Jalkanen, Katariina

Todd, Roosa

Laurea University of Applied Sciences
Kerava

Rock Hellsinki, Marketing Research

Katariina Jalkanen
Roosa Todd
Degree Programme in Tourism
Bachelor's Thesis
November, 2012

Katariina Jalkanen
Roosa Todd

Rock Hellsinki, Marketing Research

Year	2012		Pages	35

This paper is a qualitative research about rock and heavy metal music tourism in the capital city of Finland, Helsinki. As Helsinki can be considered the city of contrasts, the silent nature city mixed with urban activities, it is important to also use the potential of the loud rock and heavy metal music contrasting the silence. Finland is known abroad for bands such as HIM, Nightwish, Korpiklaani and Children of Bodom so it would make sense to utilize these in the tourism sector as well. The cultural tourism possibilities of heavy metal and rock music visitors are discussed in this thesis, and whether there are products and services already available for this type of visitors or not. In this paper the research method was mainly qualitative research method and also the project method was used in combination to achieve the results. This is because the thesis first started out as the researchers' own project, which is referred to in this paper as the piloting project, and grew into an idea of a thesis.

This project that started the thesis process created a heavy metal oriented marketing video which would also be a virtual tour guide for visitors. The video was planned, all the contents discussed, and filmed, edited and the finally published by the research team in the fall of 2011. This thesis is a project with the aim to find out how the video could be improved, to find out more concrete evidence of what kind of content this type of video service and product should contain according to the interviews conducted for this thesis. Furthermore, the thesis is about finding out whether products and services exist for these types of travelers. Or do these services exist at all. Yet another thing this paper discusses is whether it is a good idea to publish this sort of service and product via online communities, or if there are some other ways to share this information in this video product to these travellers; or if there is potentially another network to show the video to these customers.

Contrary to the expectations the researchers had about only improving the marketing video, the theme interview answers indicated something even more. The results from the research were more than the researchers had predicted. Instead of only a marketing video, the subjects' answers to the theme interviews predicted that there should also be a website with social features.

Key words: Marketing, Music tourism, product development, rock music

Table of Contents

1　　Introduction

The topic of the thesis is studying the marketing opportunities for rock and heavy metal music visitors to Helsinki, Finland and the development of a marketing product, a type of marketing video and a tour guide of Rock Music Helsinki, for these types of visitors. The thesis topic is based upon a previous project called "Metallia Turisteille" which was done by the researchers of this study. In the introduction the previous study needs to be introduced as well, as it is so closely related to the study topic of the thesis. This previous work is given a closer look in more detail in the part of the thesis named "Piloting Project". The marketing theories behind terms such as branding, product marketing, the target groups of this thesis and the history and background theories of music tourism in general are discussed in this paper in order to get the readers acquainted with the topic thoroughly.

In this study the key elements are studying branding, marketing, especially marketing tourism products, and creating marketing products for tourism products. The other important factor is the combination of music and travel industry. In actuality the brand under study is Helsinki as a rock music destination, and the aim is to create a good marketing, which would also work as a tour guide, to that brand. Creating this marketing video is also a product inventing and development process, as in this thesis the earlier project video is studied more closely, feedback gained from the earlier processes are a vital part of this study.

Before the argumentation of the necessity of this study, the need to show how Finland is seen by most travelers at the current moment is crucial. In most cases the Finnish brand, and with it the brand of Helsinki, is being described with words such as peaceful, tranquility, forests, exotic and silence. Also snow is another element that is brought up with this branding. (Finnish Tourist Board 2012a.)

In this study it is not intended to put all those parts of the Finnish brand away, neither is it a purpose to create a new brand for Finland. In this thesis, the elements that are mentioned in the Finnish brands, but which have been to a certain level been neglected marketing-wise, are to be treated similarly as words such as snow, or silence. The marketing video is just a small push to show that there are other kinds of things in Finland than just snow. The Finnish brand accepts rock music as a part of the Finnish cultural heritage; metal music is also a part of the new Finnish brand that is being imposed upon people around the world. The researchers of this paper are proud of their cultural background, and want to be a part of making this particular segment of the Finnish image known world widely. In this study, there is a strong belief that Finland has an enticing dark beauty in its music, and in the melancholic music and mentality many people in the world might find Helsinki to be their new favorite place on earth. This is a study to those Finns who see that Finland does not only represent silence, na-

ture and snow, but also it represents the love for rock music that is driven by the dark forests and snowy fields. (Finnish Tourist Board. 2012a.)

The important factors for making this paper possible were a few publications found on the topic about music, especially rock music, and travel industry linked together. What was aimed to be said in this thesis is that Helsinki is a city with a drum beat and a guitar solo going through its veins, not just a quiet place with a lot of snow. Without also the people who were considered experts in this type of travel niche and potential users of these types of products who were kind enough to be interviewed for this paper made this research possible. We would like to take this opportunity to thank you for participating in this project with us.

1.1   Argumentation for the Thesis

Rock music has been a part of the Finnish culture since the 1950's. It is not only a certain generation's music in Finland, but it is a generation to generation issue, from father to son type of deal in Finland. In many families it is not only the father and son listening to the music, it is the daughters also. It has so many different kinds of sub genres, and almost everyone and anyone can find a Finnish rock or metal band that has at least one song that they actually like. (Wikipedia 2012a.)

The other reason for choosing rock and metal music for this research was the Finnish tourism board as well; in the cultural beat-part they state that rock and metal music is a part of the new Finnish brand, and the deeper meaning of this thesis is to create that into a reality for international travelers as well. After all, Finns are proud of their cultural heritage, and rock music is a vital part of that as well nowadays and it would be useful for the travel industry in Finland to make this a known fact. This research is assisting into creating a more vibrant music tourism sector in Finland, especially designed for the rock and heavy metal visitors. (Finnish Tourist Board 2012a.)

1.2   Piloting Project

About a year ago the researchers got an idea to create a marketing video for Helsinki. In this video the heavier and rock music side to Helsinki was introduced. The music used in the video was rock music created by the relatives of the researchers' and it was filmed in some locations in Helsinki and Vantaa. For example rock bars like Bar Bäkkäri and PRKL as well as the biggest tourist attractions were combined in the video. This was to create an image of Helsinki as a rock mecca without forgetting the core tourism of Helsinki.

The video showcased the difference between the current image of Helsinki as a tourism destination and how the researchers would market Helsinki. The contrast is also visible in the video itself as it starts with melancholy and calm music by Jean Sibelius and peaceful and snowy pictures of Finland. The mood changes into something totally different as the music written by the relatives kicks in and the images from different kinds of rock bars and shopping possibilities start to float the stream.

2   Research Plan and Research Problem

The research plan was divided into smaller sections in the study. In the sections the questions that are answered are: what is the research about, why is it important, what has been done before in the area that is researched and how is this research going to be conducted.

This section of the paper discusses the research approaches and methods in more detail, the research problem and the delimitations and the scope of the thesis. The research problem aims to discuss what it is that this thesis is about, the delimitations and scope is aiming to show the previous work and how the thesis was planned and the research methods and approaches section is vital to introduce the ways of conducting this research. In a good research plan there's a title, the contents of the research, an introduction to the research and a practical working plan for the research, with a concrete timetable. (Peltokoski 2008a.)

In our research the timetable starts already at October 2011, when the testing video part of the research was done in a project. The next phase for us is the feedback & expert interviews on the basis of this test video. The timeframe for this stage is from January 2012-June-July 2012, as this is the part of our research data collection as well. Our introduction to the research plan is partially done, due to the test video made in the previous project; of course the introduction will be written again into a better format, but it only needs refining.

The research problem in this study is very complex, and has many sides to it. One of the ways to briefly describe the research problem would be "What are the characteristics of rock and heavy metal music tourism in Helsinki and how can these be harnessed into a specifically heavy-oriented and functioning tourism product".

The aim is to find out locations, events and festivals in Helsinki region that are suitable for rock and heavy metal music listeners, and to create a product, a marketing tool, in the form of a video or something else for these travelers. It is a mix of a virtual tour guide of Helsinki and also a marketing video.

2.1   Limitations & Defining the Scope of the Thesis

To define delimitations, it is basically the outlines of the research itself. It is basically the characteristics chosen by the researchers to create proper boundaries for the study. As an example, if the research is about black haired people who have piercings, then people with blonde hair and piercings are excluded of the research. (Dushick 2011.)

The limitations of the research in question are heavy metal and rock music listeners, especially fans of Finnish heavy metal and rock music, and who have also visited Helsinki at some point of their lives. Furthermore, the target group has to have some form of knowledge of certain social media's, such as YouTube and Facebook as examples.

The scope can be defined with a series of questions. They can include questions such as does the research cover a certain period of time or not. In the case of this study, the answer is no, not really. Other questions might be about the geographical area, which is relevant to the thesis in question; the area chosen is Helsinki, Finland. The next questions might include characteristics of people in the research, such as age, gender, place of origin. Only place of origin is valued in this research. Other issues that need answering is that will the research require information from publications from abroad, and the answer is yes in this study. Especially the music tourism sector has not been thoroughly investigated in Finland, so foreign material will be useful and needed. And potentially other languages are also considered in this thesis than English, as some of the books and materials, and some answers to the questions will be answered in Finnish. The most important scope is the music genre itself, rock and heavy metal music. (University of London Research Library Services 2012.)

2.2   Research Approaches

The research approach that was chosen for this study is mainly qualitative research method. However, it was decided that combining this method with the project method would be the most efficient way to get the data that was needed and also to keep the validity and reliability of the thesis high. Whether this was a successful decision or not will be discussed in the conclusions part of the paper. In the next sections of this paper the more intricate details of these research methods is discussed, and why are these methods the most appropriate for this study.

The other reason why the thesis is done also with the project method is that the process started out as a student's project. The idea of the marketing video from an earlier course created into an idea of a thesis, and therefore as it was in its early stages a project, it makes

a lot of sense to continue growing the idea as a project, with the help of qualitative research methodology.

2.2.1 Qualitative Research Method

Qualitative research is more about quality instead of quantity. This means, that this method is usable in situations where the researcher is trying to find, the why and how of a phenomenon, instead of what or when and where. This research method is used mostly by social sciences, as its purpose is to grasp an understanding of a phenomenon. One can make assumptions and results only based to that particular study, and to those particular conditions; generalization of the results is avoided, and cannot be done, as they only apply for that particular situation, not necessarily to the next researcher doing a similar testing of a similar situation. (Wikipedia 2012b.)

The basis is more on observation of the participants instead of influencing the events/interviews. The researcher needs to stay impartial to the research and observing the research subjects. The philosophy behind it is focus on quality rather than quantity, the research investigates a certain phenomenon happening at a specific time, with specific conditions. The results are applicable only to that specific investigation/research done, and if other researches are made, of the same phenomenon at a different time, with different research subject, the results can also vary, or be totally different. (Wikipedia 2012b.)

Strategies are for example focusing on words in the collection and analyzing the data, more an inductive approach to the relationship between theory and research work, and the general model is hard to define. (Peltokoski 2008b.)

As the general model for this type of research is hard to define, the basic model for this can vary from one research to another. The process outlooks has been defined by Jukka Peltokoski so that first comes the general research questions related to the topic of interest, then happens the selection of sites and subjects for the research. The next step is to start collecting relevant data and then interpreting the data in other words, analyzing the data. (Peltokoski 2008c.)

After this stage is the time for conceptual and theoretical work. The further parts in the research process is the evaluating and creating tighter specifications of the research questions set in the early stages and also the collection of further data. After all this is of course the possible conclusions and writing up the findings. (Peltokoski 2008c.)

As the research has participants from around the world, the discussion of the internet as a medium for communication is vital. One of the issues concerning the internet is the concept of either it is a toll, or a place. This might have an influence in the interviews, as in qualitative research the aim is to try and find the meanings and to analyze someone's words, textwise or spoken. And as the internet can be seen either as a tool, or as a location, people can have a feeling of existing more so in the internet than in real life. This can create a more rave persona online, but the participant might not carry out the spoken or written travel plans for example when they arrive to their destination, as they are more open in the online world than the off-line world. (Silverman 2004, p. 97-99.)

The way for this research to be conducted is via theme interviews. The idea is to make the interview as real as possible, and not to influence the interviewee in any way. This might also create the problem of having data that is non-usable for the research, and what to find in the interviews might be very different from what the initial thought was. It is all about learning about the social world, and creating analysis of the data given by the participants. (Silverman 2004, p. 125-126)

Theme interviews in specific are interviews that are not as structured opposed to fully structured questionnaire interviews, and they focus around certain themes. The emphasis in these thematic interviews is not in the subjects having the exact same experience, but instead that the subjects all have experiences, thoughts, beliefs and feelings concerning the matter being researched. These interviews do not lock the subjects into a certain group necessarily. The way these interviews are considered half structured is because they are not completely free as in depth interviews are neither are they as strict in form as structured interviews are. The reason why the style is called theme interviews is because the themes are the same to all the subjects who go through the interviews, but the order of questions can be altered for instance or the sentences might be changed up in theme interviews. (Hirsjärvi & Hurme 2001, p. 43-44; 48.)

The key word for the research data in this thesis is really survey interviewing. In order to create a real situation, where the participants can discuss about the matters freely, survey interviewing is a possibility. This is a private interview, and it demands quite a bit from the interviewer. They must be precise, not personal, but it still has to be active. The solving of this issue was mainly an interviewing mode that the interview questions were sent out to the participants, and they responded to the questions on their own, in privacy. If they had questions about the questions, it was possible to email us or ask us directly to get a better explanation for the question. (Silverman 2004, p. 146-14.)

2.2.2 Project Research Method

The project method in its simplicity is giving the students a possibility to learn something new in a project on their own with little guidance from teachers. It is very much connected with applying and learning knowledge, instead of just learning the theory and not learning how to use it in practice. In this thesis the technique applied with the project method would be choosing the project, then discussing how to proceed, and after that learning the necessary skills and knowledge to move forward with the project. (NetIndustries 2012.)

The interest groups of this project are plenty; the local rock bars and clubs, the local rock event organizers, the local rock fans, Helsinki city, and most importantly the fans who would like to come to Finland, and explore Helsinki. Marketing these services has become a new possibility for Finnish businesses, and travelers are still finding this rock theme new to the Finnish image. The benefits of this project are not only to the economy of Helsinki region and businesses gaining money from increasing rock- and music tourism, but also the communities themselves, as Helsinki could become the international "to- go-to-place" for fans of heavy metal music all over the world. This would mean the local rock 'n' roll and heavy metal community would grow, and would have better opportunities in having even better venues, concerts and events. (Finnish Tourist Board 2012a)

The people taking part in this project would be the researchers themselves, the local heavy metal and rock community, the Helsinki-city marketing people and also possibly the Helsinki area's rock event organizers. This project is run by us, the researchers, and we have already made a test-video earlier on to YouTube to test out the idea. The test video project was a part of the project work-course last autumn 2011. The test video project is vital in this project in the sense that we can learn from the test video.

Earlier research done in the similar sense was done by Kinnunen, about the Gay friendly Helsinki, and how to market this. The marketing perspective, and also the potential marketing venues for products in her case were of interest to us in this project, as even though our topic is marketing and making a video in the music tourism sector of Helsinki and Finland; her thesis was about the marketing opportunities of Helsinki with the international gay visitors; and how to make the gay-friendly aspects of Helsinki better known with these visitors, and discussing the potential marketing and advertising venues for certain events she had chosen for her thesis. (Kinnunen 2011.)

3   The Theory Aspects for the Thesis

The theoretical aspects of the research are discussed from the marketing perspective, and from the product development perspective. These two aspects are both combined in the thesis, and it is important for the full understanding to give a thorough picture of the theories behind the research. Going through the theories behind the conclusions and decisions is vital in making the research repeatable in the future by other researchers, and the theories explain what was done and why.

Firstly the definition of marketing is according to Philip Kotler and Gary Armstrong not only selling and telling about a product or a service; but even more it is finding a way to satisfy customer needs. It is also stated by them that marketing is a larger operation that already includes advertising and selling in the mix, and great marketing makes selling unnecessary. Moreover marketing can be called a process where companies create value for the customers and buyers hence creating strong customer relationships in order to have the customers bring back the value to the company in return in the future as well. (Armstrong & Kotler 2008, p. 5.)

The reason why any tourism marketing is done is in order to provide information about the service. This information may be correct or biased; it depends on who is doing the marketing, and who is the one who gains something from it. The consumers should find a country, location or a tourism service easy for them to use, to go to, and that information about what they want to do at that destination should also be available, for them to decide to want to go to that particular country, or to use that certain tourism service. The different aspects of marketing that are studied in this paper are branding, product marketing, and the target group. (Demand Media Inc. 2012.)

3.1   Product Management

Product managing consists of product development and product marketing. Product management is used throughout the lifecycle of a product; first creating it, then marketing it, developing it even more, marketing and so on. In the product development stage one should consider whether their product is new to the market and how it could differ from the other products in the market if it is not new. This goes further more to the marketing stage of the product as it is important to consider how and where to market the product. These both stages are discussed in this thesis as well. In this case the product is new and brought to the market

via internet marketing as it is aimed for both local and foreign markets. Both of these aspects are discussed further in the results paragraph. (Wikipedia 2012c.)

3.1.1 Product Development

When a new product is created, there are aspects that should be put some thought into. The product is the raison d´êntre of every company. This literally means that the product is the "reason of existence" for the company. In this sense if there is no product, there is no company. (Avlonitis & Papastathopoulou 2006, p. 1.)

For this reason it needs to be considered who the product is for, whether there is a market share for the kind of product you are creating, or not. Are there other similar products? If so, how are you going to differ from them? What are your strengths? After the core idea is ready, a business analysis should be done. In this part you decide the price and estimate sales numbers. Beta testing and market testing is also important; you create a prototype and test it in normal consumer situations. After this you will be able to set on the final product and think about marketing. This relates to the research in hand as well. The beta testing has been already done in the form of the piloting project and now it is researched what the final product should be like and how the beta version could be developed even further. (Wikipedia 2012d.)

3.1.2 Branding

Branding a tourism product is a difficult task. One must separate oneself from all the other tourism products out there. And branding a country like Finland is a task itself. Thankfully in this project it is not necessary to brand Finland as a country, but it is possible to use a part of the Finnish brand in this project; that is the part of cultural beat in the Finnish tourism board website, and to develop the idea further. (Finnish Tourist Board 2012a.)

Understanding a brand is important however in a project such as this one, so some basics of what is a brand are needed. A brand is a promise of something from a certain product, name, place, or location; it is a customer's perception of the product basically. The brand can be created by marketing people, but it has to have some actual background; if the brand doesn't keep the promises it makes, it is not a very good brand. When the brand of the product has been done well, the brand can be very valuable. The reason for this is that a respected and known brand has the prospect of customer loyalty and trust; they know what to expect from the brand and they get the expectations met always. (Armstrong & Kotler 2008, p. 230-231.)

Branding is necessarily not alone a key in this project, even though it is needed to some extent to start the product to be known more. If a good brand for the end product can be made

within this project, the possibilities for marketing other products in the future with the brand could be potential also. This is called line extensions, when the brand is extended into something new and a bit different although still staying in the similar category with the original brand. In practicality this could mean for instance a new flavor in the food industry business or in the research project, a potential new rock destination to be promoted in within the marketing and virtual tour guide video mix that has been created. (Armstrong & Kotler 2008, p. 237.)

3.1.3 Marketing a New Product

There are various ways of marketing a new product at the introduction stage. Mass-market penetration aims for as many potential customers as possible. This strategy is used especially when a new product is wanted to introduce to the customers before any other similar product has been brought to the market. On the other hand, skimming and early withdrawal is when a product is brought to the market with a high price and then withdrawn after competitors have gotten to the market as well. This is to gain brand preference compared to the following similar products introduced to the market. (Avlonitis & Papastathopolou, 2006, p. 43-46.)

When the company has limited resources, niche marketing is aimed at a special group of customers. The purpose is to maximize marketing within a group of people that is thought to adapt to the new product or service. This is the marketing type that this research aims for. Not everyone in the world enjoys rock and heavy metal music, so focusing on a certain group of people is beneficial for this kind of a product. Furthermore, there are numerous ways of using marketing channels. What we have chosen is digital marketing. (Avlonitis & Papastathopoulou 2006, p. 43-46.)

3.2 Digital Marketing

Digital marketing means the marketing that happens online, or on devices connected to the internet such as tablets or smartphones. In the world today, digital marketing is inevitable. Customers use their computers to surf online and to find information. Furthermore, throughout the past 10 years the internet has become the dominant marketing tool. Not only is it easily accessible for customers but it is also a social media where new trends take shape, ideas are being shared and products and services discussed. (Wikipedia 2012e.)

As our virtual marketing guide would be targeted for foreign visitors, the internet is the natural choice of a marketing platform. Nowadays with sites like wix.com, everyone can make their own web site; for their company or just to have a blog. What is important for a virtual tour guide like the one mentioned in this research is that the information should be free and paid with advertisements. In addition, these kinds of partnerships could be talked about when

making a virtual tour guide with mentioning of bars, shops and record stores. (Wertime & Fenwick 2008, p. 78.)

4   Helsinki as a Tourist Destination

As this paper intends to discuss specifically Helsinki as a possible rock- and heavy metal music visitor destination, it can be seen as an important factor to bring out the more traditional view of Helsinki as a destination. Discussing this point of view about Helsinki is important as to show why this paper is indeed needed, and that the information in this paper can help to create a broader perspective to travel and tourism industry in Finland about the capabilities of Helsinki as a destination for international travelers. As a starting point to the entire topic, Helsinki is the capital of Finland, founded in 1550 by King Gustavus Vasa to compete with Tallinn as a harbor area for commercial purposes. It became the capital city of Finland in 1828 after certain fire related incidents in the former capital city Turku, and Helsinki has been the capital city ever since. (City of Helsinki 2012a.)

The city is described as a unique destination in the Scandinavian region, a place full of contrasts between high-tech and nature combined together in a sweet harmonious manner. It is a city that brings together the eastern part of Europe and the western elements of Europe. The location itself is in the Archipelago, there are many small islands to go to, so it can be called a nice cruise destination. The parks and the nature are also a big part of the image of Helsinki itself. Also words as quiet and peaceful are put into the same context with the capital city of Finland. Not quite the image of a loud rock 'n' roll atmosphere city that this papers intends to show. But there is a small glimpse of hope for such a city after all. The descriptive details mentioned above are examples of the official image of Helsinki. (City of Helsinki 2012b.)

The strengths for Helsinki city as a travel destination are such as the design of the city with the architecture, the friendly Finns, Finnish food and dining culture, the sea-side intrigue of Helsinki and beautiful nature within the city. Also the fact that Helsinki is such a compact size compared to other cities makes it appealing to visitors. And even though it is an urban culture city, it is very closely linked to the wilderness with lovely parks and wood areas. Also being the World Design Capital 2012, it has been seen as a vital marketing element for the city in order to bring more visitors and create an even better city for its residents as well. (Finnish Tourist Board 2012b.)

The hope for this entire topic stands in the cultural travel to Helsinki. Cultural travel has been seen as a possibility to Finland in the future as there is a vast amount of options unused at the moment. Furthermore people around the globe do not have enough information about Finland; therefore a lot of these visitors come here to find out what this country is all about

really by themselves. Finnish culture, the closeness to nature and even the people are considered a cultural experience. The contrasts of simultaneous edge and coolness mixed with the relaxed and deep atmosphere of the whole country is ideal for pulling visitors with cultural interest into the country, and into the capital city Helsinki. (Finnish Tourist Destination 2012c.)

Even though the city is described as above mentioned a peaceful place somehow Finnish people have been able to combine the peacefulness with heavy metal music. This could be one of the examples of the edgy, yet relaxed and still cool feeling the city is giving the visitors. A part of the Finnish marketing strategies and one of these products is heavy metal Finland, which is one of the reasons for this thesis. These products, themes and attitudes about the music genre are discussed even with the official websites of Helsinki, but the need to find out what there actually is out there for this type of visitors is the key of this paper. If indeed heavy metal music is an important theme for the travel organizations in Finland, then there must be evidence of it. And if there is not any evidence of this, this paper will hopefully open eyes and allow people to develop products for these types of travelers. (Finnis Tourist Board 2012d.)

5 Rock Music in General

In order to get a grasp of the topic in question of this paper, the small glimpse to the history of the music genre is needed. Moreover it is important to view what is this rock and heavy metal music that is being discussed here as a potential tourism attraction for Helsinki. This next chapter is about rock music in general, its history and after introducing this musical genre, the focus moves into the rock music in Finland. The significance of this chapter is to introduce the reader to the topic, and to why rock music is important and very visible in Finland, and in Helsinki. As rock music is a genre with lots of sub genres, it is crucial to discuss the genre as well, as the topic is rock and heavy metal music marketing in Helsinki. It is important for people to know about the country with the most rock and heavy metal music bands per capita than anywhere else in the world. (Rockwell 2012.)

5.1 Rock History

Rock music as a musical genre was born somewhere after the end of the 1940's and the beginning of the 1950's. The origins of the music genre are in the music played first by black artists in the USA. At the time, USA was very unfair in its racial policies towards black people and other ethnicities, thus making it virtually impossible for this new genre of music to become immensely popular in its beginning. Radio stations did not play this new music, as it was not played by white people, and it was problematic to the genre. The other issues were that

the younger generation at the time was interested in this new music genre, and that the white artists were not playing as interesting music as the black artists were. Because of the novelty factor and the excitement of this new music style, a few radio disk jockeys such as Alan Freed, started to show enthusiasm to this new music and played it for the white listeners on radio. Freed called these radio playing times the "Moondog Rock'n'roll Parties" on the radio in 1951. (Scaruffi 2005.)

The musical genre spread around slowly to the white musicians as well, and from 1950's started the rise of rock and roll music amongst listeners around the world. As USA was the root of this music genre, it makes a lot of sense that this new music made quickly its way to the UK, and grew very popular there. Especially in the 1960's the growth of the phenomenon was immense and it was described especially by some more purist Christian religious groups as a demonic disease that spreads amongst the youth.   (Scaruffi 2005.)

Rock music can be considered as a worldwide phenomenon particularly after bands such as the Beatles and the Rolling Stones in the 1960's. The change from the more country-type rock music into heavy metal started during the 1960's and 1970's especially and since then has grown into many sub genres. The 1980's was the age of punk rock, and new wave punk rock bands, and glam rock bands. Some of the metal bands that played music in the 1980's are still playing music today, and are respected artists amongst the younger generation even though some of these who listen to their music were not even born yet when they started their careers as musicians. (White 2012; Grierson 2012)

There are several different styles of rock music; these are called the sub genres of rock. What was started in the beginning of the genre, was more towards bluesrock, folkrock and classic rock music has now evolved into alternative rock, progressive rock, garage rock, punk rock, rockabilly music, psychobilly music, rap rock, metal rock and many, many other sub genres possible. (Suomirock.nettisivu.org 2012.)

5.2   Finnish Rock Music

This chapter is about the rock and heavy metal music genre in Finland. The history of the scene is discussed; important times and artists are introduced here, in order to show that Helsinki and Finland as a country also has what it takes to be a rock and heavy metal music destination for international travelers. Famous Finnish artists and their achievements need to be introduced as this is a way of showing how deep in the Finnish cultural core heavy metal and rock music actually goes. HIM, Turisas and 69 eyes are brilliant examples of how Finnish musical ingenuity can be considered an international success story.

5.2.1   Finnish Rock Music History

As Finland is a small country up in the Northern parts of Europe, it is amazing how far and how quickly this "demonic disease" from the USA, more commonly known as rock music, spread to Finland. At the time there was no internet to help this. When considering this, it is quite astonishing that the first rock concert in Finland was arranged in Turku already in 1956. From there it takes a few more years for the Finnish rock scene to start to rise. Furthermore the 1970's starts the ball rolling with more Finnish bands playing rock themselves and becoming immensely popular in Finland. (Japa 2008-2012.)

The 1970's is the time when the Rolling Stones comes to play at Helsinki stadium and the first Finnish rock band to tour around the UK Tasavallan Presidentti plays progressive rock music. The music genre changes into mainstream in the 1970's through artists such as Juice Leskinen, Hector and Dave Lindholm. Legendary bands in Finland such as the Hurriganes and Eppu Normaalit start to publish material also during this decade. And if the bands were not enough to prove the point of rock music finally arriving big time to the Finnish music scene, also the media starts to show this. The first rock music magazine in Finland starts publishing in this decade also, Soundi. (Japa 2008-2012.)

The 1980's is a real golden era for Finnish rock music, bands such like Hanoi Rocks move onto the music markets of the USA and the world is opening up for the Finnish rock artists. Even though this decade is the rise of the scene, it also has the grimmest times in the rock scene in Finland as well. Hanoi rocks has a tragedy and breaks up, also one of the most popular Finnish rock groups of all times, Dingo, rises and shines for a few years and then breaks up during this decade. The first signs of Finnish rock mania are clearly seen during this time. The former singer of Hanoi rocks, Michael Monroe makes it into the US Billboard as well. (Japa 2008-2012.)

As the rock music had its ups and downs in the 1980's, the 1990's was a quieter time for the genre. It was the time of the pop music genre growing bigger in Finland and all around Europe. Even though this made it seem that as rock music was not causing the most hype at this era, it was still going strong. This time created its new forms of rock musicians, and bands such as CMX and HIM were the ones to break through to mainstream. In the new millennium rock music had its new rise again, and metal rock started to have its big breakthrough. (Japa 2008-2012.)

5.2.2   The Finnish Rock Music Success Story

Finnish rock music can be considered as an international success story. Finland is known more and more of the heavy metal music that has come from the country and it seems to be that in the more underground metal scenes a lot more Finnish bands have gained fame and fortune. HIM has so far been the most successful Finnish band abroad, considering all music genres. Other bands such as Nightwish, the Rasmus, Children of Bodom, Stratovarius, Apocalyptica and many more have also become international superstars in the rock and heavy metal scene. Also when considering record sales in Finland, the most sold musical artist of all time in Finland is Eppu Normaalit, a new wave punk rock band, even though this was taking into consideration all musical entities in Finland, and foreign music that has been sold in Finland as well, such as ABBA, a pop music band from Sweden, and still the sales of a punk rock band are on number one place. (MFF 2012; Wikipedia 2012f; Wikipedia 2012i.)

As the music genre itself is immensely popular, it also has grown into a part of Finnish cultural scenery. Heavy metal music listeners are called metalheads, and there are several things one can do as a rock and metal music listener in Finland, and in Helsinki in particular. Most of the rock bars known abroad, and heavy metal clothing stores are in the capital city region; also many of the bigger concerts are organized in the area as well. Therefore choosing Helsinki to represent the Finnish metal culture was best choice for this paper. The thesis is all about combining this musical genre and its listeners with the rock and heavy metal culture possibilities in Helsinki. (Steff Metal 2012.)

Furthermore, to state that international visitors interested in this genre will start to find their way to Finland a lot more, the statement has more grounds after pointing out that Finnish rock and heavy metal music has had deep roots in the country from the beginning of the music genre. To show that there are people trying to find out information about this types of tour guides, and saying it is difficult as the information found on the cultural tourism in this genre is in Finnish, and word of mouth; the information is very unseen in the Helsinki official website, and one must know Finnish metalheads in order to find out information about the rock history, the places to visit that would be relevant to the music, the events, the shopping and the people interested in this type of music to see in Helsinki. (Steff Metal 2012.)

6   Music Tourism

To go into the music tourism chapter of the paper, it is needed to introduce the main source of information for the chapter as well. The reason why to do so is because of the lack of information available in this particular topic. The book resource that was the most useful and related to the topic is Music and Tourism: On the Road Again by Chris Gibson and John Con-

nell, 2005. The book is about music culture in general, and how it is a niche of cultural tourism. The book not only focuses into music tourism, but it emphasizes the rock music tourism, which is vital to the research topic.

Music tourism is a part of cultural tourism, a small niche one could say. Music tourism is difficult to define, given the range of participant, events and experiences. It can be described as a cluster of visitors, sights, locations and events all together. It can be seen as travel to places of musical creation, either past or current places, it can also be a part of marketing of the tourism board or an attempt to relish historical heritage of a place. (Connell & Gibson 2005, p. 16-17.)

Music tourism is in a way very subtle, even though it can be loud in its own way. Music can play a central part in tourism, and it is often playing a role in travel. Music can give a reason to travel to a place, for example Graceland, or Jim Morrison's grave, and it doesn't have to be necessarily the usual music festival or a concert waiting on the other side of the world. It can be the inspiration behind the music so to speak. People want to explore the people behind the music, their history, their home countries, and places of residence in order to find a deeper meaning for the music. The music is a starting point. (Connell & Gibson 2005, p. 262-263.)

It can be seen as pilgrimage to a sight to a certain extent. Music tourism is an individual experience but still a very collective one as well. It can be seen almost as a ritual, and music tourism isn't necessarily linked to the past. It can be also very current, possibly traveling after a favorite singer, see all of their concerts possible all over the world for instance. Music fans can use expressions such as it was like a religious experience, something never seen before. (Connell & Gibson 2005, p.200-201.)

The experience is not only beneficial for the music visitors. The areas visited can be very much profiting from this type of tourism and the musicians themselves are also profiting from certain types of music tourism. One example is festivals, as the area where it is organized gains money from visitors in the festival, and they stay in hotels, eats in local restaurants, and people locally are employed by these festivals. The musicians get more exposure and potential new fans in festivals. (Connell & Gibson 2005, p. 237.)

One of the great examples of how music can influence a place is the study done about the Grateful Dead concerts in Las Vegas. Music tourists can travel long distances in order to see a certain band, a phenomena of their time, and when the possibility occurs, it is more likely that the tourists spend money into merchandise, t-shirts, gifts and souvenirs. The commitment of the fans of the Grateful Dead to the band made it possible for places selling the mer-

chandise to sell a lot more, as the fans did participate in many activities outside the concert and supported the band in all means possible. (Connell & Gibson 2005, p. 104-106.)

And music tourism is not only seen within the heavy metal listeners, it is a part of tourism that goes into all of the genres in music. It is a part of this project, but not the entire project is only about music tourism; some of it is. Music tourism in its basic form is people travelling to listen to their favorite music into another city or even country. This form of tourism was one of the driving forces behind this project, and gave the push towards the other things that were created into the project in the planning sessions. (Wikipedia 2012g.)

7   Conducting the Research

The important phases of the analysis are describing the data, the classification of the data, the combining of the data and the final stage which is the analysis of the data. The describing of the data has the purpose of looking at the events, people or the targets' characteristics. The questions that are supposed to be answered are usually who, what, where, when, how often and how much. It is crucial that in the descriptions the phenomena is being placed into a time, place and into the culture it belongs to. To put things to context so to speak, is important as this allows the researcher to understand the broader social meaning of the phenomenon. (Hirsjärvi & Hurme 2001, p. 145-152.)

In classifying the data, the factors that can be used are the research problem and the minor parts of the research problem, the research methods used, the classifications or concepts that have been used in similar researches done in the subject before, the theories and theoretical models created in the research, the data itself and the imagination of the researcher. These can be combined for instance in order to create reliable classifications. For instance the themes of the interviews can be used as a base for the classifications as it is a part of the research methods. It is important to see the reason why the classifications are different and how they are different, and to try and explain them. (Hirsjärvi & Hurme 2001, p. 147-149.)

The combining of the data is not the end result of the analysis, but only a phase in order to get to the actual analysis. In a sense it is just like building a house with bricks; one needs to put certain blocks together in order to be able to create a proper house. The purpose is to find similarities in the different classifications and how to link them together, in order to create a positive connotation to these different classifications. The aim is to understand the data fully, and create a theoretical point of view where the data can be put into. (Hirsjärvi & Hurme 2001, p. 149-150.)

The final stage is the analysis, the interpretation, of the data. This means in reality that the researcher makes assumptions from the data, and from the combinations of the data, and the classifications. The reader of the research must rely on the interpretation of the researcher, therefore the assumptions must be based on true data. This is in order to create a better understanding to the phenomena itself. This could be in this study for example that our subjects, instead of our initial assumption of them liking a certain bar for instance, they would show in the data that they consider some other activity or a place better than our original assumptions. (Hirsjärvi & Hurme 2001, p. 115-152.)

The chosen method of analysis of data is discourse analysis. In discourse analysis, according to David Silverman, the aim is to analyze text and talk in social practices. The focus is not on the language as such, but in looking at the language as the means of interaction, the medium for interaction so to speak. It is the analysis of what people do, from the data, which is basically what they speak of doing for instance. Typically the focus in discourse analysis is on transcripts of natural everyday talk, and in this study this was used in the interviews in the form of text in the survey interviews. (Silverman 2004, p. 202-205.)

The way a discourse analysis goes traditionally is first step to read literature on discourse analysis, then listen to the interviews, write the interviews down word to word, then read the writings, check the writings while listening the interviews while reading, start searching for intriguing parts, see the differences and similarities in the texts and then create the first set of classifications, these are not the final classifications though. After this starts the interpretation phase, read the data again to see if the interpretations fit the data, start writing the critical analysis, and compare these to the original data often. (Hirsjärvi & Hurme 2001, p. 156.)

7.1   Theme Interviews

In this case the interviews are mainly done on the internet, and by survey-theme interviews. Theme interviews are half-structured interviews, which means that parts of the interview are pre-arranged and parts the subjects answer in free flow. This means all the data should be in written form already and therefore quicker to start the analysis process on the data. It will also be easier to go back to the data as it is already in written form originally. (Hirsjärvi & Hurme 2001, p. 47.)

Due to the frame of the research of the thesis it was decided to use the method of theme interviewing. For theme interviews the questions for the interviewees have been compiled in advance so that the final answers will revolve around the topic "marketing Helsinki as a rock

music destination". This will make the analyzing easier as the questions, as such, will already answer the questions in hand.

7.2   Analyzing Methods of Theme Interviews

In many guides it is said to be a normal approach that the data is analyzed during the collection, interpreting and narrative reporting of the data. In this sense qualitative analysis differs in a clear manner from quantitative analysis. Furthermore, the usage of qualitative interviews was decided on. This way it was possible to collect data that served the purposes of the research; how people really felt about the current state of marketing Helsinki as a rock music destination. (Hirsjärvi & Hurme, 2001. P. 136)

Analysis of qualitative interviews is one of the most time consuming stages of the research. The main points of qualitative interview analysis are that the analyzing already starts while interviewing. This, considering this research, differed a little bit. As this research was made by e-mails, as answers were received, they were skimmed through. Furthermore the data is usually analyzed "near" the data and its context. This means that the data normally keeps the original form and the language is not changed. For this research this was really important as it was crucial to hold on to the real opinions of the people, and not change what they have said. Reasoning for the analysis can be either inductive or deductive. Inductive reasoning refers to the importance of the collected data and finding the theory within the data, whereas deductive reasoning concentrates on the purpose of verifying some of the researcher's original theories. The original idea was that Helsinki does have the potential of being a rock music tourism destination. Therefor deductive reasoning was the method used. (Hirsjärvi & Hurme, 2001, p. 135-136; Wikipedia 2012h.)

Transcribing of the collected data is an important part of the analysis. For this research, this part had already been made as the data was in a written form. On the contrary it was decided to use the method of analyzing straight from the data. In addition this would have not been possible unless the data was to be categorized. Data was collected from 14 people altogether. These people represented foreigners, Finns, people that market Helsinki and Finnish musicians. These were the categories used. (Hirsjärvi & Hurme 2001, p.139-141.)

7.3   Description of the Subjects

For this research the number of people we theme interviewed was 14. All the interviews were made anonymously. The people were selected due to different reasons. One of the most important factors when deciding the interviewees was that they had to be somewhat familiar with Helsinki rock culture. All the foreigners that were interviewed had visited Helsinki prior

to the research. The questions were so precise that interviewing people unfamiliar to Helsinki was impossible.

Another important factor was that the subjects had to represent different age groups and sexes. Altogether we interviewed people between the ages of 21 to 55. This way the results would not be biased because of the age of the subjects.

Furthermore, the subjects could not all be students or work within the music industry. This is why interviews were held with students, people in working life, people dealing with rock music and one person doing Helsinki marketing. All these factors considered it was made sure the interviews were made multifaceted and would give versatile points of views.

7.4   Classification of the Data

The data collected from the theme interviews was categorized in four different groups. These groups were Finns, foreigners, musicians and people that market Helsinki as a tourist destination. Largest of these groups were the Finns. The foreigners that were interviewed were both regular Helsinki visitors and those that have only visited once or twice. One of the foreigners was a resident of Finland. The Finns represented many age groups and did not all live in the Capital region of Finland. Finally, the musicians that were interviewed were all Finnish and either playing an instrument in a band or creating music of their own in some way.

7.5   Practical Arrangement of Interviews

As some of the subjects were foreigners and many subjects altogether were interviewed, the chosen medium for doing the interviews was by e-mail. In this way conducting the interviews was convenient and not as much time consuming as face-to-face interviews. Furthermore, group interviews were hard to arrange due to the different locations of the subjects. All the interviews were made anonymously. This data collecting method also allowed for the data to already be in transcribed format.

8   Helsinki Heavy Metal Marketing, the Results

As mentioned before, the four categories that the data was divided into were Finns, foreigners, people who market Helsinki and Finnish musicians. Altogether 14 people were interviewed via email for this research. There were many similarities in the answers between these categories, as well as many differences. These findings will be discussed in this part of the thesis. The results from the theme interviews were both surprising and expected. Overall the opinions of the subjects were that Helsinki does need more marketing within the rock and

heavy metal music tourism field, and that the internet would be the best place to market this type of tourism.

8.1   The Finns

All the Finns that were interviewed were of the opinion that Helsinki needs more marketing when it comes to the city being an internationally recognizable music tourism destination. All of the subjects also mentioned Finland and especially Helsinki having the potential of being a rock and heavy metal music tourism destination.

Approximately 29% of the Finns thought that Helsinki did not offer enough opportunities for rock music visitors to visit or see. In addition it can be argued whether this is due to the fact that the information of these places is not available or that Finns themselves do not feel the atmosphere already being rock oriented. Furthermore, 86% of the subjects answered that there is not enough information available, or it is hard to find, of rock oriented products and services in Helsinki.

When asked whether the subjects felt that Helsinki would already be an internationally recognized rock and heavy metal music tourist destination, one major point the subjects brought up were the festivals and concerts held in Helsinki. Helsinki has concert venues for different sizes of crowds. This enables the possibility of different sizes of bands to visit Finland. Nevertheless, concert places are not a factor big enough to create the core for music tourism, although some of the subjects did answer that Helsinki has rock bars. The subjects either lack the knowledge of these possibilities or did not think of them. These factors should be brought up even to the Finns. It might also be that they are being taken for granted.

A surprising factor about the results of the Finnish interviews was that none of the subjects knew of any ready-made products or services for international rock and heavy metal music visitors. A few mentioned there were some products and services, but did not specify. This result adds to the need of marketing.

8.2   The Foreigners

On the contrary to the Finns feeling that Helsinki would have potential to be an international rock and heavy metal tourism destination, foreign subjects already felt like Helsinki would be a notable destination within this field. Furthermore this clarifies that Finnish people do not necessarily realize the rock atmosphere that there is in the country. Noted, all the foreign subjects had already visited Helsinki, but not necessarily because of the Finnish rock and heavy metal music.

Only one foreign subject believed that Finland is being marketed as a rock and heavy metal tourism destination. All the others were of the opinion that Finland is being marketed as a silent, snowy place with Santa Claus, although Finland's retribution internationally is that the country is very rock music oriented. When asked whether Finland could compete against Sweden and Norway in this field, all the subjects thought that Finland could stand out in this group. In our opinion Finland and especially Helsinki could pursue to market itself more as a rock and heavy metal tourist destination before some other Scandinavian country takes the cake first. Grapevine cannot be the only medium of marketing.

None of the foreign subjects felt like advertisement for foreign visitors within the field of music tourism was visible in Finland. In addition, majority of the subjects felt that information concerning music tourism in Finland was hard to find or that there was none. One of the subjects, on the contrary, felt that Finland and Helsinki had the best leaflets and maps they had seen. In their opinion music magazines as well provided good information. It can also be argued that this information is only in Finnish, so not reachable by the bigger audiences.

8.3   Marketing

A person that has been working within the tourism business and is also familiar with the marketing of Helsinki was also interviewed. In their opinion Helsinki could be an international rock destination for visitors, but it is not marketed that way. Like the Finnish subjects, they mention the rock events in Helsinki, especially HellDone during New Year's. Musex, Music Export Finland, markets Finland as a rock oriented country but for example the Helsinki City Tourist Office does not focus on music whatsoever.

The marketing subject does not feel that heavy metal and rock music should be a part of the Finnish brand. In their opinion heavier music does not necessarily have a good reputation amongst many. In addition, rock and heavy metal could be used when marketing Helsinki and Finland to younger and more urban people. This brings up the question whether Helsinki and Finland could attract younger people better with a marketing plan that consisted of the rock and heavy metal possibilities, in contrast to the already existing one; in our opinion, yes.

8.4   Musicians

This subject group had the most varied answers to the theme interviews. Two subjects were interviewed in this group and their answers varied from each other as well as from the other subject groups.

The other musician subject that lives in the capital region feels that Helsinki is already considered as a rock and heavy metal tourist destination. They mention the rock events and festivals that run annually, as well as the rock bars and clubs in Helsinki. On the contrary, the second subject in this category that lives outside of the capital region feels like Helsinki is not a good music tourism destination. In their opinion there are not enough concert venues or training places for bands, and if there are, they are in bad shape. They also mention that Finland should invest more in music like Sweden does. When asked whether Finland is already marketed as a rock and heavy metal destination in their opinion, our second subject answers that Finland is not a rock oriented country and Finnish bands cannot compete with those of Sweden. This is an interesting opinion as the marketing subject interviewed feels that Sweden and Norway cannot compete with Finland in this matter.

The first musician subject mentions that Finland is already associated in a good way with metal music, but says that not everyone even knows what metal music is. The second subject also says that although in their opinion Helsinki is not a good music tourism destination and Finnish heavy metal and rock cannot compete with those of Sweden and Norway, music tourism would fit the Finnish cultural scenery. They both agree that this kind of tourism is already visible in Finland; at heavy metal and rock events especially.

8.5   Virtual Tour Guide

To the question: How would we market Helsinki as a rock and heavy metal tourism destination? In the beginning we came up with one solution: virtual tour guide. This marketing method would be easy to share and spread. A virtual tour guide would be a video that included information of Helsinki as a rock and heavy metal tourism destination. In our theme interviews we asked our interviewees what they thought about the idea and what they would like to see in the actual virtual tour guide.

All except for one of our subjects said that a virtual tour guide would be a great way to market Helsinki as a rock and heavy metal tourism destination. What was interesting to find out was that the subjects felt like a video is not enough. In their opinion, the virtual guide should also include a web page, maps and information on different events and health care for example. As many of our subjects felt like information about music tourism in Helsinki is not easy to find, instead of just making a marketing video it would be excellent to create a whole community, so to speak, around this information. In our opinion this could be a web site containing videos, articles, information, maps, a chat and everything in between. This does and should not be a project of one person but a co-operation between rock mindset people and official tourism bureaus. This way the community would get more visibility and credibility.

The reason why internet would be used as the main medium for this kind of marketing is that it is both easy and accessible. In addition, all of our subjects felt like the internet is a must marketing platform for this kind of a product.

This virtual tour guide would make it possible to find all the necessary information in one place. For foreign visitors it might not be clear where the rock bars are, and that even they differ from each other. In addition, where to find rock related clothing or band merchandise, not to mention record stores and information about events; all in one place. The idea could furthermore be developed even into software that people could download on their laptops or smartphones.

Some of the subjects also mentioned that Finnish rock musicians should be included in this project which itself would be great marketing. Bench marketing example would be Great Britain; Visit Britain's official campaign includes famous English celebrities who tell why they love the country and what they love about it. (Visit Britain 2012)

9   Conclusions

The issues discussed in this paper reveal the fact that rock and heavy metal music is seen by the Finns interviewed into this thesis as something that is deep in the core of Finland and Helsinki. The problem lies in marketing this phenomenon. Considering that the subjects for the paper had an idea about Finland, or were Finns themselves, and they were either fans or listeners of the music genre in question, it was astonishing to find out that even these people think there are no products available on the market for these types of travelers. In other words, even the Finns who would use these products did not know of their existence, or thought the products simply do not exist, or it has not been marketed well enough.

Furthermore, during the research, finding information about these products in the niche was difficult. There is a lot of information placed all over the internet, and it is yet to be linked together. Especially when thinking about international web pages, there might have been some details about the Finnish rock and heavy metal scene, but the information is very scarce in other languages than Finnish. Even the Visit Finland website discusses the link between heavy metal music and culture only briefly, basically just in 2 sentences; and this is supposed to be the place where potential visitors of Finland would search for this information.

The need to pass on this information of products for this niche in travel and leisure industry is important. Helsinki and Finland could, according to this research, stand out in comparison to the other Scandinavian countries with the rock and heavy metal oriented tourism products. There are opinions of course in our research that state that it is not possible at least in the

current state to compete with countries like Norway and Sweden in this genre. What is important to emphasize is the current state of things in Helsinki with this genre. Even though the marketing expert interviewed for the thesis has products in this area of travel, there has been very little knowledge of these products available yet for the masses and general public. All of the subjects agreed that the marketing video would be a great tool to be used in creating an intrigue towards this type of travel products. The marketing video created during the piloting project was considered as something new and innovative, even though there are several issues that should be improved with the video itself. Furthermore, subjects felt like a video itself might not be enough. This brought us to the conclusion that this research should result in a web page with social features and active updating. As subjects felt that information on these kinds of services and products was not easily found, this site would gather all the information in one place and make it easily accessible. With the social features the web pages would get fresh ideas from the customers themselves and be a fresh virtual tour guide for new and why not even old visitors in Helsinki. In addition, videos with Finnish rock musicians and maps and information on health care were also appreciated factors amongst the subjects when asked what they would include in the marketing.

In conclusion, the marketing of rock and heavy metal Helsinki has improvements to be made, and products still to be developed or even invented still. Information needs to be put into one specific place, where there would be links available to sites linked with the topic, instead of how the situation is now with people wanting the information, and finding it impossible to get to it. Also, the fact that the Finnish language is a much rarer language that English language is, it would make a lot of sense to create English web pages for these services and products as well as Finnish ones. After all, even though the focus of this thesis is on the international rock and metal music travelers and increasing their amount in Helsinki, it is not the aim to alienate the Finns who are fans of the music genre from the products of this type of tourism, but to bring the Finnish metalheads together with the foreign visitors in order to create one metal music unity.

9.1 Improvement Ideas

Even though the original idea of this research was to find out how to improve the marketing video made in the piloting project, the results from the theme interviews gave much more insight. The marketing video is not the only method of marketing needed, but there should also be a whole web site community around it. We, researchers, insist that someone would take the results of this research and create such product to make it possible for foreign visitors to see the heavier side of Helsinki and be able to find all the information in one place.

Furthermore, another suggestion would be to involve the more known bands into the project as well. To have their music, their interviews or other material, it would be very valuable for Helsinki and the whole of Finland. What musicians bring is their background in the heavy and rock music genre, their heritage in this country and without the bands and artists that have come out of this country it would be impossible to create products that link Finland and Helsinki to this music genre.

On how to improve the research itself, some suggestions could be made about the theme interviews. Possibly choosing more known musicians, and possibly one marketing expert into the mix, the answers might have been different. Now, the answers are from musicians who are yet to see worldwide fame, Finnish and foreign fans of different age groups of this music genre, an internet and IT expert and a marketing expert in this field of travel and tourism with rock and heavy metal travelers. Potentially, what could be gained from answers from as an example the official Helsinki marketing crew could be valuable in creating the idea further.

The other suggestion regarding the research would be to see if there is a way to do quantitative research on the topic. Finding out from a bigger amount of subjects about the contents of this type of marketing video, or do these products exist, could have been also an interesting way to see what happens and would it change the outcome of the thesis. Moreover, as all the subjects now interviewed into this paper have information about the genre and are fans of it, would it change if the people interviewed would not be fans, and would they be aware of such products existing for example.

9.2   Validity and Reliability of the Thesis

It is not certain that if repeated, this research would give the exact same outcome. Theme interview responses depend entirely on the people that have been interviewed. Nevertheless, it is highly probable that the results would be very similar when taken few aspects into account. Firstly, the Finns should be from all around Finland, and not only the capital region. This showed, even in this research, different opinions. Second, the subjects should come from different age and sex groups. Furthermore, the foreign subjects need to have an idea of Helsinki and rock and heavy metal music. It is unnecessary to interview subjects that are not familiar to the themes of the interview as the questions are very specific. Furthermore, it is important to follow the analysis method used. In this study a discourse analysis was the chosen analysis method. This meant that the researcher had to look beyond the subjects' answers and not analyze everything literally, but how everything is said and what occurs more than once in a subject's writing for instance. Using this method the conclusions in this study were gathered.

10   References

Armstrong G. & Kotler P. 2008. Principles of marketing. 12th edition. New Jersey: Pearson ed-ucation Inc.

Avlonitis, G. J. & Papastathopoulou, P. 2006. Product and services management. London: Pine Forge Press.

City of Helsinki. 2012a. Brief history of Helsinki. Referred on 20.10.2012.
http://www.hel.fi/wps/portal/Helsinki_en/Artikkeli?urile=hki:path:/helsinki/en/Information+on+Helsinki/Information+on+Helsinki/Brief+History+of+Helsinki&current=true

City of Helsinki. 2012b. Helsinki for tourists. Referred on 20.10.2012.
http://www.hel.fi/hki/Helsinki/en/international/Helsinki+for+Tourists

Connell, J & Gibson C. 2005. On the road again. Great Britain: Channel view publications.

Demand media Inc. 2012. What is tourism marketing. Referred on 15.9.2012.
http://www.ehow.com/facts_5452763_tourism-marketing.html

Dushick 2011. Bold educational software – writing the delimitations. Referred on 29.9.2012.
http://bold-ed.com/delimitations.htm

Finnish Tourist Board. 2012a. Marketing. Referred on 9.8.2012.
http://www.mek.fi/w5/meken/index.nsf/(Pages)/Marketing.

Finnish Tourist Board. 2012b. Strengths as a travel destination. Referred on 26th October 2012
http://www.visithelsinki.fi/en/professional/get-know-helsinki/about-helsinki/strengths-travel-destination

Finnish Tourist Board. 2012c. Kiinnostaako Suomi kulttuurimatkailukohteena?
http://www.mek.fi/w5/mekfi/index.nsf/6dbe7db571ccef1cc225678b004e73ed/694c023ce8d184d9c22576f00046e0ac/$FILE/A167%20Kiinnostaako%20Suomi%20kulttuurimatkailukohteena.pdf

Finnish Tourist Board. 2012d. Markkinointiteemat. Referred on 15.9.2012.
http://www.mek.fi/w5/mekfi/index.nsf/(pages)/Markkinointi

Grierson 2012. What is Rock Music? Referred on 6.11.2012.
http://rock.about.com/od/rockmusic101/a/RockHistory.htm

Hirsjävi, S. & Hurme, H. 2001. Tutkimushaastattelu – Teemahaastattelun teoria ja käytäntö. Helsinki: Yliopistopaino.

Japa. 2008-2012. Suomalaisen populaarimusiikin uusin historia – aikajana. Referred on 6.11.2012.
http://www.jazzpoparkisto.net/aikajana.php

Kinnunen, E. 2011. Gay friendly Helsinki; Case Helsinki pride. Kerava: Laurea University of Applied Sciences.

MFF. 2012. All bands in MFF. Referred on 6.11.2012.
http://www.metalfromfinland.com/bands/all

NetIndustries. 2012. Project method. Referred on 15.9.2012.
http://education.stateuniversity.com/pages/2337/Project-Method.html

Peltokoski 2008a. Qualitative research in action. Referred on 27.3.2012.
http://www.slideshare.net/jukpelto/qualitative-research-methods-presentation-737683

Peltokoski 2008b. Qualitative research strategy. Referred on 27.3.2012.
http://www.slideshare.net/jukpelto/qualitative-research-methods-presentation-737683

Peltokoski 2008c. Qualitative research process. Referred on 27.3.2012.
http://www.slideshare.net/jukpelto/qualitative-research-methods-presentation-737683

Rockwell 2012. A brief survey of Finnish heavy metal. Referred on 6.11.2012.
http://sutradharsmarket.wordpress.com/2012/04/01/a-brief-survey-finnish-heavy-metal/

Scaruffi 2005. History of rock music. Referred on 6.11.2012.
http://www.scaruffi.com/history/cpt11.html

Silverman, D. 2004. Qualitative research: theory, method and practice. 2nd edition. London: Sage.

Steff Metal. 2012. Heavy Metal Travel Guide for Finland. Referred on 6.11.2012.
http://www.steffmetal.com/heavy-metal-travel-guide-finland/

Suomirock.nettisivu.org. 2012. Rock Musiikin Tyylisuuntia. Referred on 6.11.2012.
http://suomirock.nettisivu.org/rock-musiikin-tyylisuuntia/

University of London Research Library Services. 2012. Library research skills tutorial. Referred on 29.9.2012. www.ulrls.lon.ac.uk/tutorial/planning/researchsubject2.asp

Visit Britain. 2012. Referred on 20.11.2012.
www.visitbritain.com

White 2012. Beatles History. Referred on 6.11.2012.
http://classicrock.about.com/od/beatles/a/beatles_history_3.htm

Wikipedia. 2012a. Finnish rock. Referred on 10.8.2012.
http://en.wikipedia.org/wiki/Finnish_rock

Wikipedia. 2012b. Qualitative research. Referred on 15.9.2012.
http://en.wikipedia.org/wiki/Qualitative_research

Wikipedia. 2012c. Product management. Referred on 30.11.2012.
http://en.wikipedia.org/wiki/Product_management

Wikipedia. 2012d. New product development. Referred on 30.11.2012.
http://en.wikipedia.org/wiki/Product_development

Wikipedia. 2012e. Digital marketing. Referred on 20.11.2012.
http://en.wikipedia.org/wiki/digital_marketing

Wikipedia. 2012f. List of best-selling music artists in Finland. Referred on 6.11.2012.
http://en.wikipedia.org/wiki/List_of_best-selling_music_artists_in_Finland

Wikipedia. 2012g. Music tourism. Referred on 1.10.2012.
http://en.wikipedia.org/wiki/Music_tourism

Wikipedia. 2012h. Inductive vs. Deductive reasoning. Referred on 30.11.2012.
http://en.wikipedia.org/wiki/Inductive_reasoning#Inductive_vs._deductive_reasoning

Wikipedia. 2012i. Music of Finland. Referred on 25.10.2012.
http://en.wikipedia.org/wiki/Music_of_Finland

Wertime, K. & Fenwick, I. 2008. DigiMarketing – The essential guide to new media & digital marketing. Singapore: 2 Clementi Loop.

Appendix

The questions that were asked from the subjects were selected according to the theme. Here is a list of the questions asked:

• Would you consider Helsinki at the current moment as an international rock destination for international visitors? Why/Why not?

• Is Finland in your opinion already being marketed as a rock oriented destination?

• As Finland is considered a quiet place, do you think heavy metal music and the tourism related to it, are already parts of the Finnish brand? Can it be an important part of the Finnish brand in the future?

• Comparing Finland to the neighboring countries, do you think focusing a bit more to heavy metal tourism, would Helsinki/Finland stand out more in comparison to Sweden/Norway?

• As music tourism is a part of cultural tourism, in your opinion, would you consider rock and heavy metal music as an important part of Finnish cultural scenery?

• Would you say that this type f tourism is already seen in Finland? If yes, how does it show, if no, what could be done about that?

• Do you believe that rock and music tourism if increased in Helsinki, could be beneficial for the economy in Finland? How so, if yes, and why not, if no?

• Is there enough information available for the international rock visitors about related shopping opportunities/events/leisure time activities/popular meeting spots for like-minded people?

• Are there products available and customized for these customers? What/Where/When if yes?

• Creating a product such as a virtual tour guide, what are things that should be considered in order to make it appealing to the rock and heavy metal visitors?

• Do you find the internet as a good place for marketing this type of services? Why/Why not?

• Would a virtual tour guide video be a good way to reach the customers online?

• In the video, what would you like to have in it, (places, shops, music, special features, anything else? Interviews of rock oriented tourists? Following a rock tourist for a day? Parks? Concerts, events? Bars? Museums? Maps?)

• The marketing of the video would you consider it to be best available in social media, such as YouTube, twitter and Facebook, or through the more traditional places such as travel agencies, travel fairs and television?