appear from the in-depth interviews. These matters include expressions of the visitors participating in the event and how did they behaved in the event. The main objective of the participant observation was

to find out the hidden and silent knowledge, by utilizing other senses in addition to listening.

4.5 Content Analysis

Content analysis has a long history and it is being used with increasing frequency by a growing number of researchers, in addition, the usage of the content analysis as a technique in research is growing fast. Content analysis can briefly be defined as a systematic, objective, quantitative analysis of message characteristics. Nonetheless content analysis can be used also in qualitative research, as it is used in this thesis. Content analysis includes careful examination of the specific matter and it is applicable to many areas of inquiry. One feature of content analysis is that it summarizes rather than reports all details concerning the topic examined. (Neuendorf 2002, 1-15)

There exist different approaches to content analysis. Descriptive content analysis, inferential content analysis, and psychometric content analysis are examples of the approaches that content analysis can be conducted. In the descriptive content analysis the particular message pool is described in an old fashioned manner. The conclusions are carefully limited to the content being studied. When conducting inferential content analysis, the researcher wish to make conclusions about sources or receivers only from content-analytical studies. Psychometric content analysis has experienced the greatest growth in the recent years and the purpose of this approach is to provide a clinical diagnosis for an individual through analysis of the information produced by that individual. (Neuendorf 2002, 52-55.) As in this research the aim was to have specific conclusion, the approach decided to utilize was descriptive content analysis.

In order to discover the main themes of the material gathered for the research, coding as a tool is utilized and content analysis is one manner of executing it. The purpose of coding beholds three aspects; data reduction, organization and process of data exploration, analysis and theory-building. As mentioned in the earlier chapter, one type of coding is content analysis, which is exploited in this thesis. Content analysis can be used as a technique in both, quantitative and in qualitative research. The main function of content

analysis is to identify terms, phrases, or actions that appear in a document and then analyzing the repeating issues and in what context they occur. (Cope 2005, 223-225).

Content analysis contains a systematic reading of a body of texts, images, and symbolic matter, not necessary from an author's or user's perspective. It has its own approach to analyzing data that comes largely from how the object of analysis imagined. Content analysis is a research technique for making replicable and valid conclusions from texts to the contexts of their use. (Cope 2005, 233.)

5 RESEARCH PROCESS

5.1 Results from In-depth Interviews

After conducting content analysis of the material gained from the in-depth interviews, various relevant issues occurred. All the interviewees expressed interest towards the research concerning Oulu Days and they had previous experience in participating Oulu Days. The in-depth interviews delivered useful and convenient information about the current situation of Oulu Days and opinions for the potential future developments. Also many significant facts occurred from organizing and managing an event. The results of the interviews indicated that the process of managing and being involved in the event is not as straightforward as imagined.

Seven different themes could be detected from the interviews (Figure 6). These were development actions, risk and challenges, cooperation, image, target market, budget and marketing. The themes emerged regularly during the interviews.

The first theme concerned issues about developing actions. As the main purpose of this thesis project was to observe new ideas for Oulu Days to be more approachable to visitors outside of Oulu this theme can be categorized as one of the main ones. Issues concerning development actions introduced many different angles from every respondent. The changes that Oulu Days faced this year generated challenges and in the same time new possibilities. Despite all the complexity, the respondents announced that all the changes made were in an essential role in the future development of Oulu Days.

The size of the event was a matter that could be in the future developed and altered. Since the current duration of the event is longer, there is space for larger events as well. As Väänänen (2013) mentions that not all the events have to be only small-sized. There is a desire and interest organize also wider happenings during the Oulu Days, however remaining the original image of Oulu Days.

Actual development ideas occurred during the interviews. When discussing about the factors that would make Oulu Days more approachable for tourist,

Laitinen (2013) and Väänänen (2013) both mentioned an idea of Oulu Days-package. The packages would decrease the barrier to participate in Oulu Days outside of Oulu.

Risk and challenges was the second theme that could be uncovered after conducting analyses (see Figure 6). Weather was seen as a major risk factor, since majority of the events held in Oulu Days are organized outdoors. Weather is unpredictable; it is convenient to possess fallback in case of poor weather. Part of funding issues were considered also as a risk and a challenge. Oulu Days is not a commercial event; hence companies do not join easily to sponsor Oulu Days in financial way.

Third theme considered cooperation. Many events in Oulu Days are organized in cooperation with different associations. As Oulu Days have several cooperation partners, there is no lack of cooperation in that aspect. Nevertheless cooperation with other companies or association was considered as a necessary factor in order for further growth of Oulu Days. Cooperation with other event or happening would foster the whole event. According to Pynttari (2013) in the future it could be possible to combine Oulu Days together with a commercial event such as sport event. This sort of combination would increase the size of the event and provide potential sponsors for the event. There is a lack of cooperation among sponsors which would bring the financial aid for the event. Also the idea of Oulu Days acting as a platform for other event occurred from the interviews.

Among the first matters discussed in the interview was the image of Oulu Days and how the Oulu Days 2013 functioned on their perspective. The image of the event was perceived as positive. Even though a few larger performances are welcoming conceit, the purpose is still to maintain the inviting atmosphere. The image displays important role in the event. The main purpose is not to transform Oulu Days overly commercial event and as Väänänen (2013) points out, the intention is not acquire performers that can be seen in every festival.

When discussing about target market of Oulu Days, all the respondents agreed that all age groups are taking into consideration in the program of

Oulu Days. However when it comes to particular target group, there is room for improvement. According to Pynttäre (2013), before some years ago the target group of Oulu Days was only the group of people that had an invitation to the event. Now the situation is transforming vice versa, since the modern Oulu Days is perceived as an event for every citizen.

The common thought of the budget was that it is not overly large. For example in order to conduct proper marketing, it requires enlargement of the budget. It was mentioned frequently that the current budget is not enough for efficient marketing action.

Marketing elevated into main theme, in all of the interviews. The importance of marketing action is in a crucial position when considering the Oulu Days becoming more familiar for tourist. There has been a great effort place in marketing, according to Pynttäre (2013), the marketing image of Oulu Days nearly redone this year.

From the seven main themes, three key issues or ideas can be discovered (Figure 6). Firstly, the open-mindedness for the development actions was clearly seen from each interview. It was not a taboo and new ideas are always welcome. Second issue was expanding the cooperation. Cooperation was seen as a major actor, which would in best case scenario increase the budget, marketing and the whole event itself. The final ideas concerned about the importance of marketing. In order to be more approachable for tourist, all aspects of marketing has to be considered. Likewise the power and importance of social media was emphasized during the interviews.

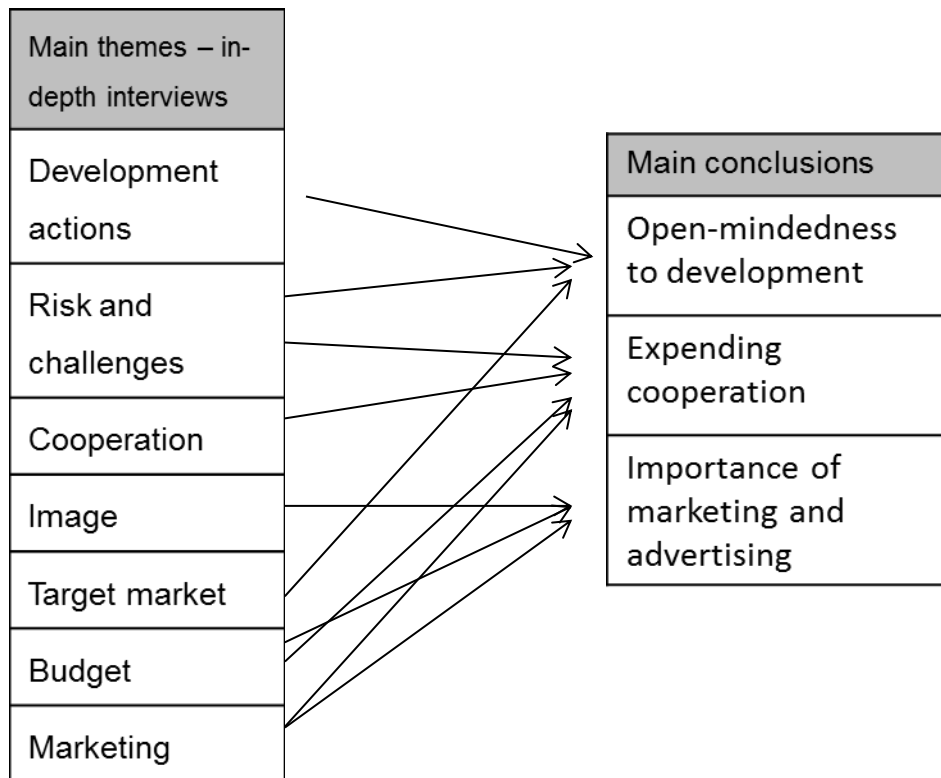


Figure 6. Main Themes of In-depth Interviews

5.2 Results from Participant Observation

The event that was observed for the thesis was held in the pedestrian street of Oulu on 6 of July 2013. The essence of the event was to create a living room for the citizens of Oulu. The main part of the pedestrian street called Rotuaari was transformed into a film theatre. The furniture for the event was donated by the recycling center of Oulu and before the event started, there was a possibility to see and test the donated furniture to reserve piece furniture in advance. At the end of the event the audience could take away the furniture that they had reserved free of charge.

The starting time of the event was at 7pm and in the beginning; the highlight of the happening was shown. It was the film called Muistot, a documentary of Oulu in the 1950's. The film was directed by Peter von Bagh. He is a film historian and a professor, born on 29 August 1943. After the film Muistot, several short films made by students of Oulu University of Applied Sciences were shown.

The atmosphere at the beginning of the happening was anticipatory and excited. That could be expected as well since the event was organized for the first time. However the overall environment of the event could be described as warm and welcoming.

In the audience, there was no one particular age group noticeable. Everybody from small children to elderly viewers had come to the event. (See Figure 7.) The first film of Peter von Bagh was more oriented to older audience. However, as observing the people watching the film, it was possible to notice that it did interest also the younger audience, especially if they were originally from Oulu.



Figure 7. Picture from the Film Evening Held in Rotuaari (Facebook Pages 2013)

The event raised interest among the passerby's. This event was a new concept and many questions were asked among the audience. All the seats available were taken almost an hour before the actual event started, and as observing the visitors of the event it could be detected that approximately half of the visitors were they by accident. This observation was detected since there were persons that first passed the event and after a while reappeared in the audience. The passerby's became visitors of the event.

After conducting the participant observation, six main themes could be detected from the results (See Figure 8). These themes were development, communality, innovativeness, contemporaneity, approachableness and old traditions. Issues requiring developments could be detected during the observation. The event observed was new and there had not been a similar event organized in the pedestrian street or in the whole city of Oulu before. It was clearly noticeable that developments had been made to the program of Oulu Days 2013. The second theme, communality, was in the atmosphere of the event. The age group of the event could not be specified into particular segment, since there were participants from all age groups. The event had a conjunctive effect, because everyone interacted with each other, no matter what was the age of the participant. As mentioned earlier in the chapter, this was the first time that the film night was organized and theme of the event is innovative. Since recycling and purchasing goods second hand is a trend nowadays, what could be more innovative than combine a modern trend to an event. The fourth discovered theme was contemporaneity. Recycling, second hand goods, movies, free event and doing things together despite the age, are all modern and contemporary matters. It could be detected from the participant's expressions that they were participating in something new, unfamiliar. There is no exact statistic documented of the number of visitors in the event, the estimation is approximately 100-200 hundred visitors. As mentioned earlier in the chapter, the event attracted many visitors that were not planning to participate in the event and they were participants by accident. It was clearly seen that there was no barrier for the passerby's to participate. The event was approachable. The final theme found was traditions. Even though the event had many features that can be counted into modern and contemporary qualities, the old traditions were strongly present. One major half of the image of Oulu Days, is to combine the modern and traditions into one. The film night succeeded in producing an innovative evening with a touch of old historical Oulu.

From the discovered themes can be detected two main conclusion (Figure 8); new innovative ideas and connecting experience.

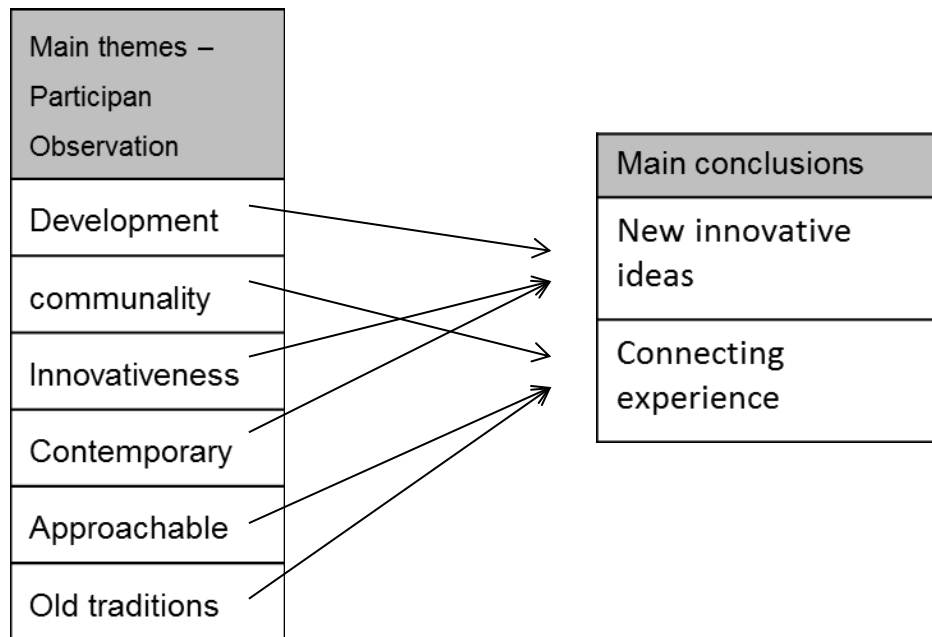


Figure 8. Main Themes from the Participant Observation

5.3 Combining Results

After conducting a thorough analysis of the themes discovered from the in-depth interviews and the participant observation, five main conclusions were detected. The first conclusion that was found is the development and innovation. From the research made, it was clearly noticeable that developments have been made and fresh innovative ideas were presented. The feedback received from the development actions and new addition to program was well received among the participants of Oulu Days. Second matter addressed issues concerning marketing and cooperation. There is a lack of cooperation and in the marketing of the event. The budget of the event prevents most of the larger marketing actions, however establishing a functional cooperation with a cooperative company there could be a lot of help received in making Oulu Days more visible and finding potential sponsors would also aid in issues concerning the budget.

The third matter that requires more attention is the approachability and the connecting effect of the event. From the result of observation it was clearly noticeable that the event was inviting, easy to approach and it was a connecting experience, rather than just a normal evening watching a film.

These positive experiences should be taken seriously and combined even more the program of Oulu Days.

From the five main conclusions, two concrete suggestions arose. First one is the Oulu Days package. From the results of the research, it could be discovered that there is need for package, which could be sold to the visitors that are planning to participate in Oulu Days.

This would include tickets for the one event that has got entrance fee and two or three nights in a hotel. Such a product would require cooperation with a hotel company. The basic layout would be accommodation in a hotel 2-3 nights, free entrance fee to all happenings and events in Oulu Days, customized program for Oulu days (depending on what period time the tourist would come) and a private introduction to Oulu and Oulu Days. The first requirement of the package would be the cooperation with a hotel chain in Oulu. As Laitinen (2013) mentions in the interview that in order to Oulu Days package to become reality, a large hotel chain company in Oulu should be involved in the process, especially in the marketing perspective.

The budget of Oulu Days is limited and the marketing of this package would be essential. The hotel chain would come forward in this section, as marketing the Oulu Days package on their web pages, accomplishing vast visibility in a minor effort. By creating Oulu Days package, the number of visitors in Oulu and specifically in Oulu Days would increase. The process of deciding the destination and the activities would be easy for the potential tourist, due to the readymade package. However, as earlier mentioned this would need cooperation with one of the hotel chains in Oulu.

Second suggestion considers marketing aspects. The results indicated that marketing is the key issue in making Oulu Days more visible and growing the event. Social media was exploited satisfyingly in marketing Oulu Days 2013, yet the appearance in social media was slightly scattered. The marketing in social media should be more straightforward, a clear campaign. By managing a successful marketing in social media, a person with an expertise in the field would be employed for a certain time.

In summary, the five main conclusion can be divided into four different development suggestions, from which two were concrete suggestions. The aspects that requires development actions were marketing actions and cooperation with different stakeholders. The two concrete suggestions were the Oulu Days package and marketing in social media, by employing a specialist to assist in the process.

5.4 SWOT

Lastly, SWOT analysis was conducted from gathered results of the research. The purpose of the analysis is to understand strengths, weaknesses, opportunities and threats what Oulu Days as an event possess or might face in the future (Figure 8). SWOT analysis is an efficient method in identifying the key elements of a phenomenon.

The strengths which Oulu Days have are the long history of the event and how the historical aspects can be combined together with the new innovative ideas. Authenticity can be considered also as strength of Oulu Days, which is valued currently in the tourism field. Furthermore, the fact that Oulu Days is the oldest cultural festival in Oulu is a strength that should not be ignored.

Nevertheless, beside the strengths follows weaknesses. Lack of marketing and size of the budget can be regarded as weaknesses and those issues need more specific attention. Even though municipality of Oulu supports Oulu Days financially there could be closer interaction each other. Nevertheless probably the largest weakness of Oulu Days is the lack of cooperation. Without versatile network of different stakeholders, the event will encounter difficulties in the future. Efficient cooperation assists in marketing, financial issues and increasing the interaction, and witch will eventually increase the visibility.

There is a strong potential in Oulu Days to overcome the weaknesses mentioned. Oulu Days possess a strong potential in increasing the total number of visitors. Oulu Days is currently a three-week long event and the total amount of visitors will be divided into the whole period of time, which will create the possibility in receiving more visitors. In addition raising the total

profit and increasing the size of the event can be considered as opportunities of the Oulu Days.

A common threat that concerns all the events is global warming. Economic situation of the certain environment also effects to the outcome of the event. Those threats exist in the background. Threats that concern more specifically Oulu Days as a single event are first of all competition. In 2013 there were other musical events happening at the same time as Oulu Days. Those events could be considered as threats since the potential customers could visit those events than Oulu Days. As history is strongly presented in Oulu Days, losing the traditional aspect of the event is a threat. The historical and traditional happenings in Oulu Days are essential in maintaining those aspects in the modern world.

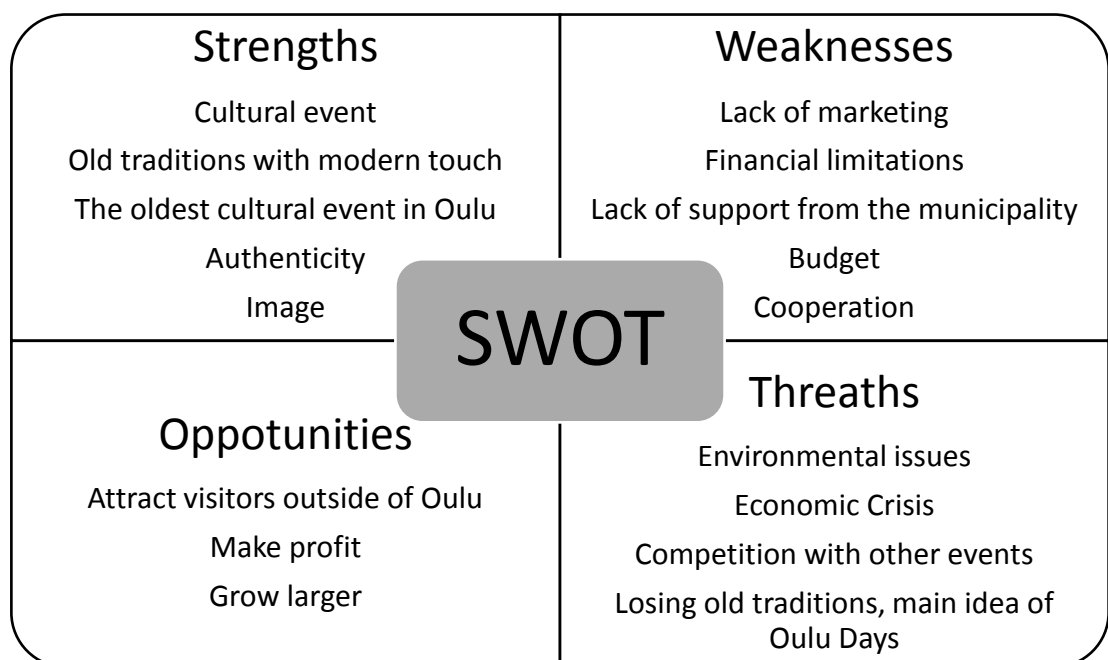


Figure 9. SWOT Analysis of Oulu Days.

6 CONCLUSION

The main objective of this thesis was to examine the event Oulu Days for the purpose that some new ideas would appear which would make the event more approachable for tourist and visitors outside of the municipality of Oulu. Qualitative research methods were used in the thesis and the methods chosen were in-depth interviews that were conducted to the actors that were involved in the Oulu Days 2013 and participant observation which was executed in the event of Oulu Days. From the results of content analysis, same themes could be discovered from the both research methods. The results indicated, albeit there is certain areas that requires further developments, Oulu Days has a lot of potential to attract the tourist visiting Oulu.

The research revealed four development suggestions which requires more attention and concentration in order for Oulu Days to occur more approachable for tourist and increase the visibility. Firstly, the current marketing actions do not reach the all the potential visitors, therefore more profound concentration would need to be placed in to marketing Oulu Days and stronger emphasis on the social media. However, larger campaigns would inquire more funding, which brings us to the second fact; cooperation. Due to the fact that Oulu Days has been a three week long city festival from 2013, the budget of the event inquires a renewal. By cooperating with local companies and acquiring sponsors for the event, the long needed visibility of Oulu Days would increase and simultaneously there could be growth in the budget. The Third fact is actual concrete product for the Oulu Days; Oulu Days package. The results indicated that there is a need for concrete product for the potential visitors of Oulu. The package would make it easier for the tourist to participate in the event and visit Oulu. Fourth and the final development suggestion concerns marketing in social media. Even though social media has been utilized in marketing of Oulu Days, the full benefit of the potential of social media have not been exploited. Therefore, employing a specialist that has specific intelligence of marketing in social media would be beneficial in order to establish a solid marketing campaign.

Reliability and validity are in a major role when it comes to results of the research. The research cannot be claimed as a valid research if there are only few exemplary instances are reported, the criteria for including some issues and not some other are not provided and the original form of the materials is unavailable. In order to receive valid results there are few concerns that require attention; the use of the constant comparative method, comprehensive data treatment and using appropriate tabulations. For providing reliable results it is necessary for the researcher to document the research procedure and to demonstrate that categories have been used consistently. (Silverman 2000, 187-188.)

When considering this thesis, the results can be considered valid since the participants in the in-depth interviews were persons that had years of experience about Oulu Days. However, it had to be taken into consideration during the interviewing process that some answers might have been personal opinions. The results can be perceived as reliable since the overall conclusions, respondent's answers and the results of the participant observation are comparable. Also by using similar research methods, the results would be identical.

Due to the changes that Oulu Days 2013 faced, there is a demand for further studies, especially on the financial aspects of Oulu Days. The longer length and the advantages of the summer time established new environment for Oulu Days to create new improvements and develop over time. The key elements and suggestions discovered in this research generated a platform for further studies.

Nevertheless, as Getz (2007, 10) mentions in the model of core phenomenon and major themes of the Event Studies (Figure 4); the main core is the planned event experiences and meanings, and the results of the research indicate that even though there is a demand for developments in certain areas, the core, experience and meaning of the event is desired to maintain.

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APPENDICES

OULUN PÄIVÄT 2013 – KÄSIOHJELMA

APPENDIX 1

Oulu Days 2013 – The Event Program

14.6 – 7.7.2013

Viikko 24

- 14.6. Klo 19.00 Oulun Päivien avajaiset Rotuaarilla
- 14.6. Klo 10.00-18.00 Pohjois-Pohjanmaan museokohteisiin vapaa pääsy
- 14.6. Klo 16.00-23.00 Ookkonää katusoittaja –Katusoitto kilpailu kauppatorilla
- 14.6. Klo 20.30-21.30 Komilainen kansanmusiikki- ja tanssiryhmä Pihlajan helmet
- 14.6.-15.6. Elämysten Pikisaari
- 14.6.-16.6. Oulu Päivien markkinat Oulun kauppatorilla
- 14.6.-20.6. Oulun pyöräilyviikko
- 15.6.-16.6. Klo 9.35-14.55 Museojuna liikennöi väliä Oulun rautatieasema-Haukipudas-li-Oulun rautatieasema
- 15.6.-16.6. Klo 10.00 Toppilan Meripäivät
- 15.6.-16.6. Klo 10.00-16.00 Puolivälinkankaan vesitorni ja tähtitorni avoinn yleisölle
- 15.6.-16.6. Lasten messut Oulunhallissa
- 15.6.-16.6. Tervereitistövaellus
- 15.6. Klo 10.00-11.00 Pendolino-ajelu: Oulu-li-Oulu
- 15.6. Klo 10.00-15.00 Kesätoritapahtuma Kaakkurin monitoimitalolla
- 15.6. Klo 10.00-18.00 Pohjois-Pohjanmaan museokohteisiin vapaa pääsy
- 15.6. Klo 11.00 ja 13.00 Arjesta energiaa- kiertoajelu
- 15.6. Klo 11.00-12.30 Lastentapahtuma: Ookkonää pyöräily laulamaan kauppatorilla
- 15.6. Klo 12.00-13.30 Oulun Tervasoudun välitappi Turkansaassa
- 15.6. Klo 12.00-16.00 Käsityökirpputori Oulun taidemuseolla
- 15.6. Klo 12.30 Topparoikka-työnäytös Ratamestarintiellä
- 15.6. Klo 13.00-15.00 Ruokaralli Oulun kauppatorilla
- 15.6. Klo 15.00-19.00 Ookkonää katusoittaja –katusoitto kilpailu kauppatorilla
- 15.6. Klo 15.30 Peter von Bagn: Muisteja – Pieni elokuva 1950-luvun Oulusta
- 16.6. Klo 10.00-18.00 Pohjois-Pohjanmaan museokohteisiin vapaa pääsy
- 16.6. Klo 11.00-16.00 Päivikin nimipäivät. Leppämäen aitan avajaiset ja lahjoitusjuhla
- 16.6. Klo 12.30 Topparoikka-työnäytös Ratamestarintiellä
- 16.6. Klo 13.00-15.00 Turkansaassa tarinaa tervanpoltosta

- 16.6. Klo 14.00-16.00 Oulun Seudun Lausujat: Toiverunoja
- 16.6. Klo 14.00-17.00 Jamppatanssit Sanginjoen nuorisoseurantalolla
- 16.6. Klo 14.00 Katusoittokilpailun voittajien konsertti
- 16.6.-18.6. Klo 16.00-20.00 Oulunsalon kotiseutumuseo avoinna
- 16.6. Klo 15.30 Peter von Bagh: Muisteja – pieni elokuva 1950-luvun Oulusta

Viikko 25

- 17.6.-18.6. Klo 16.00-20.00 Oulunsalon kotiseutumuseo avoinna
- 17.6.-20.6. Klo 17.00-20.00 Lasten leikit Oulun Tuomiokirkolla
- 17.6.-20.6. Pohjoispohjanmaalainen perinneruokaviikko Katoppa-asukastuvalla
- 17.6. Klo 18.00-20.00 Kävelykierrokset Intiön hautausmaalla
- 17.6. Klo 18.00-21.00 Hoitokalastus- ja vesienkunnostusretki Jäälinjärvellä
- 18.6. Klo 17.00-21.00 Löytöretki Oulun parhaisiin luontopaikkoihin
- 18.6. Klo 18.00-20.00 Lauluilta Villa Hannalassa
- 19.6. Klo 10.00-15.00 Turkansaassa työnäytöspäivä Köökin puolella
- 19.6. Klo 12.00-16.00 Turkansaaren opastetut retket
- 19.6. Klo 14.00-16.00 Kulttuuria Citybusseissa
- 20.6. Klo 12.00-14.00 Alma-rouvan tarinoita Villa Hannalassa
- 20.6. Klo 14.00-16.00 Kulttuuria Citybusseissa
- 21.6.-26.6. Klo 10.00-18.00 Tervanpolttoviikko Turkansaassa
- 21.6. Klo 18.00-22.00 Koko perheen juhannusiltamat Turkansaassa
- 21.6. Klo 10.00-18.00 Tervanpolttoviikko Turkansaassa

Viikko 26

- 21.6.-26.6. Klo 10.00-18.00 Tervanpolttoviikko Turkansaassa
- 24.6. Klo 18.00-20.00 Kävelykierrokset Intiön hautausmaalla
- 25.6. Klo 18.00-20.00 Guided walking tour in English
- 25.6. Klo 18.00-20.00 Lauluilta Villa Hannalassa
- 25.6. Klo 18.00 Onkikilpailu Värtön rannassa
- 26.6. Klo 10.00-15.00 Työnäytöksiä. Kätten töitä Turkansaassa
- 26.6. Klo 12.00-12.30 Tahdissa mars!
- 26.6. Klo 12.00-16.00 Turkansaaren opastetut retket
- 26.6. Klo 18.00 Rantailta Emännänrannassa
- 26.6. Klo 18.00-20.00 Kävelykierros: Prumenaati Wanahasa Oulussa
- 26.6. Klo 19.00-00.00 Eläkeläiset ry:n valtakunnalliset kesäjuhlat Rotestijuhla ja juhlatanssit
- 27.6. Klo 10.00-12.00 Rotestikulkue ja ohjelmaa Rotuaarilla
- 27.6. Klo 12.00-14.00 Alma-rouvan tarinoita Villa Hannalassa
- 27.6. Klo 12.00-16.00 Rauhan Tervehdys seikkailee kirkonmäellä
- 27.6. Klo 17.00-19.30 Kävelykierros Oulunjoen hautausmaalla
- 27.6. Klo 18.00-20.00 Guided walking tours in English
- 27.6. Klo 18.00-20.00 Kävelykierros: Kummituksia ja kummallisia kohtaloita
- 28.6.-29.6. Klo 18.00 Oulun Päivien juurihoitoa Oulun kauppatorilla
- 29.6. Klo 10.00-15.00 Taikurikurssi 9-16- vuotiaille
- 29.6. Klo 10.00-16.00 Aarresaariseikkailu koko perheelle Nallikarissa

- 26.6. Klo 12.00-14.00 Poniajelua Villa Hannalassa
 26.6. Klo 12.00-15.00 Matkakokemuksia Thaimaasta. Travel experiences of Thailand, Kirkkotorin koulutuskeskus
 29.6. Klo 13.00-15.00 Guided bus Tour in Finnish and English
 29.6. Klo 14.00-21.00 Suvirock –kylätapahtuma Oulunsalon Varjakassa
 30.6. Klo 9.00-13.00 Taikurikurssi 9-16-vuotiaille
 30.6. Klo 15.00 Oulun Päivien juurihoitoa Oulun kauppatorilla
 30.6. Klo 15.00-16.00 Koko perheen taikashow

Viikko 27

- 1.7. Yli-lin pitäjät
 1.7.-7.7. Tervestiimaviikko Ylikiimingissä
 1.7. Klo 18.00-20.00 Kävelykierroksen Intiön hautausmaalla
 2.7. Klo 18.00-20.00 Guided walking tour in English
 3.7. Klo 10.00-15.00 Työnäytöksiä. Kätten töitä Turkansaassa
 3.7.-7.7. Klo 18.00-18.50 Scifirkus – kesäsirkus
 3.7. Klo 18.00-20.00 Kävelykierros: Ruusuja ja romantiikkaa Hupisaarilla
 4.7. Klo 12.00-14.00 Alma-rouvan tarinoita Villa Hannalassa
 4.7. Klo 18.00-20.00 Guided walking tour in English
 5.7. Klo 18.00-20.00 Kävelykierros: Suuri saarikierros
 5.7.-7.7. Tanssiva Oulu
 5.7.-7.7. OYT esittää: Peter Pan
 6.7.-7.7. Klo 12.00-16.00 Kirjansidontaa Merimiehenkotimuseo
 6.7. Klo 13.00-15.00 Guided Bus Tour in Finnish and in English
 6.7. Klo 19.00 Oululaisten oma olohuone, elokuvailta Rotuaarilla
 7.7. Klo 14.00-15.00 Turkansaassa lastenteatteriesitys. Hölmöläistarinat. ”Meillä välähtää”

Puolistrukturoitu haastattelu

1. Haluaisitko kertoa aluksi vähän itsestäsi ja mikä on ollut sinun rooli oli Oulun Päivissä 2013?

2. Oulun Päivät 2013

- a) Kuinka mones kerta tämä oli kun olitte järjestämässä Oulun Päiviä?
- b) Millä tavalla olitte mukana tämän vuoden Oulun Päivissä?
- c) Ei tainnut olla ensimmäinen vuosi kun olette mukana Oulun Päivissä?
- d) Oulun Päivät tiivistettynä kolmeen sanaan
- e) Mitkä asiat olivat sinun mielestäsi positiivisia?
 - i. Miksi ne olivat positiivisia asioita?
- f) Mikä on nyt Oulun Päivien jälkeen päällimmäisenä ajatuksena?
- g) Mitä asioita pitäisi vielä kehittää?
 - i. Mikä on syynä tälle kehittämisen tarpeelle?
- h) Nyt Oulun Päivien 2013 jälkeen, tekisitkö jotain asioita erillä tavalla?
 - i. Miksi?
 - ii. Miten?

3. Muutos: Oulun Päivät 2013 vs. Oulun Päivät 2012

- a) Mitä asioita tehtiin erillä tavalla edellis vuoteen verrattuna?
- b) Oliko se menestys?
 - i. Taloudellisesti?
 - ii. Kävijämäärä?
- c) Mitä haasteita muutokset toivat?
 - i. Tapahtuman kesto?
 - ii. Ohjelma?
 - iii. Henkilökunta?
 - iv. Vierailijat?

4. Palaute

- a) Vastaanotitko palautetta Oulun Päivien aikana tai oletko vastaanottanut palautetta tapahtuman jälkeen?
- b) Onko saadussa palautteessa esiintynyt samanlaisia asioita?
 - i. Jos on, mitä nuo seikat ovat olleet?

5. Kohderyhmä?

- a) Kuvailisitko Oulun Päivien asiakaskuntaa sinun näkökulmastasi?
 - i. Ovatko käyneet asiakkaat mielestänne olleet juuri se oikea asiakaskunta?

- ii. Onko se hyvä asia, sinun mielestäsi (pitäisikö kohderyhmää tarkistaa)?
 - b) Mitä asioita pitäisi kehittää, jotta Oulun Päivät houkuttelisivat vierailijoita myös Oulun ulkopuolelta?
 - i. Mitkä asiat pitäisi olla toisin, jotta Oulun Päivät houkuttelisivat vierailijoita ulkomailta?
 - ii. Vai onko se sinun mielestäsi yksi Oulun Päivien tavoitteista?
6. Oulu Päivät - matkailunähtävyys
- a) Näetkö Oulun Päivät matkailukohteena?
 - b) Kuvailisitko mitä sinun mielestäsi ovat matkailukohteen ominaispiirteet?
 - c) Mitä ne ominaispiirteet ovat Oulun Päivissä?
 - d) Olisiko Oulun Päivillä mahdollisuus kehittyä matkailullisesti, mihin asioihin pitäisi kiinnittää enemmän huomiota, jotta kehitystä tapahtuisi?

7. Markkinointi

- a) Miten Oulun Päiviä 2013 markkinoitiin? Mitä kanavia käytettiin hyödyksi?
 - i. Sosiaalinen Media?
 - ii. Sanomalehdet ja ilmaisjakelut?
 - iii. Radio?
 - iv. TV?
 - v. Mainoslehtiset?
- b) Kuinka Oulun Päiviä markkinoitiin tänä vuonna mielestäsi?
 - i. Riittävästi, aktiivisesti, innovatiivisesti?
- c) Onko jotain tehty erillä tavalla markkinoinnin suhteen jos vertaa edellis vuoteen?
- d) Mitä asioita sinun mielestäsi pitäisi kehittää markkinoinnin suhteen?
- e) Onko ensi vuodelle markkinoinnin kannalta asetettu päämääriä?

Oulu Days 2013 – The form of the interview

Semi-structured in-depth interview

1. Would like to tell about yourself and what was your role in the Oulu Days 2013?
2. Oulu Days 2013
 - a) How many times have you been involved in organizing/producing program to Oulu Days?
 - b) In which way you were involved in Oulu Days 2013?
 - c) Summarizing Oulu Days in three words, what would the words be?
 - d) What issues were positive?

- a. Why there were positive?
 - e) What are the uppermost feelings, now after Oulu Days 2013?
 - f) What things should be developed?
 - i. What is the reason for this development need?
 - g) After Oulu Days 2013, would you do something differently?
 - i. Why?
 - ii. How?
3. Change: Oulu Days 2013 vs. Oulu Days 2012
- a. What things were conducted differently this year compared to year before?
 - b. Was it a success?
 - i. Financially?
 - ii. Number of visitors?
 - c. Did the changes bring any challenges?
 - i. Length?
 - ii. Programme?
 - iii. Staff?
 - iv. Visitors?
4. Feedback
- a. Did you receive feedback during the Oulu Days or after the event?
 - b. Are there any similar features in the received feedback?
 - i. If there have been, which have been those similarities?
5. Target group
- a. Would you describe the customer base of Oulu Days in your opinion?
 - i. Have to visitors of Oulu Days been the right customer group?
 - ii. Is the customer group good as it is or should it be revised?
 - b. What matter should be developed in order to attract visitors also outside of Oulu?
 - i. What things should be done differently in order to receive visitors from abroad?
 - ii. Or is it one of the goals of Oulu Days?
6. Oulu Days as a tourism attraction
- a. Do you see Oulu Days as a tourism attraction?
 - b. Would you describe the main features of a tourism attraction in your opinion?
 - c. What are those features in Oulu Days?
 - d. Would it be possible for Oulu Days to develop to be more tourism attraction?
7. Marketing

- a. In what way were the Oulu Days 2013 marketed? What channels were utilized?
 - i. Social media?
 - ii. Newspapers/free newspapers?
 - iii. Radio?
 - iv. Television?
 - v. Advertising leaflets?
- b. How the Oulu Days was marketed this year in your opinion?
 - i. Satisfactorily, actively, innovative?
- c. Has something made differently compared to last year's marketing?
- d. What things could be develop in marketing?
- e. Has there been settled any goals for next year's marketing actions?