



## **Event Impacts on Locals in Tampere Region**

Alisa Jokinen

Haaga-Helia University of Applied Sciences

Bachelor of Hospitality: Tourism and Event Management

Thesis

2023

## Abstract

<b>Author(s)</b> Alisa Jokinen
<b>Degree</b> Bachelor of Hospitality Management
<b>Report/Thesis Title</b> Event Impacts on Locals in Tampere Region
<b>Number of pages and appendix pages</b> 31 + 12
<p>The aim of this thesis was to investigate the major impacts of events on the residents of the Tampere region. The research focused on how the locals perceived various events and recommended ways to enhance their impacts. The participants were also asked to share their vision of Tampere as an event city.</p> <p>As part of this thesis, a comprehensive survey was carried out to gather relevant data. The survey was conducted using a well-designed theoretical framework that aimed to recognize and understand the impacts under investigation. The survey results were then analysed in detail, and the findings were discussed in the final stage of the thesis. This process helped to gain a deeper insight into the topic and provided valuable information for future research.</p> <p>The motivation behind conducting this thesis was to better understand the effects of Tampere's surge in popularity as Finland's go-to destination for events. While there has been a considerable amount of research on the impacts on event organizers and other stakeholders, the available data on the impact of these events on the local population is insufficient. This study aims to fill that gap by providing a more detailed analysis of how locals are affected by the events that take place in Tampere.</p>
<b>Key words</b> Events, Event Impacts, Tampere, Locals

## Abstract

<b>Author(s)</b> Alisa Jokinen
<b>Degree</b> Bachelor of Hospitality Management
<b>Report/Thesis Title</b> Event Impacts on Locals in Tampere Region
<b>Number of pages and appendix pages</b> 31 + 12
<p>Tämän opinnäytetyön tavoitteena oli tutkia isoimpia tapahtumien vaikutuksia Tampereen alueen paikallisille. Tutkimus keskittyi siihen kuinka paikalliset näkivät eri tapahtumat ja kuinka niiden vaikutuksia pystyttäisiin parantamaan. Vastaajilta myös kysyttiin heidän näkemyksensä Tampereesta tapahtuma kaupunkina.</p> <p>Osana tätä työtä, kattava kysely toteutettiin keräämään asiaankuuluvia tietoja. Kysely toteutettiin käyttämällä huolellisesti kasattua teoreettista pohjaa, joka tähtäsi tunnistamaan ja ymmärtämään tutkielmassa käytettyjä vaikutuksia. Kyselyn vastaukset analysoitiin yksityiskohtaisesti ja tuloksista keskusteltiin opinnäytetyön viimeisessä osiossa. Tämä prosessi auttoi keräämään syvällisempää näkökulmaa aiheeseen ja antoi tärkeää tietoa tulevia tutkimuksia varten.</p> <p>Motivaatio tämän tutkimuksen toteuttamisessa oli ymmärtää tapahtumien vaikutuksia, nyt kun Tampere on nosteessa Suomen suosituimmaksi tapahtuma kohteeksi. Vaikka huomattava määrä tutkimuksia tapahtumien vaikutuksista on tehty, ne kuitenkin keskittyvät tapahtuman järjestäjiin ja muihin isoihin sidosryhmiin, paikallisiin liittyvää tietoa ja tutkimusta on kerätty vähemmän. Tämä tutkimus tähtää täyttämään tuota puuttuvaa tietoa ja antamaan parempaa analyysia millaisia ovat Tampereella järjestettävien tapahtumien vaikutukset paikallisiin.</p>
<b>Key words</b> Tapahtumat, Tapahtumien vaikutukset, Tampere, Paikalliset

## Table of contents

1	Introduction .....	1
1.1	Thesis Target and Objectives .....	1
1.2	Thesis Structure .....	1
2	Tampere as an event destination .....	3
2.1	Event Venues.....	3
2.1.1	Nokia Arena .....	3
2.1.2	Tampere Stadium .....	3
2.1.3	Särkänniemi.....	4
2.1.4	Tampere Exhibition and Sports Centre .....	4
2.1.5	Tampere-talo .....	4
2.1.6	Keskustori.....	5
2.2	Events Chosen for Thesis .....	5
2.2.1	Men's Ice Hockey Championship Games.....	5
2.2.2	Gold medal festivities (Both the World Championship and Finland's National League Championship) .....	6
2.2.3	Blockfest .....	6
2.2.4	Tammerfest.....	6
2.2.5	Tampere Pride .....	7
2.2.6	Tampere Christmas Market.....	7
2.2.7	Tampere May Day Market.....	7
3	Theory .....	8
3.1	Event Impacts .....	8
3.2	Assessing Event Impacts .....	9
3.2.1	Social and Cultural.....	10
3.2.2	Physical and Environmental.....	10
3.2.3	Political .....	11
3.2.4	Tourism and Economic .....	12
4	Empirical Part.....	13
4.1	Target.....	13
4.2	Methods Used .....	13
4.3	Data Analysed.....	14
4.4	Results .....	14
4.4.1	Social and Cultural Impact Results .....	16
4.4.2	Physical and Environmental Impacts Results.....	18
4.4.3	Tourism and Economic Impacts Results .....	19

4.4.4	Personal Event impacts and Future of Tampere as an event destination results..	21
4.4.5	Summary of the Results.....	22
5	Discussion.....	24
5.1	Results.....	24
5.2	Reliability of the Research.....	25
5.3	Ethical Considerations.....	25
5.4	Conclusion .....	26
5.5	Thesis Process and Personal Learning .....	26
	Sources .....	27
	Appendices.....	32
	Appendix 1. The Impacts of Events .....	32
	Appendix 2. The Event Impacts Survey.....	33

# **1 Introduction**

This thesis explores and investigates the effects of events on Tampere residents. The article will examine the events' social, cultural, economic, and environmental impacts. Financial impacts are emphasised due to the need to achieve goals and ease of assessment. Local and national government policies commonly recognise social, economic, and environmental goals about events.

Tampere is a significant aspect of Finland's event culture and continues to increase in popularity. Nokia Arena expands the possibilities for larger arena concerts and sporting events such as the Men's Ice Hockey World Championships. Tampere has made investments and promises to boost its reputation as a destination for events. Its goal for 2021- 2025 is to become the centre for the experience economy and creative industries. (Tampere.fi, 2023a) With more significant events, the impacts grow and multiply. To support the growth of a city's event scene, it's essential to consider the impact on locals when hosting significant events.

## **1.1 Thesis Target and Objectives**

The thesis sets out to achieve several key objectives, primarily centred around researching and identifying the impacts of events hosted in Tampere from the perspective of the city's residents. The study seeks to answer several key questions, including which locals most highly value types of events, how they perceive the impacts of these events, and what suggestions they have for improving these impacts. Additionally, the thesis aims to explore how residents see the future of Tampere as an event city and what changes they would like to see implemented to improve the city's status as a hub for events.

To accomplish these objectives, the study utilised a comprehensive survey conducted among residents, focusing on gathering data related to the day-to-day experiences of residents living and working in the city and frequent visitors. The research document provides an in-depth examination of the effects of events on residents and highlights their perspective on balancing and improving positive and negative impacts. Overall, this thesis greatly contributes to our understanding of the impact of events on communities and provides valuable insights for event planners and local policymakers.

## **1.2 Thesis Structure**

The thesis is divided into four sections: theory, empirical part, and discussion. The first chapter highlights Tampere as an event city and features six significant events held in Tampere and six famous event sites in or near the city centre. The second chapter will go over the theory of event impacts.

The third chapter is the empirical section, which includes all the research and methodologies. The chapter describes the administration and analysis of the survey designed to collect local data. The fourth and final chapter will review the thesis, writing, and learning process.

## **2 Tampere as an event destination**

Tampere's appeal as an event city is expanding; in recent years, it has been claimed that it may overtake Helsinki as the "it" city for events in Finland. Throughout the year, the city hosts various large-scale and local events. Everyone can find something they enjoy. Tampere's government has decided to promote the city as an event destination. Tampere received \$3 million in EU funding in 2019 to improve city and event security. (Smarttampere 2019)

The city has a development project for experience economy during the 2021-2025 council term. Tampere's goal is to be known as a hub of international-level creative fields and experience economy. International events and experiences are essential to the city's brand and attraction. Work packages are planned to meet the needs of creators in creative fields and their stakeholders to achieve the goals of development projects. (Tampere.fi, 2023a)

### **2.1 Event Venues**

Tampere has multiple top-notch sports event venues, outdoor festival grounds, trade fair venues, conference halls, and concert arenas. In this thesis, six large venues showcasing various types of events have been selected. Later in this chapter, these venues will be introduced in detail, along with the popular events held in each.

#### **2.1.1 Nokia Arena**

Nokia Arena is in the heart of Tampere, just a quick 7-minute walk from the railway station and 5 minutes from the coach station. The arena was completed in 2021 and officially opened on December 3rd of that year. With a capacity of 15,000 people in the seating area, it also features spaces for conferences and smaller events. Adjacent to the arena is a hotel and an international casino, making it a convenient location for visitors to stay and play.

Since its opening, Nokia Arena has hosted multiple Men's Ice Hockey World Championship games in 2022 and 2023. Additionally, it serves as the home arena for Tampere's two biggest ice hockey teams, Ilves and Tappara.

#### **2.1.2 Tampere Stadium**

Tampere Stadium, or Ratina Stadium, is next to the Tampere Coach station. It was completed in time for the 1966 Track and Field Kalevan Kisat, the Finnish championship game. The stadium has a seating capacity of 16,800 people, which can be reduced depending on the type of event being held, mainly for concerts.



It boasts a 66x105-metre football field and a track and field sports area. Ratina Stadium is open to the public with no scheduled events (Tampere.fi, 2023c). It is also a popular venue for large concerts and festivals such as Tammerfest and Blockfest.

### **2.1.3 Särkänniemi**

Särkänniemi Amusement Park opened in May 1975 (Tamperelainen, 2019). It is in Särkänniemi, which is also famous for the Näsinneula. Besides Näsinneula, the park features a petting zoo for children (Koiramäki), an aquarium, a planetarium, and Sara Hilden's Museum (Sarkanniemi.fi, 2022).

During the summer, Särkänniemi hosts concerts, and in October, it becomes home to Karmiva Karnevaali, a Halloween-themed family event that lasts a week and a half. (Sarkanniemi.fi, 2023).

### **2.1.4 Tampere Exhibition and Sports Centre**

The Tampere Exhibition and Sports Centre (TESC) is just a 15-minute drive from Tampere city centre. It is one of Finland's largest exhibition and sports centres, featuring five exhibition halls. With its versatile facilities, TESC caters to various events, from small meetings to large-scale seminars and conferences.

Additionally, TESC sports grounds offer venues for various sports, such as track and field, football, futsal, and floorball. (Tampereenmessut.fi, 2023). Tampere Exhibition and Sports Centre host multiple events throughout the year, such as the Horse Fair, Craft Fair, Pet Fair, and Subcontractor Fair.

### **2.1.5 Tampere-talo**

Tampere-talo Oy, the organisation behind Tampere-talo, was established in 1987. The building was opened in 1990 and is conveniently located just a 10-minute walk from the railway station. Tampere-talo is Finland's largest and most versatile cultural and congress centre and event company in terms of programme, events, and number of visitors.

The company operates in three business areas: Operation Rental of the Tampere house and other properties, Promotion Producing and selling concerts and events, and Event office Events Tampere Producing subscription events for companies and congress of sale services. In 2022, Tampere-talo produced more than a thousand events, attracting approximately 381,000 attendees. When this number of visitors also includes day visitors to the Tampere building, the company's activities reached a total of 475,000 visitors.

### **2.1.6 Keskustori**

The market is in the centre near the Old Church and the Town Hall. At Keskustori, they organise traditional and atmospheric events such as the Tampere Christmas Market (since 2008), May Day Market, and Keskustori's Summer Oasis.

## **2.2 Events Chosen for Thesis**

Tampere hosts a variety of events throughout the year. For this thesis, seven major events located in the city centre and surrounding areas were selected. The events were chosen based on their popularity, location, and potential impact. The survey conducted used these events as examples. Events from various categories were selected to broaden the spectrum and determine locals' perceptions of event impacts.

### **2.2.1 Men's Ice Hockey Championship Games**

The 2022 World Ice Hockey Championships occurred in Finland, with games played in Helsinki and Tampere. Helsinki hosted the A group and two quarter-final matches, while Tampere hosted the B group, the remaining quarter-final matches, the semi-final matches and the medal game. (Eero Hurmerinta, 2021)

During the 2022 games, 379,720 admission tickets were sold, generating a revenue of 13.9 million euros. The direct economic impact of the games was estimated to have been 115.6 million euros, out of which 86.7 million euros were directed towards the Tampere region. (Malmberg, 2022)

The 2023 Ice Hockey World Cup occurred in Finland and Latvia, with Tampere and Riga as the host cities. The A-group matches were played in Tampere, while the B-group matches were held in Riga. The Nokia Arena in Tampere hosted the A-group matches, two quarter-finals, semi-finals, and medal games. The capacity of the Nokia Arena for ice hockey matches is 12,700 spectators, but the capacity was reduced during the World Cup due to media seats. (SuomiKiekko, 2023)

Over 275,000 to 280,000 admission tickets were sold during the competitions. Despite Finland being excluded from the medal games in 2023, the matches played in Tampere had nearly as many spectators as in 2022. The competition generated a profit of 13.9 million euros in 2022, whereas it earned a profit of 9.3 million euros in 2023. (Roosa Laiho HS, 2023) A total of 441,885 spectators attended the matches in Riga and Tampere. (Yle Urheilu, 2023)

### **2.2.2 Gold medal festivities (Both the World Championship and Finland's National League Championship)**

Leijonat won their fourth world championship in their history in 2022 by defeating Canada in the final. The gold medal celebration occurred on May 30th, 2022, in the parking lot of Hakametsä Ice Hall. The performers of the event were JVG, Vesala and Haloo Helsinki. MTV3 channel live-streamed the event on their mtv online streaming service. (Alatalo, 2022) According to the police, there were around 30,000 visitors. (Anni Saarela, 2022)

In April 2023, Tappara, the local ice hockey team, won the Finnish Championship games and celebrated their gold medal victory at the exact location. (Tappara.fi, 2023) The celebration was broadcast live through Yle Areena. (Karjalainen, 2023) The number of participants still needs to be announced.

Tampere is a passionate hockey city, and these two events are essential to the city's hockey culture.

### **2.2.3 Blockfest**

Blockfest is a two-day festival that celebrates hip-hop culture. It was first hosted in 2008 at the Ratina Stadium and the Ratinanniemen Festival Park. Blockfest is one of the largest hip-hop festivals in the Nordic region. In 2017, Blockfest became Finland's first festival to adopt a cashless payment system using wristbands. (Olli Martela, 2017)

Before 2019, the festival had no age limit, but later set it to 18 years and above. The total number of participants in 2023, including the after-party and side events, was approximately 80,000. (Sttinfo.fi, 2023)

### **2.2.4 Tammerfest**

Tammerfest has been held since 1995. Tammerfest Oy previously organised it, but nowadays, Nelonen Media Live is in charge. The festival takes place in Ratinanniemi Festival Park.

The festival features Finnish artists and spans three days. Although previously ageless, the festival implemented an age restriction 18 in 2023. According to the organisers, the age limit change will make mobility smoother, as the border fences within the area can be significantly reduced. (Mansikka, 2023) In 2018, the festival welcomed a record 29,500 guests in the festival area, with an estimated total of 80,000 visitors, including smaller events held in Keskustori. (Jouni, 2018)

### **2.2.5 Tampere Pride**

Tampere Pride, or Manse Pride, is an annual parade from Koskipuisto to Sorsapuisto. In 2023, the parade had around 5,000 participants. (Aleksandra Kunnas, 2023) This year's theme was "Together as People." There is a program available for Rainbow youth of all ages, families, and seniors, without age limits, which includes participants who identify as LGBTQ+ and those who do not. (Mansepride.fi, 2023b)

The event is supported by the city of Tampere, which is dedicated to promoting equality and non-discrimination. The city's work is guided by its functional equality and equality plan, finalised in early 2023. (Mansepride.fi, 2023a)

Thanks to the city's cooperation, Manse Pride hired a cultural producer for the first time to oversee the implementation of Pride Week. The producer worked alongside other association employees and activists. Julia Röyttä, who managed the event production during 2022 Pride Week, held this position again in 2023. (Mansepride.fi, 2023b)

### **2.2.6 Tampere Christmas Market**

During December, Keskustori transforms into an atmospheric village with unique crafts and an authentic Christmas ambience. The Christmas market offers a diverse program featuring choirs, children's groups, hobbyists, and artists. (Tampereen joulutori, 2023a) In 2022, the Tampere Christmas market welcomed an estimated 200,000 visitors, surpassing the previous record of 180,000 visitors in 2008. (Kujansuu, 2022)

Merchants from Finland and Germany bring the festive spirit of Christmas to the market with a delightful array of hot drinks available at the Glögrävintola in Joulutori. This restaurant has the exclusive rights to serve alcohol, and in addition to hot beverages, you can also relish some delicious soups, rice porridge, crepes, and sausages. The meeting place of Joulutori is also home to a diverse range of performers, adding to the festive atmosphere. (Tampereen joulutori, 2023b)

### **2.2.7 Tampere May Day Market**

Tampere May Day Market is an annual tradition held by the market traders' association. It spans over three days, from April 29th to May 1st. In 2022 and 2023, the market was hosted in Hämeenpuisto instead of the usual Keskustori. (Haapala, 2023) There are usually sweet and salty treats, balloons, May Day accessories, bouncy castles, and a carousel. (Kaisa Järvelä, 2023) The market is essential to May Day celebrations in Tampere, a city with a deep history of students and working-class families.

### 3 Theory

The theory of event impacts is discussed in this chapter. Understanding the categories of impacts will help us better comprehend the event's effects. Event impacts affect every element of our lives, whether social, cultural, economic, environmental, or political. Positive connections are a significant part of the event's appeal and support; this is where the advantages emerge. The discovery, monitoring, and management of event impacts is a critical fundamental role in event production (Bowdin et al. 2006, p.36-57).

#### 3.1 Event Impacts

Event impacts range from positive to negative for their host communities and stakeholders (Bowdin et al. 2006, p.36-57). Various authors have discussed the impacts of events from different perspectives and with other names. However, they all agree on the key elements. Getz (2007) categorises these impacts into personal, social, cultural, political, and economic outcomes. On the other hand, Shone and Parry (2019) refer to them as implications. This thesis groups the event impacts based on Bowdin et al.'s (2006) theory, see Appendix 1.

Shone and Parry (2019) suggest that local events are often viewed from a community perspective, and therefore, event managers take measures to involve the local community. Apart from social integration, such events have become increasingly complex, resulting in more significant impacts on the economic and political life of the region, town, or city.

Tampere has been hosting many international events recently, a great tactic to increase its visibility in the global market. This also helps to showcase the city. Tampere has reached a wider audience by hosting international sporting events and established itself as a sports city. In the list of the 100 best sports cities produced by the global communication agency BCW, Tampere is a newcomer at number 42. The Nokia Arena has provided the opportunity to host Men's ice hockey championship games and NHL games. (Kujansuu, 2023) This already showcases the power and impact of two international events.

Assessing the impact of events in an ever-changing business environment requires various methods. This thesis examines the impacts of social and cultural, physical and environmental, political, tourism and economic contexts. Shone & Parry (2019) introduce the PEST analysis tool, commonly used in marketing to evaluate the external factors affecting a business's operation. SWOT analysis is a technique that can help assess the viability of a business unit, idea, or new product proposal.

### 3.2 Assessing Event Impacts

Audience is a crucial factor when assessing the impact of an event. The broader the audience, the wider the impact. As displayed in Figure 1, national and local audiences have more positive social outcomes. International audiences impact infrastructure, community development, or environmental quality differently than regional and national audiences. However, tourism, trade, and human rights have a more significant impact on the national and international levels than on the local. Image health and well-being, as well as climate action, affect everyone.

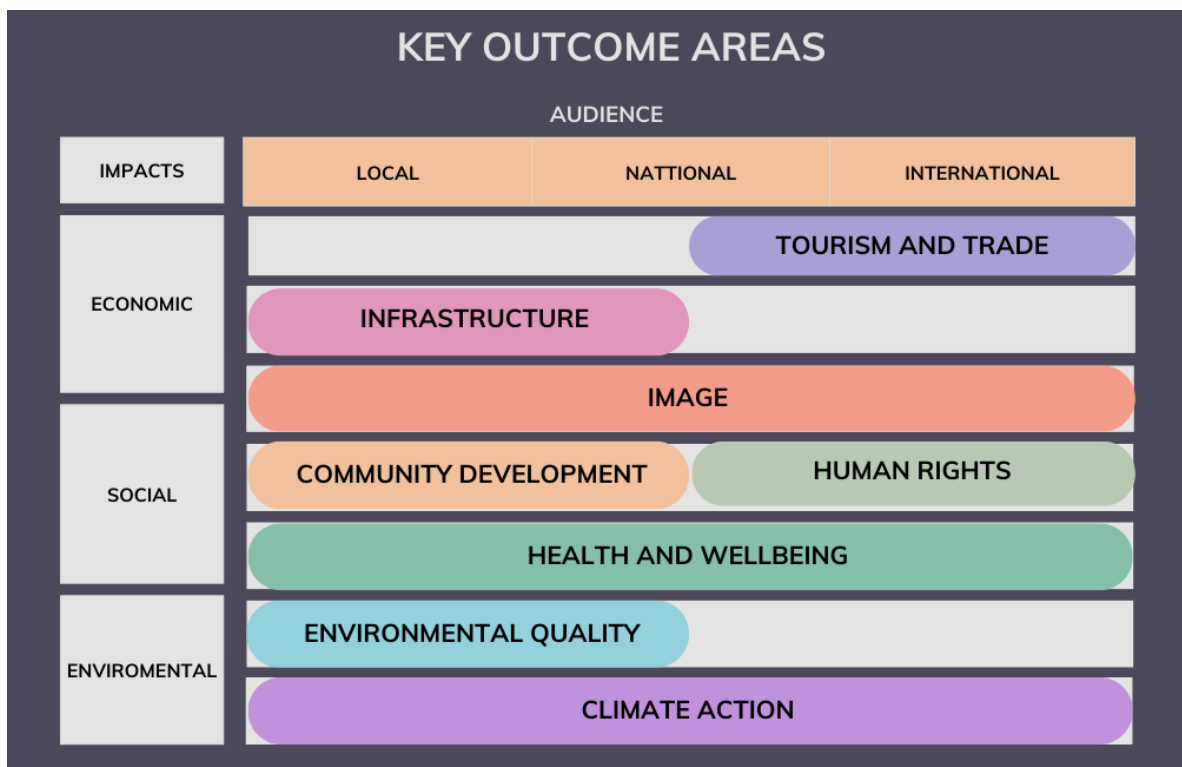


Figure 1. Key outcome areas (adapted from the International Association of Event Hosts 2019, Modified by author)

Calculating the impacts of an event during its actual timeframe only presents a partial picture. To fully understand the event's impact, it is crucial to analyse its long-term effects on the community and economy. Each type of impact requires a different assessment approach. For instance, social and cultural impacts are best described in a narrative rather than through statistical analysis.

According to Bowdin (2006), Bramwell (1997) argues that assessing mega-events too soon after their occurrence hinders understanding their impact fully. This is because specific impacts, such as the benefits gained from taking on debt, may only become evident to the city or region years later.

### **3.2.1 Social and Cultural**

Bowdin (2006) suggests that events have a significant social and cultural impact on their participants and host communities. This impact can be as simple as a shared experience created by sporting events or concerts. Other events, such as community celebrations and national days, can result in increased pride and validation of different groups within the community. Hosting events within the community can strengthen social bonds and promote collective goodwill.

The impacts of certain events or occurrences can have far-reaching effects on individuals and communities. While the immediate impact may be felt at the time, there can also be long-term consequences. Improperly managed, significant events can lead to substance abuse, bad crowds, and crime, influencing public perception (Bowdin et al. 2006). Negative impacts can lead to resentment towards the events or the host community in the future. Conversely, favourable impacts can attract individuals to the occasion once again.

Festivals are events that hold significant importance for many people due to their deep ties and traditions. They serve as meeting places for friends and acquaintances. Participating in events can begin in adolescence and grow with the festival. Similar aspects are in Christmas markets; visiting the market during Christmas time with friends and family is a tradition.

### **3.2.2 Physical and Environmental**

Showcasing the unique characteristics of the host environment, the event is an excellent way to market the intrinsic properties of the destination. However, it is crucial to consider that the host environment can be highly delicate, and great care should be taken to protect it (Bowdin et al. 2006).

When considering physical and environmental impacts, sustainability is often the first thought. However, sustainability involves more than just recycling and preserving the environment. There are complex issues to consider. As Getz (2007) puts it, several issues fall under sustainable events, such as global climate change, air and water quality, land use, biodiversity, heritage, emissions and water waste, product stewardship, and health, safety, and comfort.

When managing events, it is essential to consider aspects such as crowd movement, noise levels, and access to parking. These issues can lead to traffic congestion, noise pollution, and environmental damage if not appropriately managed.

Hosting significant events can have a positive impact on the infrastructure of the host region. Infrastructure development is usually expensive, but hosting events can create new and improved facilities and environments. For instance, mega-events often require the construction of new facilities,

which can be used even after the event is over. Although Nokia Arena wasn't built specifically for the Men's Ice Hockey Championship games, the tournament provided a significant boost for the arena's construction, as Tampere's old ice hall, Hakametsä, was too old and lacked the necessary facilities to host such an event.

### 3.2.3 Political

Governments worldwide have realised the potential of events to increase the profile of politicians and the cities they govern and attract visitors, creating economic benefits and job opportunities (Bowdin et al. 2006).

Shone & Parry (2019) suggest that high-profile public events can effectively generate social and economic benefits. Such events often produce positive outcomes for the nation, region, or area involved. It is important to note that political interest in an event does not necessarily mean it is in the community's or local population's best interest. There may be a hidden or even unpleasant political or media agenda behind the event, as shown in Figure 2.

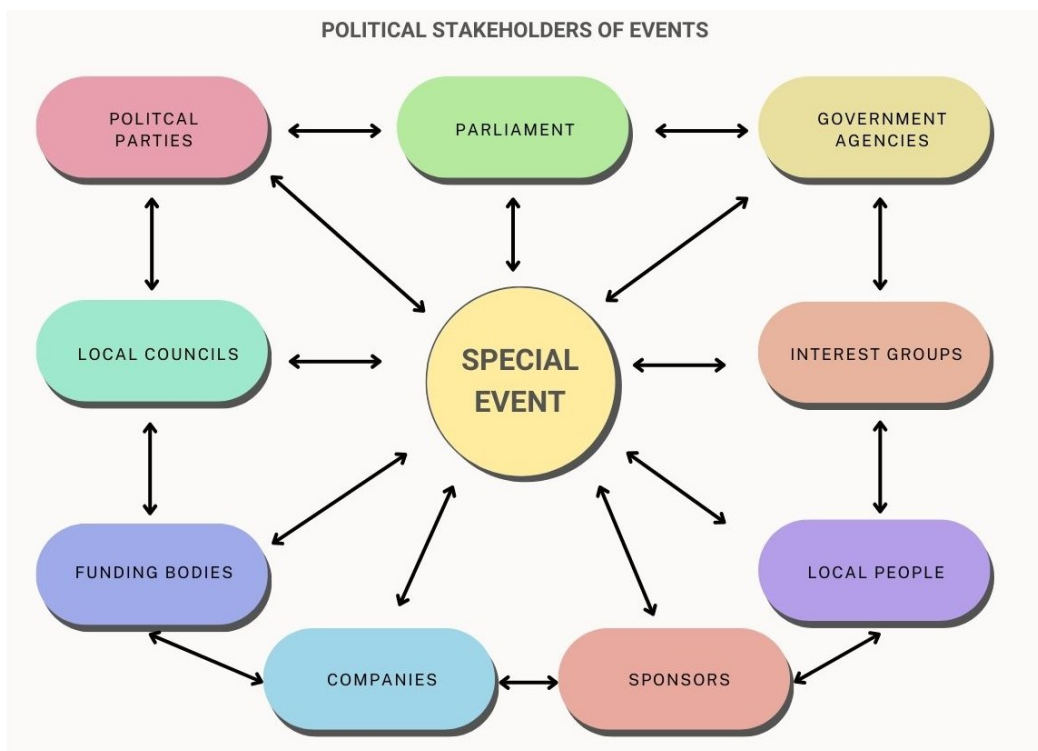


Figure 2. Political stakeholders for events (adapted from Shone & Parry 2019, 69, Modified by author)



### **3.2.4 Tourism and Economic**

As an event entrepreneur or hosting organisation, the main priority is to ensure that the event is within budget and yields a profit or surplus. This involves calculating whether the revenue generated from ticket sales, merchandise, and sponsorships surpasses the expenses of organising and promoting the event. Calculating the income and costs is straightforward to determine the event's financial success. From the perspective of host communities and governments, a more comprehensive range of economic impacts is often more significant (Bowdin et al. 2006).

According to the International Association of Event Hosts (2018), a significant event increases the amount of money that flows into a particular area. This is known as the 'economic impact' of the event. Economic Impact studies are conducted to determine the net change in the economy of the region where the event is hosted. In simpler terms, these studies measure the inflow and outflow of money within a specific geographical area to determine the net economic outcome.

The main economic impact of an event is on tourism, which can be measured directly. In addition to the direct impact of the event, host organisations can use it to encourage tourism beyond the event, such as by promoting extended trips within the city or country. Furthermore, host organisations can utilise events as a platform to boost their economy through cross-boundary trade. For instance, they can leverage the enhanced skills and capabilities of the local economy to attract new investments or trade deals during or after the event.

## 4 Empirical Part

The empirical section of this research paper focuses on the specific target of the research and involves a thorough analysis of the data gathered from a survey. This section provides a detailed account of the methods used to create the survey, as well as the results obtained from it. It is a critical component of the research paper, providing a foundation for the subsequent discussion and analysis of the research findings.

### 4.1 Target

The primary objective of this research is to delve deeper into the preferences of the locals and identify the events they value the most. Additionally, it aims to understand the challenges and impacts the locals face about these events. By doing so, we can offer solutions to these challenges and problems from the community's standpoint. Furthermore, we intend to explore the future of Tampere as an event city, considering the opinions and views of the locals. The research will attempt to provide a comprehensive and detailed analysis of the community's issues and offer solutions tailored to their needs.

### 4.2 Methods Used

Several research methods were considered when beginning the research, including in-person surveys, interviews, and online surveys. Supporting theoretical sources were also found. Eventually, an online survey was deemed the most practical method as it could be easily shared on the Internet and completed by respondents at their convenience. The survey was conducted in English and Finnish to accommodate non-Finnish speakers in the Tampere region.

During the creation of the survey, the audience was taken into consideration. The survey was conducted from the point of view of Tampere locals. Still, individuals who reside in the surrounding cities and visit Tampere for work or other reasons were also included. This significant event in Tampere can impact individuals who work in the city but reside outside its borders.

The survey consisted of structured questions to determine how locals viewed different event impacts. The impacts were divided into social & cultural, environmental, and tourism & economic. The purpose was to assess the effects of specific events introduced in section 2.2 of the thesis. At the end of each section, respondents were asked an open question about the most significant event impacts they noticed. The last section consisted of open-ended questions regarding the impact of events on responders' lives, any suggestions for improving these effects, and their outlook on Tampere's future as an event city.

The survey was distributed through social media and WhatsApp. Specifically, the survey was shared on Facebook and Instagram. On Facebook, it was shared in two groups: Puskarario Tampere, which has 95.8 thousand members, and Tampere group, which has 71.6 thousand members. Additionally, it was posted on personal Facebook pages. On Instagram, the survey was shared through a personal Instagram Story. Finally, the survey was directly shared with Tampere residents over WhatsApp.

### **4.3 Data Analysed**

A comprehensive theoretical framework was compiled as a crucial step towards surveying for this thesis. The framework was designed to provide a clear understanding of the objectives of the research, the target audience, and the appropriate methodology for obtaining the desired results.

The questions were carefully crafted and structured during the survey to elicit the participants' most informative and accurate responses. The responses were then thoroughly reviewed to ensure they were complete and relevant to the research objectives. The thoroughness and attention to detail in the theoretical framework, as well as the survey design and execution, were critical in ensuring that the results obtained were of high quality and usefulness to the research.

### **4.4 Results**

As mentioned, a survey was conducted and shared on social media channels to gather feedback. The survey received 307 unique views and was started by 194 individuals. Out of the total views, only 91 people completed the survey. The survey included basic questions such as age, location within the Tampere region, participation in events in the past two years, types of events attended, and preferred event categories. The whole survey in English can be seen in Appendix 2.

Based on the data, it can be observed that most respondents were between the ages of 41-45 and 46-50. The age group with the highest number of respondents was 46-50, whereas the age group with the lowest number of respondents was 15-20. Figure 3 displays that 43 % of the respondents resided in the surrounding cities, whereas the remaining 57 % were equally distributed among other locations.

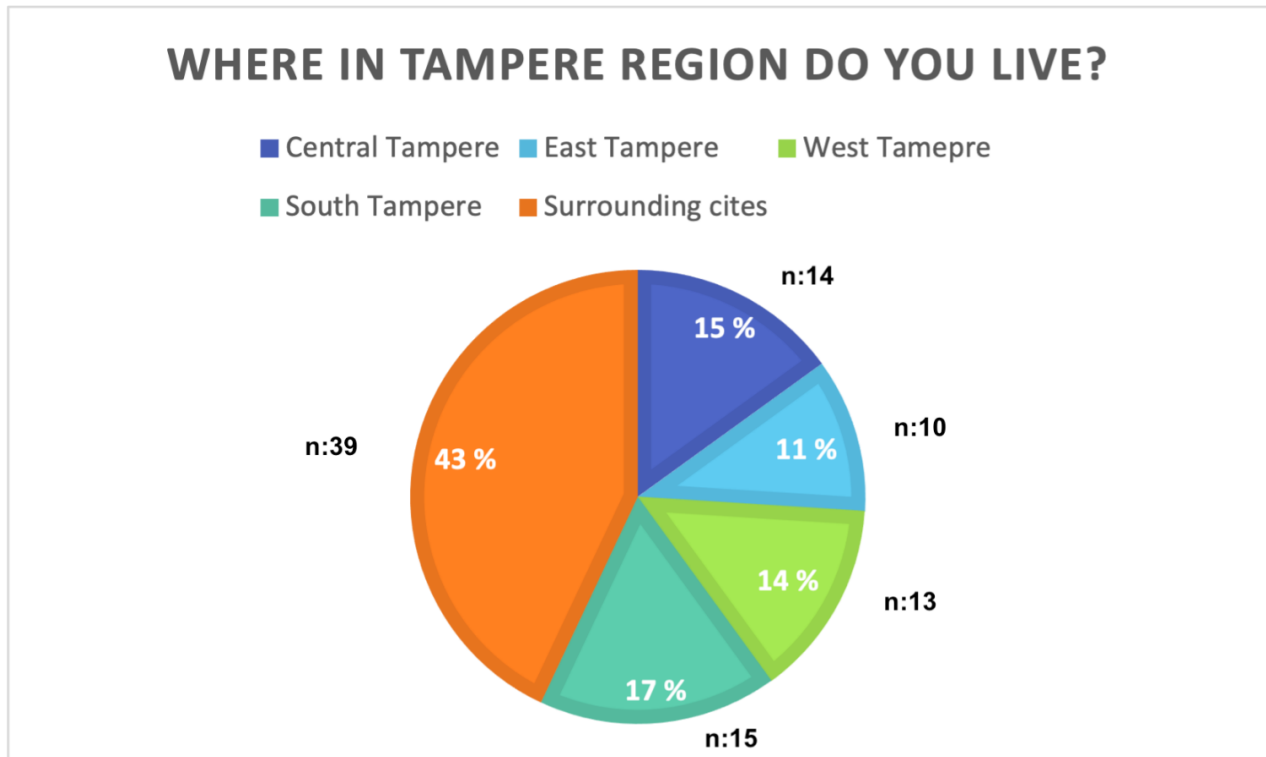


Figure 3. Where in the Tampere region do you live, n=number of responses

According to the survey, 93 % of respondents had participated in an event in Tampere within the last two years. Among the events, concerts and festivals were the most popular, with 37 %, followed by ice hockey, with 21 %. Other events people attended included theatre shows with 10 % and themed markets with 7 %. However, it's important to note that the numbers are only estimates because some answers were complicated for the program to understand, and multiple events were mentioned in the same answer.

When asked about the types of events the respondents usually participate in, the survey results revealed that concerts and festivals are the most popular events attended by people, with 33 % of respondents answering them. Theatre and other cultural events came in a close second at 23 %, followed by sporting events at 18 %. The "other events" category included not clearly described or only mentioned once in the responses, such as children's, motorsport, and family-friendly events. A few answers, such as "Big events", "Whatever interests", and "to all kinds of events", were not included in the final numbers.

#### 4.4.1 Social and Cultural Impact Results

The following section required responders to agree or disagree on the social and cultural impacts of given events.

The following propositions were given as event impacts:

- Revitalises traditions.
- Builds and creates community pride.
- Validates community groups.
- Expands cultural perspectives.
- Alienates communities.
- Increases sad Behaviour.
- Increases substance abuse.
- Creates a negative community image.

According to the survey responders, Tampere Christmas Market was the most agreed upon event to revitalise traditions, with 75 % strongly agreeing and 23 % slightly agreeing. Only 2.2 % did not have a clear opinion on the matter. The next event that received high agreement to revitalise traditions was the Hockey Gold Medal Celebrations, with 47% strongly agreeing and 34 % agreeing. However, when it comes to Tammerfest, 30 % strongly agreed, and 53 % slightly agreed that it revitalises traditions. On the other hand, Tampere Pride had the most substantial disagreement, with 15% strongly disagreeing and 35 % slightly agreeing that it revives traditions. Blockfest was the second event that people did not believe in revitalising traditions, with 18% somewhat opposing.

Based on the survey results, most people (49 % strongly agreeing and 40 % slightly agreeing) believe that the Gold Medal Festivities were effective in building and creating community pride. The Men's Ice Hockey Championships also received positive feedback, with 46 % slightly agreeing and 33 % strongly agreeing. On the other hand, only 11 % of the participants disagreed that Tampere Pride contributes to building and creating community pride.

Tammerfest is considered the event that broadens cultural perspectives the most, with 64 % of people slightly agreeing and 12 % strongly agreeing. The Men's Ice Hockey Championships come second, with 41 % slightly agreeing and 22 % strongly agreeing. On the other hand, Tampere pride has the highest number of people disagreeing, with 11 % strongly opposing.

The Ice Hockey Championships and Gold Medal Festivities are believed to validate community groups, with 44 % slightly agreeing, 42 % strongly agreeing for the Ice Hockey Championships, 44 % slightly agreeing, and 43 % strongly agreeing for the Gold Medal Celebrations. However, Tampere pride has the most substantial number of people strongly disagree, with 11 %.

Tampere Christmas market is the event that creates minor negative impacts as many slightly or strongly disagree with the negative propositions. This can be seen in the figure 4.

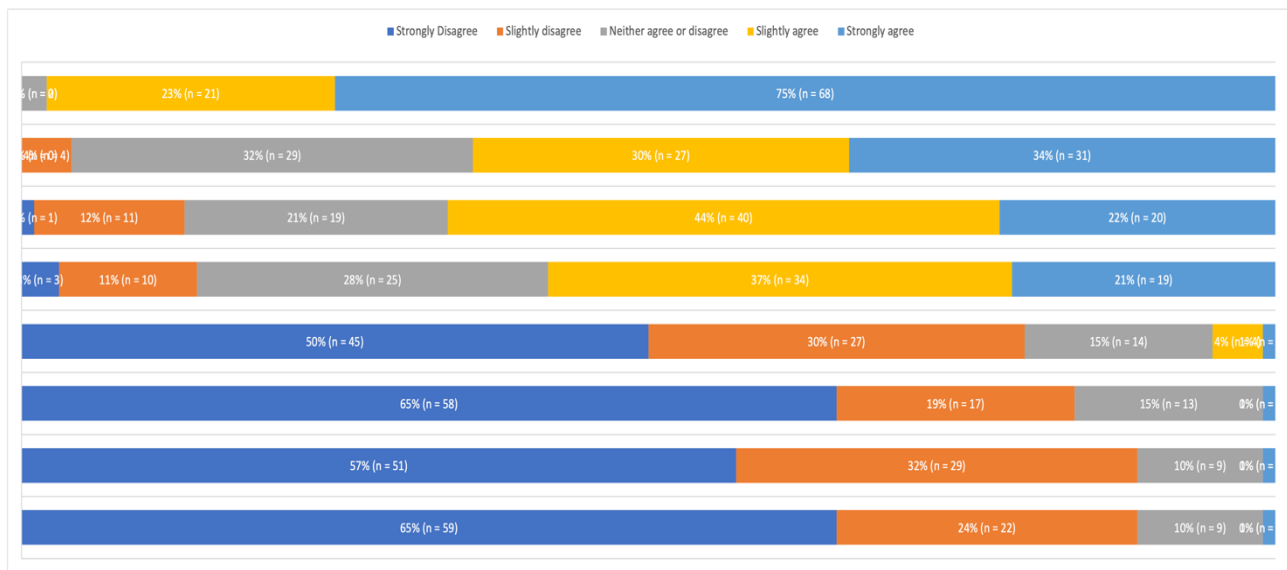


Figure 4. Tampere Christmas Market Impacts, n=number of responses

According to a survey, Blockfest and Tammerfest were found to have a significant negative impact in terms of bad behaviour, substance abuse, and negative community image. Celebrating the World Championship and gold medal also contributed to this impact. About 52 % of respondents agreed that Tammerfest led to an increase in substance abuse, while 37 % strongly agreed that Blockfest did the same. Additionally, 41 % of respondents slightly agreed that Blockfest increased terrible behaviour. Tammerfest was also found to have created a negative community image, with 51 % of respondents slightly agreeing and 9% strongly agreeing. Finally, most respondents strongly believed that Blockfest had the most negative community image, with 45 % strongly agreeing and 41 % slightly agreeing.

When individuals were asked to reflect on the most significant impacts resulting from a social and cultural lens, the predominant response indicated that it facilitated a sense of community cohesion and elevated the richness of their cultural experiences. This suggests that the social and cultural implications of the phenomenon have been vital in fostering a sense of belonging and appreciation for diverse cultural values.

#### 4.4.2 Physical and Environmental Impacts Results

The third section was about physical and environmental. The structure was the same as in the previous section.

The following propositions were given as event impacts:

- Showcases the Environment
- Increases environmental awareness.
- Increases urban transformation and renewal.
- Causes environmental damage.
- Pollutes
- Causes traffic congestion.

According to a recent survey, 53 % of respondents slightly agreed that the Tampere Christmas Market showcased the environment, while 50% slightly agreed that the Ice Hockey Championships did the same. Only 19 % strongly agreed that the Ice Hockey Championships showcased the environment. The Gold medal festivities were less effective in increasing environmental awareness, as 25 % strongly disagreed and 25% slightly disagreed.

Regarding urban transformation and renewal, the Tampere Christmas market and the Ice Hockey Championships were seen as the most effective. 40 % slightly agreed that the Christmas Market could increase urban transformation and renewal, while 47 % slightly agreed and 23 % strongly agreed that the Ice Hockey Championship could do the same.

The survey results show that 43 % of respondents slightly agreed that the Gold Medal festivities caused environmental damage. Similarly, 47 % of respondents slightly agreed that Blockfest caused environmental damage. Blockfest was also perceived as the most polluting event, with 36 % of respondents slightly agreeing and 16% strongly agreeing.

Most respondents chose neutral answers Regarding physical and environmental impacts, indicating neither agreement nor disagreement. However, all events, except for the Tampere Christmas market, were found to cause traffic congestion. The strongly agreed percentages can be seen in Figure 5. Notably, 54 % of responders only slightly agreed with creating traffic congestion, while 44 % had the same opinion.

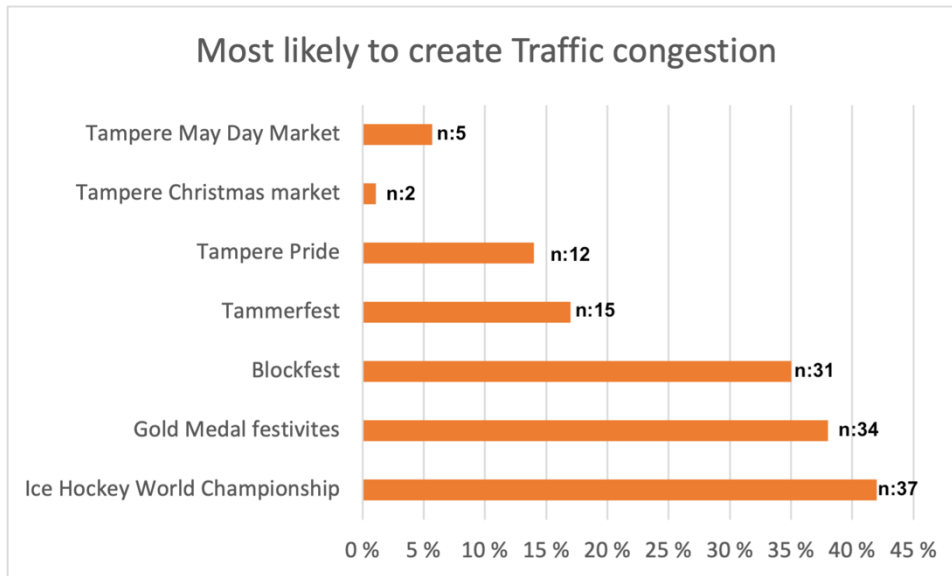


Figure 5. Traffic congestion percentages, n= number of responses

When discussing the most significant impacts from a physical and environmental perspective, issues such as trash and traffic congestion were mentioned. However, one respondent articulated the complexity of this topic quite well:

Traffic arrangements are the most noticeable aspect. However, I do not view them as issues. It is challenging to address when the environmental impacts are so significant. If we are discussing the team's flight to the World Cup, does it make a difference if they fly to Tallinn? Either way, it contributes to pollution. Similarly, if we are talking about noise, it is an entirely irrelevant issue, and everyone who resides in the city centre should realise that the sounds of urban living are inevitable (Anonymous responder, 2023).

#### 4.4.3 Tourism and Economic Impacts Results

The fourth part was for tourism and economic impacts.

The following propositions were given as event impacts:

- Promotes Tampere as a destination.
- Tourists extend their stay.
- Business opportunities
- Creates commercial activity.
- Creates jobs.
- Increases prices.
- Threat to locals to start resisting tourism.
- Threat to reputation damage.
- Threat to financial loss.



The Men's Ice Hockey Championship was the event that promoted Tampere the most, with 61% of respondents strongly agreeing and 34 % slightly agreeing. Festivals like Blockfest and Tammerfest were also seen as promoting Tampere, with 60 % of respondents slightly agreeing that Blockfest promotes Tampere and 57% agreeing somewhat that Tammerfest does. Additionally, 31 % of respondents strongly agreed that the Christmas Market promotes Tampere as a destination.

The Ice Hockey Championship games were also seen as an event that would encourage tourists to extend their stay. Once again, the festivals were seen to do the same, with 32 % of respondents strongly agreeing and 46 % slightly agreeing regarding the Ice Hockey Championships.

The four events mentioned earlier emerged as the top choices when creating business opportunities. Figure 6 displays the percentages of individuals who strongly agreed that these events generate business opportunities.

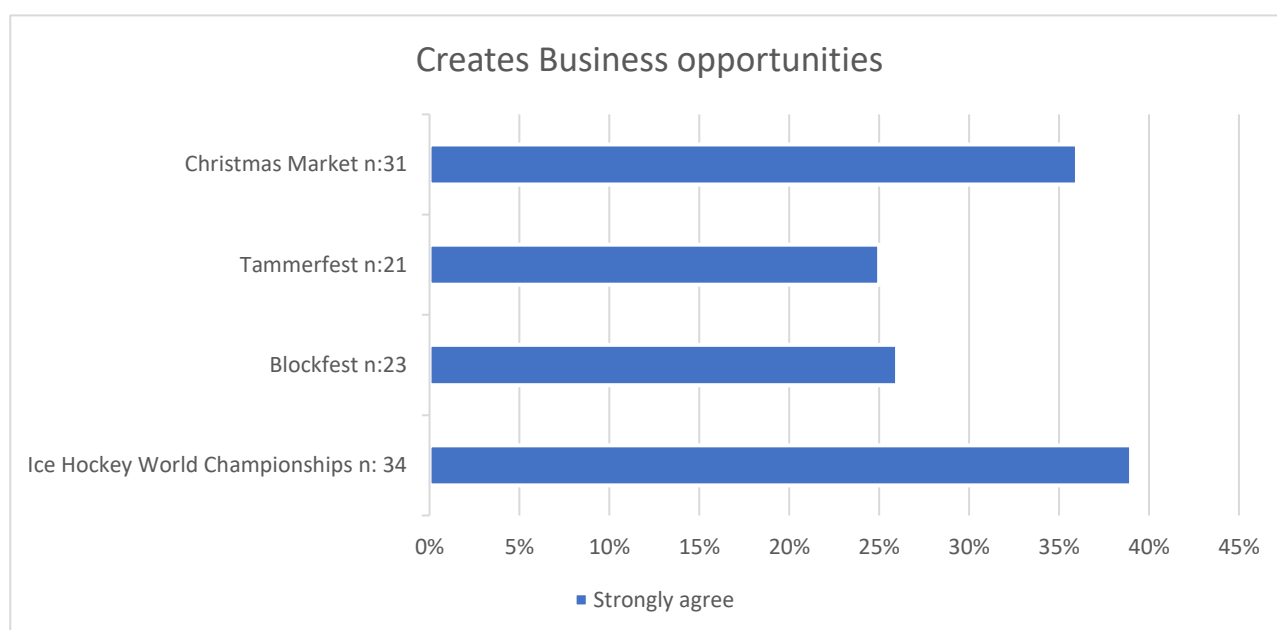


Figure 6. Creates Business Opportunities, n=number of responses

Tampere Pride, Gold Medal Celebrations and May Day Market had the most neutral answers regarding the mentioned subjects.

During the survey, job creation emerged as the most vital topic, with Tammerfest and the Ice Hockey Championships following closely. 63 % of the respondents slightly agreed with Tammerfest, while 26 % strongly agreed. Similarly, 47 % of the participants slightly and strongly agreed with the Ice Hockey Championships. The Christmas market was also believed to create jobs, with 54 % of the respondents slightly agreeing and 38 % strongly agreeing.

Regarding negative impacts, the Ice Hockey Championships and the festivals were identified as having the most significant impact, with 47 % of respondents strongly agreeing that the Championships led to price increases. On the other hand, the Christmas Market was perceived to have the least negative effects, including the risk of damaging the city's reputation or causing locals to resist tourism. Tampere Pride was the second least impactful, with fewer adverse effects than other events.

Most opinions are positive when considering the most significant impacts on tourism and the economy. While there may be differing views, many people see events as a substantial boost to Tampere's tourism and economy. Next, there are presented a few different answers that show the different perspectives on this topic:

At the time of major events, there is a noticeable increase in accommodation prices (an employee should not stay at the same time on a business trip). The prices of certain restaurant services will increase (e.g. home delivery). The number of people and queuing must be considered when using the centre's services. (Anonymous responder, 2023)

Significant events bring additional income to locals and possible additional jobs for seasonal workers. The events mostly only have positive effects on tourism and the economy. (Anonymous responder, 2023)

I've been involved in the tourism sector in Tampere, and visitors rarely extend their visit outside of the event they're participating in. And events do not create long-term employment. However, I have not felt that prices increase during events, but I have not gone to pubs, bars or restaurants during the events where prices would rise. (Anonymous responder 2023)

#### **4.4.4 Personal Event impacts and Future of Tampere as an event destination results.**

When asked about the personal impact of events, people have shared positive experiences. They mention that events add value to their lives, allow them to meet friends, and bring vibrancy to the city. On the downside, events cause traffic congestion and generate pollution and trash. Some individuals are directly or indirectly associated with the industries affected by these events. Here's what they have to say:

Since I use public transport and live in the city centre, I cannot help but notice the effects on traffic. But so far, it hasn't hurt. For me, the fact that there are big concerts and other events in Tampere is only a plus. There's no need to travel to Helsinki. During the events, the city has a pleasant atmosphere. The husband works in, for example, a hotel and gigs at the Arena, so it has an employment effect on our family. (Anonymous responder, 2023)

As a bus driver, I get to know these traffic bottlenecks closely enough and for long enough that I can say there has never been any thought about how the traffic would work. (Anonymous responder, 2023)

When asked how to increase positive and reduce negative impacts, the majority responded that adding buses and trams during event rush hours would be helpful. Additionally, people suggested that cleaning the city during events should be prioritised and overall safety resources should be

increased. Also, people offer to organise more low-threshold events during more significant events. Here are a few suggestions people had:

In addition to mass events, smaller and more personal events or event chains. Scheduling so that everything doesn't happen at the same time. For example, the Night of the Museums is tiring when you don't have time to go everywhere. You could create sensible traditions for littering, e.g. medal celebrations instead of messing around. Let's learn to be reasonable in a Tampere local's way. (Anonymous responder, 2023)

Environmental harm to residents can be reduced by demanding better cleaning from the event organisers during the event and not just afterwards. Proper waste management and waste containers suitable for the event, etc. Security guards whose task is also to ensure that the public does not litter the places immediately outside the fence of the event area. Developing a positive event culture modelled after the Flow festival in Helsinki. A culture of "we are cool and not litter" is brought to the event. (Anonymous responder 2023)

Events could be made more versatile and inclusive for everyone by offering more free events, allowing a larger number of people to participate. When planning events, greater attention should be given to traffic arrangements and the comfort of attendees to minimise any negative effects. (Anonymous responder, 2023)

The survey's final question was people's opinions on Tampere's future as an event city. Most respondents had a positive outlook and believed in the city's growth potential. They also considered Tampere's current location excellent, with immense possibilities for improvement.

Nokia Arena was mentioned as a significant factor in improving the city's image as an event destination. The respondents hoped that the city and event organisers would continue to utilise and enhance the Arena. People appreciated the existing event offerings and hoped Tampere would continue to stay trendy. However, there were a few individuals who had negative feedback to share. For instance, one person said:

Ingredients for growth, but now all environmental values have been forgotten, so growth is not sustainable. Unfortunately, the organisers go ahead with the money on their mind. (Especially sports events) Everything is fine if the money comes in; we'll fix the damage afterwards.

#### **4.4.5 Summary of the Results**

When analysing the survey results, it was found that the Christmas Market had the most positive impact in every section, followed by the Ice Hockey Championships. People believed that festivals and Ice Hockey Championships had the most positive impacts on tourism and the economy. However, when considering age groups 51-55, 56-60, and 60+, Blockfest was perceived to have the most negative impact in almost every section, while younger age groups did not view it negatively.

According to the assessment, Tampere Pride and May Day Market received the most neutral responses in the environmental, tourism & economic categories. However, Tampere Pride had one of the most minor adverse impacts on social and cultural factors.

Regarding personal impacts, most people experienced positive effects from events in Tampere, with traffic congestion being the most cited negative impact. As a result, suggestions for improvements mainly focused on traffic issues. Overall, people positively viewed Tampere's future as an event city.

As we move forward to the next chapter, we will delve deeper into research findings and conduct a comprehensive analysis. Through this analysis, we will gain a more thorough understanding of the results, their implications, and their significance. The analysis will include a detailed summary of the findings, providing a clear view of the critical points and the overall outcomes of the research.

## 5 Discussion

This last chapter of the thesis discusses the results of the research conducted for this thesis; it'll talk about the reliability of the research and ethical considerations; finally, there will be the conclusion, and the last part will talk about the thesis process and personal learning.

### 5.1 Results

Many locals from Tampere and the surrounding cities participate in various events held in Tampere City. The most popular categories of events are concerts and festivals, theatre performances, and ice hockey games. This is unsurprising since Tampere is known for ice hockey and festivals like Tammerfest and Blockfest. Tampere has excellent facilities that cater to these event categories. Additionally, themed markets, such as Christmas, May Day, and international markets, are highly valued by respondents.

The survey results indicate the high value of these events. The Christmas market had the least number of negative impacts associated with it. For instance, the Ice Hockey Championships was one of the top events regarding positive impacts despite some negative impacts. The deep roots of ice hockey in Tampere explain why the Ice Hockey Championships are highly valued, and the Gold Medal Celebrations are considered one of the most positive impacts in creating community validation.

It was anticipated that Blockfest would have the highest number of negative impacts associated with the event as it mainly caters to young adults and teenagers. There have been reports of people urinating and littering private yards during the event (Louniala, 2023), among other incidents such as people jumping off a bridge and a mass brawl (Hankaniemi, 2022). Raising the age limit of the festival might help reduce the negative impacts. An older audience may have contributed to Tammerfest's lower negative impact than Blockfest.

Surprisingly, Tampere Pride received many neutral responses. This could be because people don't want to express their opinions, or it could be that the event is not commercial, and a smaller community takes part in it. There were a few inappropriate comments about pride in the open-ended questions, but they were not considered as they were considered hate speech rather than opinions.

Based on the responses to open-ended questions, it was found that traffic congestion had the most negative impact, with littering being a close second. No complaints were received regarding bad behaviour or substance abuse, and none of the events seemed to have a significant negative impact on tourism and the local economy. This could be because locals may not fully recognise the

economic benefits of such events. While Tampere has hosted major international events in recent years, there has yet to be a noticeable influx of tourists that would be apparent to the local community.

## **5.2 Reliability of the Research**

Assessing the reliability of the research is complex. Though most of the respondents were locals of Tampere, many others from the surrounding areas also participated. Given that events could also impact people who work or frequently visit Tampere, broadening the survey area to include the Tampere region rather than just the city is more accurate. Moreover, the survey only covers seven events, whereas the city hosts many events annually.

It's worth noting that a mistake was discovered in the survey after several people had already responded. The survey was missing a question about the respondents' gender, which could have helped analyse the different types of events valued by different genders. However, despite this omission, there were still similarities in the answers given, which suggests that asking for gender may not have been particularly necessary.

Upon reviewing the survey, it was found that several questions were left unanswered. This indicates that these questions should have been mandatory to ensure consistent results were obtained. A compulsory requirement for answering specific questions would have helped eliminate data inconsistencies.

However, it is essential to note that if a similar survey with similar questions is conducted, it is likely to produce similar results. This is because the questions left unanswered might have less impact on the overall outcome of the survey. Nonetheless, it is still recommended that all questions be mandatory to ensure the results are as accurate as possible.

## **5.3 Ethical Considerations**

Participation in the survey was entirely voluntary, and the survey was conducted anonymously. No personal information that could be linked to any participant was collected, as the research conductor did not know who answered the survey. Participants were asked about their age group and board location; these will be treated as identifying personal information and handled according to EU data protection (GDPR) rules. Rest assured that the materials gathered for this survey will be kept confidential and used solely for research purposes.

## 5.4 Conclusion

When inquiring about the objectives of this thesis and the events that Tampere region locals value, it appears that themed markets are highly valued due to their positive and minimised negative impacts. However, if you inquire about the events they participate in, the most common answers are concerts, theatre shows, or ice hockey games.

Tampere's residents have a positive outlook for the city's future and wish to continue growing as an eventful city. However, they also recognise that improvements must be made to the existing event practices to achieve this goal. They suggest that the most pressing issues, such as traffic congestion and littering, should be addressed to ensure a better experience for the event attendees.

## 5.5 Thesis Process and Personal Learning

While writing this thesis, I confirmed some beliefs I already held. For instance, I discovered that the Tampere locals value their ice hockey and take pride in their city's status as an event hub. However, they tend to complain most about traffic-related issues.

As someone who is not a natural writer, I found the thesis writing process challenging. I prefer writing in long, intensive sessions rather than short bursts over extended periods. This is an aspect of my writing technique that I need to improve. To improve my writing, I used AI to correct and suggest phrases for my text.

The most challenging part of the process for me was conducting the survey. Event impacts are a complex topic, and it wasn't easy to create a survey that could provide realistic data on the most significant impacts of events while capturing as many aspects of event impacts as possible. If the survey had consisted of only open-ended questions, the responses would have mainly focused on traffic-related issues, as that was the most common complaint.

Fortunately, gathering relevant theoretical information was relatively easy for me. I had written about similar topics during my exchange year, so I already had a solid foundation of knowledge. This made finding the appropriate books and articles to support my research easier.

I am happy to have completed my thesis. Although it may have a different level of polish and detail than I had hoped for, it can be utilised as a valuable research piece on the effects of events on the locals of the Tampere region.

## Sources

Alatalo, J. (2022). Leijonille järjestetään kultajuhlat - katso aikataulut ja esiintyjät täältä - Leijonat. [online] Leijonat. Available at: <https://www.leijonat.com/2022/05/30/leijonille-jarjestetaan-kultajuhlat-katso-aikataulut-ja-esiintyjat-taalta/> [Accessed 12 Nov. 2023].

Aleksandra Kunnas (2023). Manse Pride täytti Tampereen kadut rakkaudella – Yhden-vertaisuuden mielen-osoitus-juhla aiheutti kylmiä väreitä ja suuria hymyjä. [online] Aamulehti. Available at: <https://www.aamulehti.fi/tampere/art-2000009663129.html> [Accessed 12 Nov. 2023].

Anni Saarela (2022). Katso kuvat: kymmenet tuhannet ihmiset pakkautuivat kultajuhliin – pelaajilta tyylikäs ele Leijonien suurimmille sankareille. [online] Iltalehti.fi. Available at: <https://www.iltalehti.fi/jaakiekon-mm-2022/a/b7bc8e93-60f6-4cf4-a5b7-09dce1984be1> [Accessed 12 Nov. 2023].

Bowdin, G., Allen, J., O'toole, W., Harris, R. and McDonnell, I. (2006). Events management. Oxford: Butterworth-Heinemann, pp.36–57.

Business Tampere. (2022a). Matkailustrategian seuranta ja täydentävät linjaukset 2022–2025 - Business Tampere Magazine. [online] Available at: <https://businesstampere.com/fi/toimintaymparisto/tampereen-seudun-matkailustrategia-rohkeudesta-ja-kestavasta-kasvustaan-tunnettu/matkailustrategian-seuranta-ja-taydentavat-linjaukset-2022-2025/> [Accessed 10 Oct. 2023].

Business Tampere. (2022b). Tampereen seudun matkailustrategia - Business Tampere Magazine. [online] Available at: <https://businesstampere.com/fi/toimintaymparisto/tampereen-seudun-matkailustrategia-rohkeudesta-ja-kestavasta-kasvustaan-tunnettu/> [Accessed 10 Oct. 2023].

Eero Hurmerinta (2021). Yhdysvallat, Tšekki ja Ruotsi Suomen alkulohkovastustajiksi Tampereella. [online] Jatkoaika.com - Kaikki jääkiekosta. Available at: <https://www.jatkoaika.com/Uutiset/Yhdysvallat-T%C5%A1ekki-ja-Ruotsi-Suomen-alkulohkovastustajiksi-Tampereella/231197> [Accessed 12 Nov. 2023].

Getz, D. (2007). Event studies : theory, research and policy for planned events. Oxford, UK: Butterworth-Heinemann, pp.300–315.

Haapala, R. (2023). Tampereen perinteinen vapputori ei ole edelleenkaan perinteisessä paikassa, mutta laajenee – 'Ihan hyvin on toiminut, vaikka aluksi vähän pelotti'. [online] Tamperelainen. Available at: <https://www.tamperelainen.fi/paikalliset/5879533> [Accessed 12 Nov. 2023].



Hankaniemi, A. (2022). Kävijäennätyksen tehnyt Blockfest-viikonloppu lisäsi ensiavussa kävijöiden määrää kolmanneksella: moni vamma syntyi sähköpotkulaudalla. [online] Yle Uutiset. Available at: <https://yle.fi/a/3-12588461> [Accessed 15 Nov. 2023].

International Association of Event Hosts. (2018). Economic Impacts - International Association of Event Hosts. [online] Available at: <https://www.eventhosts.org/resources/event-impact-standards/economic-impacts-2/> [Accessed 13 Nov. 2023].

International Association of Event Hosts. (2019). Event Impact Standards - International Association of Event Hosts. [online] Available at: <https://www.eventhosts.org/resources/event-impact-standards/> [Accessed 9 Nov. 2023].

Jouni (2018). Tammerfesti teki yleisöennätyksen: ”Yleisömäärä ylitti kaikki odotuksemme”. [online] Mesta.net. Available at: <https://mesta.net/tammerfesti-teki-yleisoennatyksen-yleisomaara-ylitti-kaikki-odotuksemme/> [Accessed 12 Nov. 2023].

Kaisa Järvelä (2023). Perinteinen vapputori järjestetään tänäkin vuonna Hämeenpuistossa – myyntipisteitä tulee myös muualle Tampereen keskustan alueelle. [online] Aamulehti. Available at: <https://www.aamulehti.fi/hyvaelama/art-2000009539626.html> [Accessed 12 Nov. 2023].

Karjalainen, A. (2023). Battle Beast, Ramses II, Fabe ja Jore Marjaranta tähdittävät Tapparannan kultajuhlaa. [online] Yle Uutiset. Available at: <https://yle.fi/a/74-20029556> [Accessed 12 Nov. 2023].

Kujansuu, V. (2022). Tampereen joulutorin suosio pomppasi huippulukemiin – aiempi kävijäennätys menossa rikki kirkkaasti. [online] Yle Uutiset. Available at: <https://yle.fi/a/74-20008937> [Accessed 12 Nov. 2023].

Kujansuu, V. (2023). Tampere nousi maailman parhaiden urheilukaupunkien listalle – taakse jäi joukko urheilutapahtumistaan tunnettuja suurkaupunkeja. [online] Yle Uutiset. Available at: <https://yle.fi/a/74-20040599> [Accessed 12 Nov. 2023].

Louniala, O.-P. (2023). Kerrostalon seinään iskettiin kieltokyltti – asukkaat eivät halua Blockfest-kävijöitä virtsaamaan pihalleen. [online] Yle Uutiset. Available at: <https://yle.fi/a/74-20045941> [Accessed 15 Nov. 2023].

Malmberg, H. (2022). Leijonat - 2022 Jääkiekon MM-kisat menestys kaukalossa ja sen ulkopuolella – Kisoista 13,9 miljoonaa euroa suomalaisen jääkiekon kehittämiseen. [online] Leijonat.fi. Available at: <https://www.leijonat.fi/index.php/uutiset/jaakiekkoliitto/item/44369-2022-jaeaekiekon-mm-kisat-menestys-kaukalossa-ja-sen-ulkopuolella-kisoista-13-9-miljoonaa-euroa-suomalaisen-jaeaekiekon-kehittaamiseen> [Accessed 12 Oct. 2023].

Mansepride.fi. (2023a). Tampereen kaupungin tervehdys – Manse Pride. [online] Available at: <https://www.mansepride.fi/mansepride2023/tampereen-kaupungin-tervehdys/> [Accessed 12 Nov. 2023].

Mansepride.fi. (2023b). Tervetuloa – Manse Pride. [online] Available at: <https://www.mansepride.fi/tervetuloa/> [Accessed 12 Nov. 2023].

Mansikka, H. (2023). Tammerfestin ikäraja nousee 18 vuoteen. [online] Yle Uutiset. Available at: <https://yle.fi/a/74-20018379> [Accessed 12 Nov. 2023].

Marjo Rämö (2022). Tampereen perinteinen vapputori on tänä vuonna Hämeenpuistossa – Keskustorilla on remontin vuoksi vain muutama myyntipiste. [online] Tamperelainen. Available at: <https://www.tamperelainen.fi/paikalliset/4562227> [Accessed 12 Nov. 2023].

Nokia Arena. (2023). Tilat - Nokia Arena. [online] Available at: <https://nokiaarena.fi/tilat/> [Accessed 9 Oct. 2023].

Olli Martela (2017). Suomalaisfestari Blockfestin erikoinen tempaus: käteisellä ei voi maksaa ollenkaan. [online] Iltalehti.fi. Available at: <https://www.iltalehti.fi/viihdeuutiset/a/201707172200269331> [Accessed 12 Nov. 2023].

Peltola, S. (2022). Päätös tuli: Tampere ja Riika isännöivät jääkiekon MM-kisoja ensi vuonna – ”Uskomattoman hienoa”. [online] Aamulehti. Available at: <https://www.aamulehti.fi/tampere/art-2000008846418.html> [Accessed 9 Oct. 2023].

Roosa Laiho HS (2023). Tampereen MM-kisoista miljoona-voitto, mutta jätti-potti jäi kauaksi – näin kisojen pää-sihteerin kommentoi. [online] Helsingin Sanomat. Available at: <https://www.hs.fi/urheilu/art-2000009635520.html> [Accessed 12 Nov. 2023].

Sarkanniemi.fi. (2022). Särkänniemi yrityksenä. [online] Available at: <https://sarkanniemi.fi/fi/sarkanniemi-yrityksena> [Accessed 9 Oct. 2023].

Sarkanniemi.fi. (2023). Karmiva Karnevaali. [online] Available at: <https://sarkanniemi.fi/fi/karmiva-karnevaali> [Accessed 9 Oct. 2023].

Shone, A. and Parry, B. (2019). Successful Event Management : a Practical Handbook. 5th ed. Andover, Hampshire: Cengage Learning, Cop, pp.62–84.

Smarttampere. (2019). Tampereelle yli 3 miljoonan EU-rahoitus kaupunki- ja tapahtumaturvallisuuden kehittämiseen - Smarttampere. [online] Available at: <https://smarttampere.fi/tampereelle-yli-3->

miljoonan-eu-rahoitus-kaupunki-ja-tapahtumaturvallisuuden-kehittamiseen/ [Accessed 8 Oct. 2023].

Sttinfo.fi. (2023). Blockfest julkaisi kävijälukunsa – artistien keskinäinen yhteistyö voitti jopa muutokset lentoaikatauluissa | Bubblypink Music. [online] Available at: <https://www.sttinfo.fi/tiedote/70004361/blockfest-julkaisi-kavijalukunsa-artistien-keskinainen-yhteisty-voitti-jopa-muutokset-lentoaikatauluissa?publisherId=69817159> [Accessed 12 Nov. 2023].

SuomiKiekko. (2023). Jääkiekon MM-kisat 2023, Tampere & Riika | Tulokset, palkitut. [online] Available at: <https://www.suomikiekko.com/jaakiekon-mm-kisat-2023/#uutiset> [Accessed 12 Nov. 2023].

Tampere-talo. (2023). Tampere-talo yrityksenä - Tampere-talo. [online] Available at: <https://www.tampere-talo.fi/yritys/> [Accessed 9 Oct. 2023].

Tampere.fi. (2023a). Elämystalouden kehitysohjelma [Tampereen kaupunki]. [online] Available at: <https://www.tampere.fi/organisaatio/elamystalouden-kehitysohjelma> [Accessed 9 Nov. 2023].

Tampere.fi. (2023b). Keskustori [Tampereen kaupunki]. [online] Available at: <https://www.tampere.fi/vapaa-aika-ja-harrastukset/torit-ja-kauppahalli/keskustori> [Accessed 12 Nov. 2023].

Tampere.fi. (2023c). Tampereen stadion [Tampereen kaupunki]. [online] Available at: <https://www.tampere.fi/liikunta/liikuntapaikat/tampereen-stadion> [Accessed 9 Oct. 2023].

Tampereen joulutori. (2023a). Etusivu - Tampereen joulutori. [online] Available at: <https://tampereenjoulutori.fi/#lisatiedot> [Accessed 12 Nov. 2023].

Tampereen joulutori. (2023b). Joulutorin Glögrävintola - Tampereen joulutori. [online] Available at: <https://tampereenjoulutori.fi/kauppiaat/kahvilat-ja-ravintolat/joulutorin-glogiravintola/> [Accessed 12 Nov. 2023].

Tampereenmessut.fi. (2023). Tampere Exhibition and Sports Centre. [online] Available at: [https://www.tampereenmessut.fi/en/tampere\\_exhibition\\_and\\_sports\\_centre/](https://www.tampereenmessut.fi/en/tampere_exhibition_and_sports_centre/) [Accessed 9 Oct. 2023].

Tamperelainen. (2019). Ufo Näsijärven rannassa? Vai sittenkin moskeija? – 50 vuotta täyttävän Särkänniemen syntyhistoriassa riittää hurjia suunnitelmia ja vikkeliä käänteitä. [online] Available at: <https://www.tamperelainen.fi/paikalliset/1383679> [Accessed 9 Oct. 2023].

Tappara.fi. (2023). Suomen mestarit 2023! [online] Available at: <https://www.tappara.fi/fi-fi/article/uutiset/suomen-mestarit-2023/5523/> [Accessed 12 Nov. 2023].

TietosuojaValtuutetun toimisto. (2022). TietosuojaValtuutetun toimisto | TietosuojaValtuutetun toimisto. [online] Available at: <https://tietosuoja.fi/etusivu> [Accessed 15 Nov. 2023].

Yle Urheilu. (2023). Leijonien MM-kotikisat olivat Jääkiekkoliitolle taloudellinen jättipotti. [online] Available at: <https://yle.fi/a/74-20057675> [Accessed 12 Nov. 2023].

## Appendices

### Appendix 1. The Impacts of Events

# THE IMPACTS OF EVENTS

sphere of event	Positive Impacts	Negative Impacts
Social and cultural	<ul style="list-style-type: none"> <li>• Shared experience</li> <li>• Revitalising traditions</li> <li>• Building community Pride</li> <li>• Increased community participation</li> <li>• Introducing new and challenging ideas</li> <li>• Expanding cultural perspectives</li> </ul>	<ul style="list-style-type: none"> <li>• Community alienation</li> <li>• Manipulation of community</li> <li>• Negative community image</li> <li>• Bad behaviour</li> <li>• Substance abuse</li> <li>• Social dislocation</li> <li>• Loss of amenity</li> </ul>
Physical and environmental	<ul style="list-style-type: none"> <li>• Showcasing the environment</li> <li>• Providing models for best practice</li> <li>• Increasing environmental awareness</li> <li>• Infrastructure legacy</li> <li>• Improved transport and communications</li> <li>• Urban transformation and renewal</li> </ul>	<ul style="list-style-type: none"> <li>• Environmental damage</li> <li>• Pollution</li> <li>• Destruction of heritage</li> <li>• Noise disturbance</li> <li>• Traffic congestion</li> </ul>
Political	<ul style="list-style-type: none"> <li>• International prestige</li> <li>• Improved profile</li> <li>• Promotion of investment</li> <li>• Social cohesion</li> <li>• Development of administrative skills</li> </ul>	<ul style="list-style-type: none"> <li>• Risk of event failure</li> <li>• Misallocation of funds</li> <li>• Lack of accountability</li> <li>• Propagandising</li> <li>• Loss of community ownership and control</li> <li>• Legitimation of ideology</li> </ul>
Tourism and economic	<ul style="list-style-type: none"> <li>• Destination promotion and increased tourist visits</li> <li>• Extended length of stay</li> <li>• Higher yield</li> <li>• Increased tax revenue</li> <li>• Business opportunities</li> <li>• Commercial activity</li> <li>• Commercial activity</li> <li>• Job creation</li> </ul>	<ul style="list-style-type: none"> <li>• Community resistance</li> <li>• Loss of authenticity</li> <li>• Damage of reputation</li> <li>• Exploitation</li> <li>• Inflated prices</li> <li>• Opportunity costs</li> <li>• Financial management</li> <li>• Financial loss</li> </ul>

Adapted from Bowdin et al., Events Management 2006, 38

## Appendix 2. The Event Impacts Survey



### Event Impacts

Answering this survey is anonymous, the answers will be used in a thesis researching the impacts of events on Tampere Region locals. This survey has five parts and it will take around 10 minutes to answer the questions.

#### 1. Age group

- ☐ 15-20
- ☐ 21-25
- ☐ 26-30
- ☐ 31-35
- ☐ 36-40
- ☐ 41-45
- ☐ 46-50
- ☐ 51-55
- ☐ 55-60
- ☐ 60+

## 2. What part of Tampere region do you live?

- ☐ Central Tampere  
☐ East Tampere  
☐ West Tampere  
☐ South Tampere  
☐ Surrounding cities

## 3. Have you participated in any events in Tampere?

- ☐ Yes  
☐ No

## 5. What types of events do you usually participate?

---



---



---



---



---

Events have different impacts, this section will measure the social and cultural impacts of events. Down is listed some of the positive and negative impacts of events.

Positive impacts: Revitalizing traditions, Building and creating community pride, Increased community, Expanding cultural perspectives

Negative impacts: Community alienation, Negative community image, Bad behaviour, Substance abuse

Next, one-time there are example events listed. The event one time or occurring popular events located in the Tampere City Centre. Think about the events and their Social and Cultural impacts on yourself or/and the Tampere region locals.

## 6. Mens Ice Hockey World Championship Games

Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
----------------------	----------------------	------------------------------	-------------------	-------------------

---

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Revitalizes traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Builds and creates community pride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Validates community groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expands cultural perspectives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alienates communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad Behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substance abuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates negative community image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 7. Hockey Gold Medal festivities (World Championship and Finnish Championship)

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Revitalizes traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Builds and creates community pride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Validates community groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expands cultural perspectives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alienates communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad Behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substance abuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates negative community image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 8. Blockfest

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Revitalizes traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Builds and creates community pride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Validates community groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expands cultural perspectives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alienates communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad Behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Substance abuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates negative community image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 9. Tammerfest

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Revitalizes traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Builds and creates community pride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Validates community groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expands cultural perspectives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alienates communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad Behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substance abuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates negative community image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 10. Tampere Pride

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Revitalizes traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Builds and creates community pride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Validates community groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expands cultural perspectives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alienates communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad Behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substance Abuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates negative community image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 11. Tampere Christmas market

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
--	----------------------	----------------------	------------------------------	-------------------	-------------------

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Revitalizes traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Builds and creates community pride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Validates community groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expands cultural perspectives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alienates communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad Behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substance abuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates negative community image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 12. Tampere May day market

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Revitalizes traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Builds and creates community pride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Validates community groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expands cultural perspectives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alienates communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad Behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Substance abuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates negative community image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**13. If you think about events (doesn't need to be on the list), what do you think are the biggest impacts on Tampere locals, from the social and cultural point?**

---



---



---



---



---

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Increases environmental awareness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases urban transformation and renewal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Causes environmental damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pollutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Causes traffic congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 17. Tammerfest

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Showcases the Environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases environmental awareness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases urban transformation and renewal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Causes environmental damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pollutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Causes traffic congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 18. Tampere Pride

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Showcases the Environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases environmental awareness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases urban transformation and renewal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Causes environmental damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pollutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Causes traffic congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 19. Tampere Christmas market

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Showcases the Environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases environmental awareness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases urban transformation and renewal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Causes environmental damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pollutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Causes traffic congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 20. Tampere May Day Market

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Showcases the Environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases environmental awareness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases urban transformation and renewal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Causes environmental damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pollutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Causes traffic congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**21. If you think about events (does not need to be on the list), what do you think are the biggest impacts on Tampere locals, from the physical and environmental point?**

---



---



---



---



---

Tourism and economic

Positive Impacts: Destination promotion and increased tourist visits, Extended length of stay,

Business opportunities, Commercial Activity, Job creation.

Negative: Increased prices, Community resistance to tourism, Damage to reputation, Financial loss

## 22. Mens Ice Hockey World Championship Games

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Promotes Tampere as a destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourists extend their stay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates commercial activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to locals to start resisting tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to reputation damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to financial loss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 23. Hockey Gold Medal festivities (World Championship and Finnish Championship)

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Promotes Tampere as a destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourists extend their stay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates commercial activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to locals to start resisting tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to reputation damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to financial loss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**24. Blockfest**

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Promotes Tampere as a destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourists extend their stay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates commercial activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to locals to start resisting tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to reputation damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to financial loss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**25. Tammerfest**

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Promotes Tampere as a destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourists extend their stay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates commercial activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to locals to start resisting tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to reputation damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to financial loss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**26. Tampere Pride**

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Promotes Tampere as a destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourists extend their stay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Business opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates commercial activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to locals to start resisting tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to reputation damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to financial loss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 27. Tampere Christmas Market

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Promotes Tampere as a destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourists extend their stay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates commercial activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to locals to start resisting tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to reputation damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to financial loss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 28. Tampere May Day Market

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Promotes Tampere as a destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourists extend their stay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates commercial activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Strongly agree
Increases prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to locals to start resisting tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to reputation damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threat to financial loss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**29. If you think about events (doesn't need to be on the list), what do you think are the biggest impacts on Tampere locals, from the tourism and economic point?**

---



---



---



---



---

In the end, I'd like you to think event's impacts overall and how they impact you personally (doesn't need to be the events listed). Do you have traditions when it comes to events? Do you work at events? Have you rented your apartment during an event? Has the event created a traffic jam and made your journey longer/harder? You can answer this question 30.

**30. What impacts do events have on your life?**

---



---



---



---



---

**31. How positive impacts of events could be increased or alternatively how the negative impacts could be minimized?**



---

---

---

---

---

**32. How do you see the future of Tampere as an event city?**

---

---

---

---

---