



ENVIRONMENTAL SUSTAINABILITY OF AN EVENT

Case: Tampere Christmas Market 2013

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ABSTRACT

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The aim of this thesis was to find out how environmentally sustainable Tampere Christmas Market 2013 was as an event. This topic was chosen based on the author's personal interests and also because this factor had not been researched on before about this particular event. Environmental sustainability is also a very relevant topic in tourism nowadays. From economic and social aspect the event had received positive comments already in the earlier years. The purpose of this thesis was also to investigate whether environmentally sustainable practices were applied in Tampere Christmas Market 2013 and how the event could be improved in terms of environmental sustainability.

To help the assessment of the environmental sustainability, different information sources were used. In addition to expert literature, participant observation and a thematic interview were executed. The observation took place on the event site during three of the Tampere Christmas Market opening days and the interview was done with the event's producer Rami Lehtinen via telephone. The questions used in both the observation and the interview were mainly based on the Organizer's checklist created by the Finnish Tourist Board together with the Ministry of Trade and Industry, the Ministry of Environment and Suunnittelukeskus Ltd in 1999 and supported by the Sustainable Event Checklist by Meegan Jones. As the research focused on one specific phenomenon, the data was mainly analyzed using qualitative method by the means of a case study.

The main result of this research was that Tampere Christmas Market is largely an environmentally sustainable event. The most environmentally sustainable practices involved the amount and reuse possibilities of certain materials and structures, fairly minor amount of waste and minimal water use. However, some aspects like lighting, tableware materials and recycling possibilities for consumers were found to be in need of improvements. This research also revealed that the organizers are well aware of the event's shortages and intend to make changes over the years. Nevertheless, as the event is arranged outdoors and in demanding conditions in winter, there will always be challenges with the environmental sustainability.

Key words: environmental sustainability, event, Tampere Christmas Market

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1 INTRODUCTION

Sustainability is a common word used in companies and by consumers nowadays. However, the true meaning of sustainability can often be unknown. From the three aspects of sustainability, this thesis focuses on the environmental side, because “without environmental sustainability, economic stability and social cohesion cannot be achieved” (Harding 2007).

The organizers of an event need to think about many factors when they plan and execute their visions. The main goals are different for everyone, but possibly the most important one is that there are enough visitors and sales to produce the same event again in the following years. Tampere Christmas Market has proven to be successful in terms of revenue and amount of visitors. It is understandable that people need some distractions from their everyday lives, but to do it sustainably is a challenge. To do it environmentally sustainably is even more of a challenge. This is because in tourism polluting and destructing usually does not cost anything. Many people think that taking responsibility and differing from accustomed solution models is difficult and expensive. (Persson, Sjöström & Johnsson 2007, 149.) With careful planning and execution this might not be the case.

The purpose of this thesis is to investigate the environmental sustainability of Tampere Christmas Market 2013. The assignment was not received from the organizers of this event, but it provides valuable information on the current state of Tampere Christmas Market from an environmental point of view. The research is done objectively as the author does not have any connection to the organizers before this thesis. As the author has not attended Tampere Christmas Market before, the research is done as a first time visitor to the event. In addition to the observation done inside the event, the author uses an interview and several sources to provide a comprehensive thesis. For the base of the observation and interview the author uses a checklist developed by Matkailun edistämiskeskus (Finnish Tourist Board), Kauppa- ja teollisuusministeriö (Ministry of Trade and Industry), Ympäristöministeriö (Ministry of Environment) and Suunnittelukeskus Ltd in 1999, which deals with environmentally sustainable practices in events. This list is complimented with other relevant sources. The following chapter presents the research plan which serves as the base for the entire thesis.

2 RESEARCH PLAN

2.1 Focus of the research

The focus of this thesis is in the environmental sustainability and the environmental aspects of an event. The aim is to make an environmental sustainability evaluation on Tampere Christmas Market which is held from the 5th until the 22nd of December 2013 in Keskustori, Tampere (Aamulehti 2013a). To help the evaluation of environmental sustainability, data collection methods of observation and interview are used. After the evaluation, improvement suggestions are made for the future Christmas markets or other similar types of events. The focus is not to determine whether Tampere Christmas Market is a successful or functional event in general, but to focus on the environmental sustainability and how this could be improved without compromising other elements of the event.

I chose this topic mainly because of my natural interest towards sustainability and sustainable lifestyle. As I wanted to focus my research on one specific event, I chose Tampere Christmas Market as my research target. The time of the event is suitable for my research and the size of the event is manageable. Christmas time is known as a high consumption period and especially for the year 2013, as it is estimated that a Finn spent nearly 400 Euros on Christmas presents. The amount in 2012 was a little less than 300 Euros. (Talouselämä 2013.) It is interesting to see whether this has an effect on the environmental sustainability of Tampere Christmas Market. Tourism is also dependent in the quality of the environment. Even though the organizers cannot have a direct effect the transport choices of the visitors, among other things, there is a possibility to create more sustainable practices for Tampere Christmas Market. This event may seem like a small factor in the global warming scheme, but it has hosted between 120,000 and 160,000 visitors each year (Aamulehti 2013a).

As a student of Degree Programme in Tourism, my intention is not to evaluate Tampere Christmas Market with exact meters or calculations concerning environmental sustainability. Thus, the evaluation of the environmental factors is done as a visitor and seeing whether the actions made by the organizers are visible for the visitors of the Christmas Market. According to Meegan Jones (2010, 17-18), there is no proper way to evaluate

all the aspects of an event at this time, but there are practices that are coming closer each day. She notes that rather than focusing on details like the carbon footprint, it is important to equally reduce negative actions when organizing events. The best option would be that there is no event altogether, but this also means that there is no fun. (Jones 2010, vii, 17.) I agree with this statement, as for Finns the winter is a time of darkness and coldness and it is nice to have something like a Christmas market that brings some light both literally and figuratively. There are also other helpful ways of assessing the environmental impacts of an event like the life cycle assessment which, according to Pekka Borg (1997, 37), has been under development. In the life cycle assessment the whole life cycle of a product or activity is assessed by examining the energy consumption, use of natural resources and the environmental pollutions from planning to final disposal (Borg 1997, 37). However, as the entire life cycle of Tampere Christmas Market would be too hard to assess for the purposes of this research, the focus is put more on the actual event days.

Tampere Christmas Market is organized by the city of Tampere together with Event Company Lp (Tampereen Joulutorin yhteystiedot). As I have not been a part of the organizing committee of the Christmas Market, the main focus is put on three selected market days which are observed. The intention is to look at the decisions that are made in terms of environmental sustainability as an outsider without the knowledge of what was actually decided before the event. This way it is possible to evaluate whether the average customer sees the possible positive decisions and areas that need improvement. After the observation the producer of the event is contacted for more insight on these decisions in the form of an interview.

The main research subject of the research is Tampere Christmas Market in Keskustori. The intent is to research mainly the visible things that might be seen by the visitors of Tampere Christmas Market. As the average visitor possibly does not look for all the aspects that are addressed in this thesis, I will act as a more prepared visitor looking for things that might not be that visible.

Evaluating the environmental sustainability of Tampere Christmas Market gives valuable information on different practices that are used in this specific event. As the market is a yearly event, and is operating for the sixth year, this might be a suitable time to evaluate the environmental sustainability (Välimäki 2008). As the event has proven to

be profitable and popular amongst the visitors, the environmental sustainability is something that has not been investigated yet (Tamperelainen 2012).

2.2 Concepts and theories

The main concepts in this thesis are sustainability, environmental sustainability, sustainable development, sustainable tourism and sustainable event management. Some hyponyms for these concepts are energy use, waste management and sustainable transport. The concept of case study is also presented. All these concepts are defined in a context with tourism and seen through the eyes of environmental sustainability. The intention is not to go into specifics in each of the possible environmental sustainability areas, but to get an overall conception about the state of environmental sustainability in Tampere Christmas Market 2013.

2.2.1 Sustainability

The practices of sustainability have existed for hundreds of years, as people have tried to protect the nature, make a decent living and take care of their community (Swarbrook 1999, 3-4). The word sustainability includes the word “sustain” in it, which means “to provide what is needed for (something or someone) to exist, continue, etc.” (Merriam-Webster 2013). This is the core thought of sustainability, as it looks towards the future. Sustainability comprises of three different components, also now as the “triple bottom line”. They are the economic, environmental and social aspects. This means that in order for something to be sustainable, there needs to be economic development, environmental protection and social development. (Newman 2008.) Nevertheless, this thesis focuses mainly on the environmental aspects, because “tourism is an environmentally dependent activity” (Mowl 2002, 219, according to Sharpley 2009, 22).

Some may think that environmental sustainability is a synonym for ecotourism, but this is not correct as ecotourism is often done to remote areas that are hard to get to and require many different kinds of transport (Gale & Hill 2009, 9). As mentioned, in this thesis sustainability is mainly researched from the environmental side, but other parts of sustainability can also be seen during the research process.

2.2.2 Environmental sustainability

According to Hemmilä (2005, 77) environmental sustainability requires that each country or company stops the decline of the natural resources and increases the amount of renewable resources. Actions are made so that the diversity of nature is not compromised. Combining nature and decision making is important, Hemmilä (2005, 77) states. In addition to biological diversity, maintaining it is also important as many products and functions are dependent on it. This means that the viewpoint of ecological sustainability is based on nature based viewpoint. It requires that instead of concentrating on quantitative sustainability, ecological sustainability should focus on qualitative sustainability. (Hemmilä 2005, 77.) In this thesis the focus is not so much on the natural environment, as the venue is not very close to nature or especially fragile areas. Therefore, the focus is set more on the decisions that were made for Tampere Christmas Market and how sustainable they were. Using renewable or recyclable items and structures is an important part of this thesis.

2.2.3 Sustainable development

Sustainable development became well-known in 1987, as the Brundtland Report was issued by the World Commission on Environment and Development, also known as WCED. The commission worked under the United Nations. The report was also published with the name 'Our Common Future', by the Oxford University Press (Telfer 2013, 213). Even though sustainable development has been researched much after the report, it still has one of the most used sustainable development definitions: "sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs (WCED 1987, 16)." This means that sustainable development looks to the future and includes actions to forward sustainability. The word tourism is only mentioned once in the report, but the impact on tourism has been notable (Telfer 2013, 213).

According to Sharpley (2009, 61), sustainable tourism development "can be thought of as one of numerous sectors or processes that contribute to sustainable development, itself a process leading towards sustainability and harmony between humankind and the natural world". Tourists should not only take but also give back to the environment.

This thesis investigates whether sustainable development is taken into account in the event.

2.2.4 Sustainable tourism

According to Richard Sharpley (2013, 385) sustainable tourism is often confused with responsible tourism because of the fact that they both have sustainable development as their aim. However, the distinction is that responsible tourism entails an inner responsibility which is not required for sustainable tourism where it is considered to be “someone else’s problem” (Sharpley 2013, 385). This can be problematic, as sustainability practices may differ distinctly from one company to another. Understanding the practices of sustainability and what they are for help protect our fragile environment. Even though an inner responsibility is more connected to responsible tourism, this research tries to find out whether some responsible thinking has been used in Tampere Christmas Market.

2.2.5 Sustainable event management

Sustainable event management strives for sustainable operations when running events (Jones 2010, 6). In 2012, a standard named ISO 20121 was launched as guidance for more sustainable event management. However, for the purposes of this research the ISO 20121 is too complex and a simpler checklist is used to evaluate Tampere Christmas Market. (ISO 20121.) Sustainable event management can also be called event greening, which means that sustainability is put as a key element of the event. However, if the implementation is not done properly, the event may be accused of greenwash. It stands for misleading customers with the illusion of sustainable practices. (Jones 2010, 38.) This thesis focuses mainly on the environmental side of sustainable event management. As Tampere Christmas Market has not acclaimed itself as a particularly sustainable event, possible greenwash is not investigated.

2.2.6 Energy use

In an event the evaluation of energy use is done together with the energy provider (Matkailun edistämiskeskus, Kauppa- ja teollisuusministeriö, Ympäristöministeriö & Suunnittelukeskus Oy 1999, 26). According to Matkailun edistämiskeskus et al. (1999, 26), heating appliances use the most electricity in the wintertime for an event. Energy efficiency can be challenging for an event organizer. However, there are simple ways to manage energy like using energy efficient equipment, by reducing the overall need for power and using alternative or renewable energy sources (Jones 2010, 85). In this thesis energy use is mainly discussed during the interview but it also has an important role in the observation.

2.2.7 Waste management

According to David T. Brown (2013, 467-469), there is no specific waste management strategy for tourism. However, there is an approach called ‘three R’s’ which has been widely used in the reduction of waste since the 1980s. The three R’s are: reduce, reuse and recycle. (Brown 2013, 467.) The approach has acted as a base for Directive 2008/98/EC, which was put into action by the European Parliament and the Council of the European Union. The Directive names the five step waste hierarchy that is to be used not only in waste prevention, but also management legislation and policy. The steps are: prevention, preparing for re-use, recycling, other recovery like energy recovery, and disposal. (Directive 2008/98/EC, Article 4.) Waste may be one of the most visible aspects of environmental sustainability and this is why it is addressed in this thesis. The waste hierarchy is further explained in chapter 3. In this thesis waste management is in an important role and it is vastly discussed also in the interview in chapter 5.

2.2.8 Sustainable transportation

Sustainable transportation includes transportation that is done with as small of an impact on the environment as possible. Examples of these carbon neutral transportation options are walking and cycling. In comparison, air and car travel have a heavy carbon footprint and should not be considered as the main transport options for a sustainable

event. However, public transportation is a viable option, as it does not increase the negative impact as much as private motoring or air travel does. (Dickinson & Lumsdon 2010, 86-88.) Transportation possibilities are examined in this thesis, as it links to the venue that is chosen for the event and therefore contributes to the environmental sustainability of it. Audience transport, in general, is one of the biggest challenges that organizers have for an event (Jones 2010, 151). However, transportation is not addressed in great detail because it is impossible to know where visitors come from when they do not need to register or give their name to the organizer.

2.2.9 Case study

This research is done in a style of a case study, which is suitable as the focus is on one event. It is “a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real life context using multiple sources of evidence” (Robson 2002, 178). This means that a case study typically includes several data collection techniques, which makes the research results more valid and reliable. However, in this thesis only two data collection methods are used as it seemed suitable to this event. There can be more than one topic, but in this thesis only one is used. (Altinay & Paraskevas 2008, 77.) According to Jorma Kananen (2013, 15) case study produces a solution to a problem, but the researcher does not execute the actual work to remove the problem. Kananen (2013, 28) also adds that the results received from a case study cannot be generalized as they only apply to the case that was studied. This applies to Tampere Christmas Market as it is different each year.

2.3 Research questions

The main research question of this research is: How environmentally sustainable is Tampere Christmas Market? This question is researched from different aspects and there will be an evaluation given by the author. As there is no approved evaluation strategy for knowing the actual level of sustainability, two checklists are combined together to provide evidence about the sustainability. The checklists are further explained in chapter 3. The positive actions towards environmental sustainability are also mentioned

in connection to this question. The focus is on visible aspects that might be seen by a tourist while visiting the Christmas Market 2013.

The second defining sub question is: How much of a role does environmental sustainability have in Tampere Christmas Market and its planning? This question goes deeper into the functions of Tampere Christmas Market. Most of this information cannot be gathered during the event, but there may be some indications that show the style in which everything is done. Thus, questions are asked directly from the producer of the event to find out the practices.

Finally, the third research question is: How could the organizers increase the environmental sustainability of Tampere Christmas Market? This question addresses the shortages that the event has in terms of environmental sustainability. Improvement suggestions are given in a constructive manner, so the organizers could decide to use them for the future Christmas markets.

2.4 Data and data collection

The main data collection method in this research is observation, which is done within three of Tampere Christmas Market opening days: the 19th, the 20th and the 22nd of December 2013. On the first day observation is done in the morning from 10.00 to 12.10, on the second day in the evening from 17.30 to 19.20 and in the third day in the afternoon from 15.10 to 17.10. This way nearly the whole opening time of 10.00 to 19.00 is addressed (Aamulehti 2013a).

This thesis uses the methods of qualitative research to investigate the functions within Tampere Christmas Market by the means of a case study, which is one of the six sub-species of qualitative research (Kananen 2013, 30). In addition to the main data collection method of observation, a thematic interview is executed with the producer of Tampere Christmas Market. Written, electronic and report sources are also used to provide a comprehensive entity. According to Kananen (2013, 31), this gives a deeper and richer description of the phenomenon. These other sources are spread throughout this thesis.

There are two types of observation, which are called participant and non-participant observation. In participant observation the researcher becomes a part of the situation that is being observed and in non-participant observation the researcher acts more as an outsider who can still be immanent in the environment. (Altinay & Paraskevas 2008, 117.) For the purposes of this research the participant observation technique is used, as all the different aspects of Tampere Christmas Market could not be researched without the participation of the author. According to Altinay & Paraskevas (2008, 119), the researcher should not stand out from the crowd, because it might affect the flow or the direction of the observation. Personal interpretations and objective observations should also be separated from each other in the notes that are made in the observation. (Altinay & Paraskevas 2008, 119.) However, as the author takes pictures of the different aspects of the Christmas Market, the separation of the two might be easier. The author also purchases products, watches performances and tries different services in order to discover the different practices of Tampere Christmas Market.

The second part of the data collection includes an interview with the production company, Event Company Lp, who organizes the Christmas Market together with the city of Tampere (Tampereen Joulutorin yhteystiedot). The interview technique used is semi-structured and thematic. This means that questions are predetermined but the order of the questions may change if needed. The questions can also be rephrased or clarified to the interviewee. (Altinay & Paraskevas 2008, 113-114.) The questions that are used are based on the theory and literature that applies to this research. The interviewee is asked for permission for the interview beforehand.

To evaluate the environmental sustainability of Tampere Christmas Market, a modified combination of two checklists is used with some additions from the author. It is also the base for the observation and the interview guide. The first is called Organizer's checklist and it was accumulated by Matkailun edistämiskeskus (Finnish Tourist Board), Kauppa- ja teollisuusministeriö (Ministry of Trade and Industry), Ympäristöministeriö (Ministry of Environment) and Suunnittelukeskus Ltd (Matkailun edistämiskeskus et al. 1999, 34-37). This checklist can be found from Appendix 1. It was developed for event organizers to help them to take environmental aspects of an event into consideration. The whole checklist has altogether 16 parts, but for the purposes of this research 12 of them are used as part of the base for observation and interviewing. The parts that are disregarded talk about licenses and contracts, accommodation, exceptional circumstanc-

es and post evaluation and follow-up. The other parts that are used have been trimmed based on the issues that the author saw necessary and what suited the event in question.

The second Sustainable Event Checklist is from the book Sustainable event management (Jones 2010, 13-15) and can be found from Appendix 2. Compared to the first checklist, this one addresses issues on how they should be done and there is no specific environmental part in it. Therefore this event related list is used to compliment the first list. However, the emphasis from both checklists is on the environmental issues and therefore other parts are less addressed. The main focus of this thesis is put on the event time itself and not so strongly on the preparations and the operations after the event, even though they are, of course, important parts of the event as well. The reason is that these parts are not so visible to the visitors. The author added some questions to the observation and interview guide as well.

2.5 Research process

This thesis is divided into seven different chapters including the introduction and this research plan. The following chapter 3 presents the history of Tampere Christmas Market, the checklists that are used for observing and evaluating the sustainability of the event and the five step waste hierarchy in more detail.

After the third chapter come the analysis related chapters. The first of these is chapter 4 which deals with the main data collection results of the observation that is executed during the Christmas Market opening days. As mentioned, the checklists which are used as a guide for the observation is explained in chapter 3. The checklist also serves as a base for the interview questions and the results from the interview are presented in chapter 5. The last analysis chapter 6 gives improvement suggestions based on the observation and interview. This chapter compiles the most significant information that is gathered during the research process of this thesis. Finally, the last chapter concludes the research and describes the research process shortly from the author's point of view.

3 BACKGROUND INFORMATION AND MATERIAL

3.1 Tampere Christmas Market

The first Christmas markets in the world began in Germany and the oldest of them have been operating for nearly 600 years (Turun Sanomat 2008). Even nowadays Christmas markets are arranged all over the world from Wien to New York (Tjäreborg 2013). They are also very popular in Germany as the picture below shows it (picture 1).

The very first Christmas Market in Tampere was held in 2008. The idea came from central European Christmas market tradition, where Christmas markets have been present since the Middle Ages. They have been important Christmas spirit creators and also tourist attractions. The goal of Tampere Christmas Market was to be the most popular Christmas market in Finland and sell mainly Tampere and Tampere Region based products. (Välimäki 2008.) This supported environmental sustainability as the products and vendors come mainly from nearby areas. The cottages used for Tampere Christmas Market were also built with sustainability in mind, as the city intended to use them also for other events and for example elections (Välimäki 2008).



PICTURE 1. German Christmas market in Münster (Photo: Anniina Lyyski 2012)

The Christmas market of 2013 is the sixth of its kind. This means that the tradition that the organizers were hoping to achieve has been achieved (Välimäki 2008). According to the organizers of Tampere Christmas Market (Aamulehti 2013b), the 2013 Christmas market was the biggest one yet with approximately 165,000 visitors.

3.2 Checklists for evaluation

The checklists that are used for the basis of the observation and interview, as well as the overall evaluation of the environmental sustainability of Tampere Christmas Market, are present fairly simple factors that are necessary for an event to be environmentally sustainable.

The first list called Organizer's checklist constitutes of 16 different parts which begin from the permits and contracts needed for an event and end with the post evaluation and follow-up (Matkailun edistämiskeskus et al. 1999, 34-37). The entire checklist can be found from Appendix 1. As mentioned earlier, the focus of this research is mainly on the actual market days where a visitor might see the different decisions of the organizers and how they were executed. For this reason 12 of these parts were chosen and they are: venue, ground durability, signs, structures, restaurant functions and services, waste management, water and waste water management, toilets, energy use, noise, cleaning and transport (Matkailun edistämiskeskus et al. 1999, 34-37). Some of these parts were reduced because they were not seen necessary or relevant enough for this thesis. One of these was water and waste water management because Tampere Christmas Market is in the wintertime and water is not used like in the summertime. The toilets are only checked in the observation phase, as this is also something that does not involve winter events very much. In addition, noise and cleaning are mainly dealt with during the observation just to see how they work for the event. Altogether the observation had 13 parts and the interview six parts.

To make the checklist of observation the venue and ground durability parts were combined as one, because they dealt with similar issues (Matkailun edistämiskeskus et al. 1999, 34; Appendix 1). Transportation part was moved from the end of the list to second place as the author felt it suited an observation situation better. A separate part called vendors was also added to the checklist as the sellers of Tampere Christmas Mar-

ket were different entrepreneurs and not from the same company. The questions in this part handled the vendors' origins, products and the type of shopping bags that they used. To evaluate the overall sense of environmental sustainability and how it could be seen, a separate environmental sustainability part was also added. (Matkailun edistämiskeskus et al. 1999, 34-37; see Appendix 1.)

The second checklist called Sustainable Event Checklist acted mainly as filler to the first checklist. The main reason for this was that the Organizer's checklist was written neutrally and the Sustainable Event Checklist was written in a more casual and commanding style (see Appendix 1 & 2). However, the Sustainable Event Checklist had several direct instruction and prohibitions which helped the added questions in the final observation and interview. Jones (2010) provides many different ways to evaluate an event, but as Tampere Christmas Market is not an event of only one or a couple of companies, the sustainability indicators cannot be used. In addition, Jones' checklist does not have as distinctly separated parts as the Organizer's checklist (Matkailun edistämiskeskus et al. 1999, 34-37; Jones 2010, 13-15; see Appendix 1 & 2).

As the observation was done before the interview, the checklists were only used as a base for the interview questions. These questions gathered information that could not be gathered during the observation. In addition, they helped the author get deeper understanding about the functions behind the scenes. The interview and findings are presented in chapter 5.

3.3 Waste hierarchy

According to the Directive 2008/98/EC (Article 4:1), the waste hierarchy is constructed of five parts: prevention, preparing for re-use, recycling, other recovery, for example energy recovery, and disposal. This directive is a revision of previous directives and explains the waste hierarchy steps in detail (Directive 2008/98/EC, L 312/3-312/8). It does not specify tourism as a separate entity and for this reason the explanation in this part are more general. However, the link to any kind of event can be seen.

3.3.1 Prevention

Preventing waste is the first and possibly the easiest thing that can be done in an event and even before it starts. Prevention of waste “means measures taken before a substance, material or product has become waste” (Directive 2008/98/EC, Article 3:12). These measures either diminish the amount of waste, the harmful effects that the generated waste causes to the environment and human health or the content of adverse elements in materials and products. Reusing products or prolonging the life of products are also means of diminish the amount of waste. (Directive 2008/98/EC, Article 3:12a.) All the parts of prevention play some part in this thesis, especially in the form of re-using or prolonging the life of products.

3.3.2 Preparing for re-use

Even though re-use of products can already be a part of the prevention stage as a means of lowering the quantity of waste, in the actual re-use stage the products or components are not considered to be waste yet. In this stage they are used again for the same function that they were developed. (Directive 2008/98/EC, Article 3:13.) The actual preparing for re-use includes “checking, cleaning or repairing recovery operations, by which products or components of products that have become waste are prepared so that they can be re-used without any other pre-processing” (Directive 2008/98/EC, Article 3:16).

In this thesis preparing for re-use plays a minor part, as it might be hard to access these functions in reality. However, re-using of products or materials is an important part of the evaluation of Tampere Christmas Market. This is further explored in chapter 5, where the matters are discussed with the producer of the actual event, Event Company’s Rami Lehtinen.

3.3.3 Recycling

Recycling is a recovery operation where materials that are considered waste are “reprocessed into products, materials or substances whether for the original or other purposes”

(Directive 2008/98/EC, Article 3:17). This includes organic materials but excludes energy recovery which comes in the next stage of other recovery (Directive 2008/98/EC, Article 3:17). According to Brown (2013, 468) some materials can be recycled again and again, but others can only be recycled a few times. Materials which can be recycled, but cannot be used to make the same original product, are downcycled. Moreover, recycling can also reduce waste. (Brown 2013, 468.) In this thesis the possibilities of recycling are observed during the market days and also asked in the interview to get an overall view of the recycling practices.

3.3.4 Other recovery

In other types of recovery, the main function of waste is becoming something useful by substituting other materials that normally would have been used for that purpose. It can also replace other waste that is prepared for the same use. (Directive 2008/98/EC, Article 3:15.) This phase of the waste hierarchy is not addressed in the evaluation as it is difficult to determine where the waste travels after the event. However, it is good to recognize that waste can often be used for many purposes before its last phase of disposal.

3.3.5 Disposal

According to Directive 2008/98/EC (Article 3:19), disposal means “any operation which is not recovery even where the operation has a secondary consequence the reclamation of substances or energy”. This kind of solid waste can be handled by using three methods: dumping, burning and burial (Brown 2013, 469). It may be a controversial subject whether any of these options serve environmental sustainability. However, as Brown (2013, 469) states, “there will almost always be waste materials to deal with”. This is probably true and will provide a challenge for also future’s waste management operations. In this thesis the actual disposal of waste is not evaluated, as it is done elsewhere and not inside Tampere Christmas Market.

4 OBSERVATION

The observation days of this research were executed on three of Tampere Christmas Market opening days: the 19th, the 20th and the 22nd of December 2013. The findings from this observation are presented in this chapter. Observation acted as the main data collection method in this thesis.

4.1 Guidelines for the observation

Observation is a valuable and effective method for data technique as is interview (Phillips & Stawarski 2008, 23). The questions used for this observation were mainly based in the Organizer's checklist which was presented in chapter 3. In addition, the Sustainable Event Checklist was applied to complete the questions that were used. The author of this thesis also added some questions or thoughts during the observation that can be seen inside the text. According to Altinay & Paraskevas (2008, 118) using an observation guide may help with the observation as it reminds the researcher of important issues that need to be attended to. An observation guide was used also for this research and the author could check questions from it during the three observation days.

As participant observation was used for this thesis, the author took part in being a customer in the restaurant and the café of the event, bought products from the vendors and was a part of the audience in music performances. However, it was important not to not stick out from the crowd or "affect the natural flow of activity" (Altinay & Paraskevas 2008, 119). This is why notes were written as discretely as possible so the vendors would not be disturbed.

4.2 Observation days in Tampere Christmas Market

On the first day of the observation the intention was to gather as much of information as possible about the basic functions of Tampere Christmas Market such as lights, noise other constant things that would probably stay similar during the whole event. It became

clear from the beginning that the market was well organized and the adjustments were in the smaller details.

The most significant findings were analyzed in 13 parts which have been gathered from the Organizer's checklist and complemented by the Sustainable Event Checklist which were further explained in chapter 3 (Jones 2010, 13-15; Matkailun edistämiskeskus et al. 1999, 34-37; see Appendix 1 & 2). It consists of the venue, transportation, signs, structures, vendors, restaurant functions and services, waste management, water usage, toilets, energy use, noise, cleaning and environmental sustainability in general (see Appendix 3). Some of the parts are smaller than others and they have fewer questions, but they complete the evaluation of environmental sustainability concerning Tampere Christmas Market.

4.2.1 Venue

According to Matkailun edistämiskeskus et al. (1999, 13), the location of the event is the most important basis for other environmental issues. Good transportation connections and minimal use of natural resources favor city locations or nearby areas (Matkailun edistämiskeskus et al. 1999, 13). The venue of Tampere Christmas Market was Keskustori, a market square in the center of Tampere city. It hosts several events throughout the year and is possibly one of the most well-known spots for the residents of Tampere. Tampere Christmas Market area was between the City Hall and the Tampere Theater but did not take the full space between them. There was an empty space on the Hämeenkatu side of the Christmas market behind the cottages, which was fenced with pine trees. As the wind was rough at times, the trees fell down and to the author they did not look very practical. A proper fence could have possibly been a more appropriate solution for this issue or there could have been no fence at all. Apart from this, the area seemed mainly functional.

The area itself was walkable and contained around 50 cottages, one restaurant and a café which was run by Tampere based café Pyynikin Näkötornin Kahvila. The environmental sustainability of the café functions is explored further in the subchapter about restaurant functions and services. Tampereen Paahtimo, a coffee brewery from Tampere, had also a small cottage for their customers to drink coffee opposite their own cot-

tage. The area was quite closely arranged which lead to several paths in the Christmas Market that the visitors could walk on. Some space was left in front of the fairly small stage that was situated close to the Tampere Theater. The Christmas Market had four gates and the Tampere Theater end was open for visitors to enter and exit the market. One of the four gates is presented in picture 2.



PICTURE 2. Gate of Tampere Christmas Market 2013 (Photo: Anniina Lyyski 2013)

During the three observation days the weather was cloudy and mostly windy. On the last day it also snowed for some time. The temperatures were between two and five degrees, which prevented snow from settling on the ground. Despite the cold weather or other circumstances it was important to stay objective in the research process, even though some researchers of leisure and tourism say objectivity is not possible (Finn, Elliott-White & Walton 2000, 2).

As Keskustori market square is made out of stone, it endured well even though there were a lot of people. Matkailun edistämiskeskus et al. (1999, 14) states that events should take advantage of these kinds locations. Therefore, as a venue Keskustori market square could be considered quite environmentally friendly. It is in the core of the city which makes it accessible for visitors of the city center. The actual venue is also the same throughout the year, so there were no major changes needed to set up Tampere Christmas Market. No existing buildings around the market place were used for the purposes of Tampere Christmas Market.

4.2.2 Transport

In terms of transport, Tampere Christmas Market was in a suitable location. All the local busses go through Hämeenkatu street and Keskustori so it is accessible for all the residents even if they do not drive a car (Tampereen Joulutorin yhteystiedot). The bus stops were in a close proximity of the market square and during the day many buses drove by several times an hour. In addition, Tampereen joukkoliikenne (Tampere Public Transport) was one of the cooperation partners of Tampere Christmas Market, which served the image of environmental sustainability. The local busses were also mentioned in the info boards, which were located next to the entrance gates, but there was no specific request to use them.

Tampereen joukkoliikenne (Tampere Public Transport), and other cooperation partners, had informational boards attached to one cottage each. As Tampereen joukkoliikenne mentioned using the blue busses to arrive to Tampere Christmas Market, there was also another board from Finnpark's P-Hämppi, which made it somewhat unclear whether the event supported public transport or using one's own car. Nevertheless, it may be hard to change the habits of people when it comes to one event. Keskustori is close to parking areas both outside and underground and they are merely a couple of hundred meters away. This means that the visitors had many options to choose from if they came from longer distances. However, for an environmentally sustainable event cars are not the ideal mean of transport, especially for short distances (Persson et al. 2007, 113).

According to Jones (2010, 139), live event's largest carbon source is transport. However, for an open event like Tampere Christmas Market, it is quite impossible to determine the part that carbon has in the environmental sustainability. As the organizers cannot control the transport choices of the visitors, they could only encourage greener choices in their website or on the spot.

In addition to public and private transport, it was also possible to come to Tampere Christmas Market by bike or on foot. Still, the only proper biking lane could be found above the market square, which restricts the routes of cyclists. There were a few bike stands close to the north-west entrance of the Christmas market. However, the need for bike stands may have been somewhat minimal as normally this time of the year is not

suitable for biking because of snow or ice. The relatively warm weather caused this exception.

4.2.3 Signs, posters and labels

The signs used in Tampere Christmas Market were mainly simple and clear with text and pictures. Matkailun edistämiskeskus et al. (1999, 16) also emphasize clarity for signs in their guide. They were made of cardboard of different thicknesses. Many of them were also large in size even though the text itself was not that big. The author wondered whether these boards could have been from a different material and possibly smaller in size. Some of the posters had bended and become uneven due to different weather conditions. No actual broken posters were noticed, but the general thinner Tampere Christmas Market posters had suffered to some extent because of rain. Especially signs should be made of durable material so they can be reused in the following years (Matkailun edistämiskeskus et al. 1999, 16).

Several vendors had their own signs and labels which varied in sizes. There was no clear cohesiveness in the signs and labels of most of the vendors. Majority of the signs were written by hand and often had markings made after the initial writing with a marker or tape. Multiple vendors had laminated their signs and labels which made them more resistant to different weather conditions. However, this makes it harder to recycle the paper and plastic separately. Still, making cohesive signs for each vendor might be too difficult due to the vendor's different styles.

It appeared that the info boards at the gates could not be reused as they had dates written on them (picture 3). The same was with any other signs, posters or labels that had dates on them. Some of the signs or labels used by the vendors could be reused as they only had the product name and price. Of course it is possible that the prices change for 2014 and therefore none of the signs could be reused. In addition, sometimes it is necessary to put the dates on signs or posters so they can be referred to later. Overall, the amount of signs and poster was minimal and the spots for them seemed appropriate.



PICTURE 3. Tampere Christmas Market information board (Photo: Anniina Lyyski 2013)

4.2.4 Structures

In terms of structures Tampere Christmas Market had been well thought of for environmental sustainability. The fences used to border the area were rented and the cottages are used also for other events in Tampere (Tampereen Joulutori 2008). In terms of environmental sustainability this is good as renting is more environmentally friendly than disposable building (Matkailun edistämiskeskus et al. 1999, 17). The fences were covered with a type of white gauze to make them suit the surroundings better. However, these kinds of fences were only used on the backside of Tampere Christmas Market. As mentioned earlier, the front side was lined with pine trees.

The stage used for this event was only a few meters wide and tall. It did not stand out of the rest of the area as the design was similar to the cottages. For this type of an event the size seemed appropriate, as the event had only occasional performances. The cottages were made of wood and had proper ceilings and different colors. Most of the cottages were quite small, a few square meters each. However, there were also a few wider cottages for food vendors who needed more space to display their products. In addition,

there were a few table style vendor places which only had a canopy and no walls. Pyynikin Näkötorin Kahvila had a tent style space which could be entered from one opening. It also had windows made of see-through plastic. There was also one restaurant that had a more indoor looking space with windows on one side. The event tent which was located right next to the restaurant was a circus tent style, colorful and fairly small. It seemed that all these elements had been put in the market in a good proportion.

The area did not need many safety structures as the visitors were only allowed to walk in front of and past the cottages or tables. For the most part the vendors were present in their cottages or tables. The one possibly hazardous spot was the smith's station that used fire to make decorations and jewelry. However, the smith was present when the fire was on and there was a rope to prevent them from coming too close. The earlier mentioned stage did not have safety structures, possibly due to the small height of it. Nevertheless, there was some yellow and black tape on the stairs to the stage.

4.2.5 Vendors

Most of the vendors in Tampere Christmas Market were from Tampere or Tampere Region but a few were also from Tampere's German friendship cities Essen and Chemnitz (Tampereen Kaupunki 2014). Finnish design and handicrafts were well presented throughout the market.

It became quite clear during the observation that many vendors had their products "Made in Finland" (picture 4). Eco-labeled, environmentally friendly or sustainable products were not highlighted, at least not very openly. However, as most of the companies came from close-by, it could be expected that the negative environmental impacts were smaller than of those who came from further away. Nevertheless, it was very hard to tell which vendors actually had products that were environmentally sustainable. Still, it became clear that many of the vendors sold products that people use in their daily lives: socks, brooms, food and so on. One vendor even had a sign saying that they only sell useful and not useless things. In retrospect, this sign captured an important aspect of environmental sustainability even though the writer may have not thought it to be such. Preventing possible waste is important and the first step in the waste hierarchy (Directive 2008/98/EC, Article 4:1).



PICTURE 4. Made in Finland sign in a vendor cottage (Photo: Anniina Lyyski 2013)

In terms of the shopping or gift bags, the vendors had very different approaches. Some put their products in paper bags, which is good for the environment if they recycled properly. Some paper bags can be used for recycled paper or degradable waste like food waste. Several vendors in Tampere Christmas Market used plastic for wrapping their products and small plastic bags for purchased products. A few vendors also had other reusable tote bags of Tampere Christmas Market hanging in their cottages, but none were seen in the hands of a visitor during the observation days. The reason may be that these tote bags cost extra and plastic bags were free if a consumer needed one. According to Persson et al. (2007, 76) plastic is the most difficult kind of waste. The reason is that there are so many types of plastic that they are hard to separate (Persson et al. 2007, 76). This is why using plastic and giving plastic bags should be avoided as much as possible.

4.2.6 Restaurant functions and services

Events include food services and preparing and serving food indirectly wears down the environment (Matkailun edistämiskeskus et al. 1999, 19). The origins of the food ingredients in Tampere Christmas Market varied from food seller to another. Most of them only mentioned that the food was from Finland or produced in Finland. As nearly all of the vendors were different entrepreneurs, the style of telling the origins of the products were also diverse.

Tampere Christmas Market had a Glühwein restaurant, which served both beverages and food. Even though Glühwein is considered a German winter drink, the origins are in ancient Rome (Krutovsky 2012). The Glühwein was served from disposable but compostable cups, which were quite large considering the amount of Glühwein that was put in the cup. By changing to a smaller cup the amount of waste could have been reduced. Another option could be ceramic mugs which the author saw in several German Christmas markets the previous year. Some improvement suggestions for this matter are presented in chapter 6.

Dry food was stored mostly on the back walls and tables of the cottages and others in a cool display fridge. Some vendors had a limited amount of food and when they were running out more was brought to them, but others had food ready the whole time. Hence, nearly all had different approaches to this matter. The Glühwein restaurant had some food supply behind the counter and Pyynikin Näkötornin Kahvila had the original café bring more doughnuts when they were running out of them. However, there were some vendors who prepared food on the spot like the chocolate covered apples, waffles with filling and toasted nuts. As a result, the food hygiene level was hard to observe as a visitor. Only few vendors touched food and then money, but it is not advisable as the food may get contaminated and inedible (Yhteishyvä 2014). This way hygiene affects the amount of waste as well. Nevertheless, most of the vendors used pliers when making food and giving it to the customers. The matter of hygiene is further explored in chapter 5.

The heating and cooling of the foods was done in a small scale. The machines or stoves were not large which suited the size of the event. Typically the vendor had only one appliance, a fryer or a cooler. As Tampere Christmas Market was in winter time, some of the packed food could even be left on the table, because the temperatures of the observation days were close to fridge temperatures and there was no risk of melting or such. The Glühwein restaurant was the only place which had a few soup heaters and other heaters for the food that was served.

Nearly all of the vendors, the café and the restaurant had disposable plastic and paper tableware. Some vendors also had tastings and the tasters were advised to take a new spoon for every product. This is understandable in terms of hygiene but the solution seemed somewhat insufficient. The small trash bins or boxes that the vendors had put

out received usually more than one spoon from every taster. Improvement suggestions for the tableware are given in chapter 6.

4.2.7 Waste management

Waste was handled in a consistent way in Tampere Christmas Market. This means that there were several trash bins in the market area. They were black container with a sticker asking visitors to put their trash in them (picture 5). However, there was no clear recycling system for consumers, as all the trash could be put in the same bin. There was one organic waste bin next to Tampere Christmas Market info cottage, but it said to put trash only if it was in a suitable compostable bag. This meant that the organic waste bin was not especially meant for the consumers. Cardboard recycling could be found from the vendor's area, but it was not for the visitors. The Glühwein restaurant had compostable cups, but there was no separate bin for them. This way the visitor had no certainty if the cups were actually recycled. However, the locations of the trash bins were good and along the paths of the market area. Overall, the right amount of trash containers affects the need for cleaning and also the image of the event (Matkailun edistämiskeskus et al. 1999, 22).



PICTURE 5. Trash bin in Tampere Christmas Market (Photo: Anniina Lyyski 2013)

As the market area was investigated more closely there was a board from Pirkanmaan Jätehuolto (Tampere Regional Solid Waste Management), which stated that all of us are recyclers. Even though this message was probably meant as a general incentive, it seemed somewhat questionable that there were barely any recycling possibilities in Tampere Christmas Market for visitors. Introducing these possibilities would bring the event even closer to the waste hierarchy standards in reprocessing products and materials (Directive 2008/98/EC, Article 3:17). Suggestions for improvement in this area are made in chapter 6.

4.2.8 Water usage

The vendors that needed water from the tap had their cottages aligned in the same side of the market area. These cottages belonged to the vendors that provided food. The waste water went down a pipe from the cottages that had taps, but in the cottages that had only containers of water, the waste water went down to a bucket. Most of the taps were not used very much during the market opening time or it was done so discretely that the visitors did not notice. This is sustainable thinking, as the cost of water has risen and is anticipated to grow in the future as well (Jones 2010, 179). However, water should still be used when necessary to maintain better hygiene (Yhteishyvä 2014).

4.2.9 Toilets

There were no official toilets assigned for Tampere Christmas Market. In terms of environmental sustainability having no toilets was a good solution, as they are almost invariably problematic in outdoor events (Matkailun edistämiskeskus et al. 1999, 25). This meant that waste and waste water were not an issue. If needed, the visitors could go to the nearby department stores Sokos or Anttila. As the area was not closed and the visitors could come and go as they pleased, this seemed like the most appropriate solution.

4.2.10 Energy use

Lights were one of the first things that greeted the visitors when they arrived to Tampere Christmas Market. There were several kinds of lights spread around the market area. All the cottages had similar lighting that decorated them. They had exposed light bulbs decorated with sprig garlands. The lights seemed to be switched on all day long, which felt unnecessary at times. The reason is that some of lights, like the blue Christmas tree, were very unnoticeable during the day. This blue Christmas tree also had some lights broken throughout all of the observation days, which implicated that it was possibly not the most suitable decorative lighting for the event (picture 6). As Tampere Christmas Market was in the city center, some of the lights were already on the spot before the event. In the area there were a few different light sources but the lights that were already in the Keskustori added to that.



PICTURE 6. Blue light Christmas tree in Tampere Christmas Market (Photo: Anniina Lyyski 2013)

Some heaters were seen inside the cottages, which meant that a portion of the electricity went into keeping the vendors warm. For a winter event it is understandable that these kinds of measures are taken so that the event is a positive experience also for the vendors. According to Matkailun edistämiskeskus et al. (1999, 26) heating is precisely the

section that uses the most electricity in winter events. The energy use is further explored in the interview with Rami Lehtinen in chapter 5.

4.2.11 Noise

In several events noise is the biggest environmental problem (Matkailun edistämiskeskus et al. 1999, 27). However, the noise level of Tampere Christmas Market seemed reasonable for the most part. However, the noise was quite loud close to some vendors that had their cottages right next to the speakers. Nevertheless, it did not seem that the noise pollution coming from Tampere Christmas Market was too much for the surrounding buildings or people as the city center is already a busy and noisy area by itself with the traffic and other noises. The positioning of the speakers in the area did not increase the noise pollution to an uncomfortable level.

4.2.12 Cleaning

During the observation the cleanliness of the market area was good. This can be due to the large amount of trash bins that was mentioned earlier in this chapter. Several vendors also had their own cardboard trash bins that they used for the tasting spoons and other trash. This possibly helped with the cleaning. In addition, many products that were bought from Tampere Christmas Market were gifts or something that was not consumed on the spot. Actual cleaning inside the market was only seen once after closing time, but overall the area looked clean and organized. This could be considered positive, as cleanliness prevents the environment from getting dirty (Matkailun edistämiskeskus et al. 1999, 28).

4.2.13 Environmental sustainability in general

Tampere Christmas Market seemed to value Finnish products and companies but left many questions in terms of environmental sustainability. There were no clear signs of attention to environmental issues, but many of the vendors and products that they offered supported environmental principles. Overall, products made in Finland could be

expected to be more environmentally friendly and sustainable than products that were produced and from other countries. This means that the vendors from Germany could be considered less environmentally friendly than the ones from Finland. However, as the vendors were not asked to show how long of a road their products took before they ended up in the hand of the customer; it is hard to tell whether this assumption is true or false. These unanswered questions were written down to be asked in the interview with Rami Lehtinen. The following chapter deals with this interview and the findings from it.

5 INTERVIEW

The interview about the inner functions of Tampere Christmas Market was done with the producer of the event Rami Lehtinen from Event Company Lp. This company has produced Tampere Christmas Market since the beginning of the event. Moreover, Lehtinen is the main contact person for Tampere Christmas Market, so he was possibly the best person to answer questions about this event's environmental sustainability (Tampereen Joulutorin yhteystiedot). As the office of Event Company is in Turku, the interview was held via telephone on the 12th of March 2014. Permission for an interview was asked from Lehtinen beforehand and it was executed in Finnish as it is the mother tongue of both the interviewer and the interviewee.

5.1 Guidelines for the interview

Semi-structured interview style represents structured and unstructured elements that are combined to create a balance (Altinay & Paraskevas 2008, 113). This is the reason why it was chosen for this thesis. The interview guide was divided into six parts or themes. They were the size of the event, materials and structures, waste management and recycling, general functions, vendors and services and environmental sustainability. Each part had a few questions to begin with, but as the interview went along more questions were also added. The preliminary questions were chosen mainly based on the two checklists used for this thesis (see Appendix 1 & 2) and the author's interests and the unanswered questions or issues woken up by the observation days.

5.2 Interview day and themes

The city of Tampere is the main organizer of Tampere Christmas Market, but the producing and practical issues are handled by a company named Event Company Lp. It is run by Rami Lehtinen, who also agreed to be interviewed for this thesis. The reason that resulted in a phone interview was the fact that this company resides in Turku. A preliminary thematic interview structure was sent to Lehtinen before the interview and ques-

tion were added during the interview when interesting or related issues emerged from the discussion.

5.2.1 Event size

As the venue and several related aspects were already visible in the observation, the focus went to the size of Tampere Christmas Market and what kind of limits the event had. According to Lehtinen (2014), there has not been any kind of specific limit except for the amount of cottages that are available for the vendors to rent. At the moment the city of Tampere owns 44 cottages for the event (Lehtinen 2014). In the report done by the working committee of Tampere Christmas Market (Tampereen Joulutori 2008, 6), it was stated that the desired amount of cottages is between 30 and 50. Lehtinen (2014) added that this means that the goal has almost been reached. There were also approximately ten cottages rented from an external subcontractor, which raised the amount of vendors to around 60. The only real limits for the event are the physical boundaries of the market square, which means the size of the flat area in Keskustori. (Lehtinen 2014.) The location of the event should be chosen based on the size and the nature of the event and for Tampere Christmas Market the location was convenient for the size (Matkailun edistämiskeskus et al. 1999, 13).

When asked about the possible amount of vendors, Lehtinen (2014) said that the growth of Tampere Christmas Market is thought with consideration. He added that the organizers do not want quantity only for quantity and that the possible vendors are juried carefully. The things that are added need to be something specific so they will not take just anything and some things they will not take at all. (Lehtinen 2014.) This seems appropriate from an environmental aspect because this way they can also manage their event better and see whether the vendors that were chosen comply with the set instructions.

The second question had to do with the origin and selection of vendors. As the working committee of Tampere Christmas Market established in their report, the majority of the vendors, products and performers are to be from Tampere or Tampere Region (Tampereen Joulutori 2008, 3). Lehtinen (2014) confirmed that this is still the case. He said that there have always been more applicants than what were approved to the market. In the future the focus is put more on sweet and savory Christmas foods as they already

have a large amount of handicrafts presented at Tampere Christmas Market. (Lehtinen 2014.) According to Lehtinen (2014), the amount of rejected vendors has varied each year from a few to a dozen. However, the turnover rate of vendors has been between one and three percent each year, which can be considered small (Lehtinen 2014). Lehtinen (2014) stated that the vendors seem to think that the event is successful as most of them want to return the following year. This is good for the event's longevity. As most of the vendors made their products themselves, it can also enhance environmental sustainability, because these vendors know what their products are made from.

The last question in this section was about the relation between domestic and foreign vendors and the ratio that the organizers wanted to keep between them. According to Lehtinen (2014), there has been no specific search for some kind of balance. He mentioned that supply and demand are more the definers of this factor. However, the possibility of having more nationalities in Tampere Christmas Market has been discussed on an idea level. (Lehtinen 2014.) For the selection of different products and cultures this is a good idea, but it also adds the amount of transported products from abroad. This also adds to the pollution and resources used to bring the products to Tampere Christmas Market. Purchasing locally leads to a more sustainable event (Jones 2010, 13). However, it is understandable that the organizers would like to bring something different to the market after some time as the world is becoming more and more international.

5.2.2 Materials and structures

The first question concerning materials and structures was about the material choices. The given examples were about the signs, prints and posters and how they came to these choices for Tampere Christmas Market. Lehtinen (2014) replied that Tampere Christmas Market does not use very much material at all. As an example he told that the amount of posters for this event is 150 pieces, which according to him, is less than each household receives paper through the mail in a couple of days (Lehtinen 2014).

Lehtinen (2014) mentioned that they also use banners for advertising purposes but they are reused in the following year as decorations in Tampere Christmas Market restaurant. The sailing ropes that are used to hang the banners are also reused (Lehtinen 2014). The small amount of materials applies to the signs as well, for there are only six signs at the

gates of Tampere Christmas Market. It shows all the vendors of the event and their places in the market area. The foam boards used for the purpose are a meter times 70 centimeters in size, which is also a small amount. (Lehtinen 2014.) Lehtinen (2014) said that the foam boards are used and taped again if they have stayed in a good condition. This shows positive dedication to environmental sustainability as materials are used as many times as possible. Matkailun edistämiskeskus et al. (1999, 16) mention that repairing and painting signs for recurrent events is good, as they can be used for many years.

As the city of Tampere owns the cottages, furniture, lighting and decorations of Tampere Christmas Market, the second questions concerned other purchases and rentals for the event. The first thing that Lehtinen (2014) mentioned was the sprig garland that is a natural product which decorates the cottage surroundings, gates and fences (picture 7). Tampere Christmas Market also rents different types of lighting and light map services every year. (Lehtinen 2014.) The question of fences was also brought to the conversation. Most of the fences are rented, replied Lehtinen (2014), but there is a hundred meters worth of more image appropriate fences that are used inside the market as decorative elements. However, as the event is only once a year there is no sense in owning all the fences, adds Lehtinen (2014). Renting and not buying is also something that Jones points out in her Sustainable Event Checklist (2010, 14).

The third question in this theme was about the reuse and omission of items used in Tampere Christmas Market. Even though reuse can be considered a part of the waste hierarchy in the first reduction phase (Directive 2008/98/EC, Article 3:12a), it suited the earlier question and was put here to serve as a basis for the next theme: waste management and recycling. Lehtinen (2014) replied that the light cord is the same which they use every year. In addition to the previously mentioned sprig garland, actual pine trees are used as decorative elements. They are surplus trees that need to be cut for thinning or other similar purposes. (Lehtinen 2014.) Lehtinen (2014) added that they can go a long way merely with natural products. However, they have invested in a few gas light poles which are permanent elements in Tampere Christmas Market (Lehtinen 2014).



PICTURE 7. A sprig garland decorated the cottages (Photo: Anniina Lyyski 2013)

As the discussion moved to Tampere Christmas Market cottages, Lehtinen (2014) added that they are also used for other events and rented for subcontractors. This means that they are not just left in storage to wait for the next Christmas market but put into use. This shows sustainable thinking, as the cottages can also help other events to be more environmentally sustainable. Matkailun edistämiskeskus et al. (1999, 17) also mention this renting possibility in their guide.

5.2.3 Waste management and recycling

The interview moved on to the third theme and the first question was about the amount of trash containers and how they were picked for the event. According to Lehtinen (2014), the amount of containers for consumers was their own estimation and after the first year it was more or less halved. The main reason for this was that 90 percent of the vendors were selling handicrafts and there was only a small amount of waste. The handicraft sellers are still the majority in the market renting 80 to 85 percent of the cottages. (Lehtinen 2014.) Lehtinen (2014) stated that the minor amount of waste is due to the small amount of grocery vendors, but he added that the amount of waste has risen slightly because of the growth in this area. Matkailun edistämiskeskus et al. (1999, 22) state that especially eating and drinking produce lots of waste in large scale events. As

Lehtinen (2014) mentioned in the first theme, the intention is to add these kinds of products in the market. This increases attention that need to be put into waste management in the future.

Lehtinen (2014) mentioned that Tampere Christmas Market had different types of waste containers for the vendors, café and restaurant to use in the service area: organic waste, paper, cardboard and mixed waste which goes into a waste compactor. He emphasized that the amount of waste is fairly small for the event (Lehtinen 2014). The practices in this area seemed well thought out.

Tampere Christmas Market had a Glühwein restaurant in the market area and the second question asked about the reasons for the choice of a biodegradable but disposable cup for this drink. Lehtinen (2014) replied that the reason is mainly financial as they do not have the demand or the structures like Germany to use ceramic mugs. In Nürnberg, he added as an example, there may be a dozen of Glühwein sellers in a market and they have organized the structures around the pawning, selling and washing of the mugs together (Lehtinen 2014). It is well organized but they have done it for 600 years and Tampere Christmas Market has been running for only 6 years, Lehtinen (2014) pointed out. There were ceramic mugs for sale earlier, but the consumers are not yet ready to pay for the mug and the drink.

The current alcohol policy and taxes prevent lower pricing for the Glühwein, so buying both a mug and a drink takes the price high. In addition, an average customer buys only one cup of Glühwein, which may indicate that the culture still needs to change during the years. (Lehtinen 2014.) This may be a problematic equation especially for a fairly small sized market like Tampere Christmas Market. In this question specifically it is fairly clear that all the different aspects of sustainability affect each other and the decision that are made. However, bringing ceramic mugs into Tampere Christmas Market might also become a popular souvenir if it is done right (Picture 8).



PICTURE 8. Glühwein mug from Münster Christmas market (Photo: Anniina Lyyski 2012)

As this question raised more discussion, Lehtinen mentioned that the future of selling Glühwein in Tampere Christmas Market is still unsure for the market of 2014. This is due to the possible changes in the alcohol law that is scheduled to come in action this year. This may cause that Glühwein cannot be sold in Tampere Christmas Market. Therefore, the future of the mugs is still open.

During Tampere Christmas Market the cooperation partner Pirkanmaan Jätehuolto (Tampere Regional Solid Waste Management), had an informational board attached to a cottage and it encouraged recycling. Connected to this Lehtinen was asked how the recycling in Tampere Christmas Market worked in practice. He replied that recycling is mostly handled by the organizer, meaning the city of Tampere. He also said that he assumes that the message is only meant to be generally educating and it does not have a direct connection the event itself. However, as mentioned before, there are different containers that are used for recycling waste in Tampere Christmas Market for vendors. (Lehtinen 2014.) Overall, the event seemed to implement the steps of the waste hierarchy in many of their practices (Directive 2008/98/EC, Article 4:1). As every event still produces waste, recycling possibilities for consumers are presented in chapter 6.

5.2.4 General functions

The first question in this theme was connected to cleaning and how this was organized for Tampere Christmas Market. According to Lehtinen (2014), the arrangement was simple and is based on the previously mentioned low waste amounts. The cleaning was mainly done by Santa's helpers that work in the information cottage and assisted with security officers of the event. The market area was cleaned and the trash containers were checked in the morning and in the evening. The disposal was handled by the sub-contractor and cooperation partner Pirkanmaan Jätehuolto (Tampere Regional Solid Waste Management). (Lehtinen 2014.)

The next question dealt with lighting and the amount and need of it for the event. Lehtinen (2014) said that light is the most important atmospheric element in the entire event. As Tampere Christmas Market is in the wintertime, and especially in a cloudy weather, the lights were on basically the entire time. The interior lights of the cottages and businesses were turned off but the exterior lights were left on for the night. (Lehtinen 2014.) Lehtinen (2014) stated that this is a security factor and that the wattage of the light bulbs is small, so they do not use very much energy. From an environmental perspective it would be better to turn the lights off when it is daytime because then they are not really needed (Jones 2010, 14). However, this may be dependent on the weather as even during the day the amount of light may be very limited. The improvement suggestions for lighting are presented in chapter 6.

5.2.5 Market vendors and services

As the previous themes were more general, and not that connected to the vendors of Tampere Christmas Market, this theme dealt with those questions. Lehtinen was asked about the instructions that were given to the vendors prior to the event and if there were specifics given about different aspects. He replied that they send a vendor's info each year which deals with waste management and recycling and tells the vendors that the organizers value recycled materials. The vendors are also asked to honor this principle. (Lehtinen 2014.) In terms of environmental sustainability this is positive, as it shows the environmental values of the organizers. Lehtinen (2014) added that because there has

not been a real problem with this matter, so they have no need to comment on the materials that the vendors use.

The next questions were about the different materials that were used for the signs, papers, shopping bags, packaging and different disposable utensils and tableware. Lehtinen (2014) highlighted that the request for renewable materials extends also to this section, but that it is also impossible to know exactly what goes into each product. This is the case especially if the vendor has a large amount of products (Lehtinen 2014). For an event that had more than 50 vendors, this approach is understandable.

In the matter of shopping bags Lehtinen (2014) told that Tampere Christmas Market has their own textile tote bag which is distributed to the vendors to be sold to the visitors with a fair price. According to Lehtinen (2014), there were no plastic bags used in the market or some use only a small plastic bag to put their products in. However, as it could be seen during the observation, some vendors did use small plastic bags. Perhaps at this time it is still unavoidable. In the question of the materials of utensils and tableware Lehtinen (2014) added that the amounts have been small and there has not been need to comment on these things. However, he said that they try to mention about the material choices but they cannot command the vendors to use certain materials. For the vendors it is also a matter of expenses and the topic itself is also a bit controversial. (Lehtinen 2014.) In the subject of coffee spoons Lehtinen (2014) also added that wooden spoons leave a bitter taste in the coffee whereas plastic spoons do not. This a challenge for the future, as consumers are so used to having their disposable utensils made of plastic. Alternative materials for the tableware and utensils are presented in chapter 6.

As the questions moved onto the energy use of the vendors, Lehtinen (2014) replied that this is one of the most challenging things that they are facing in the future. He added that this is due to the large amount of lighting and the heaters in the cottages for the vendors. As the cottages are open all day long, the organizers need to provide suitable conditions for the vendors to be able to stay in the same spot for many hours. (Lehtinen 2014.). He mentioned that most of the electricity, which is provided for the vendors, is used for the heaters. This is something that Matkailun edistämiskeskus et al. (1999, 26) mention in their guide as well. After the heaters the most electricity consuming are the lights and then different kinds of coffeemakers and cookers. (Lehtinen 2014)

Lehtinen (2014) hoped that technology is developed so that in the future the heating would not use so much electricity. This is something that cannot be changed so fast and the only thing that can be done is to give a certain amount of kilowatts that the vendors can use (Lehtinen 2014). In relation to the heating Lehtinen (2014) mentioned that for Tampere Christmas Market 2013 the weather and temperatures were quite humane, but he also recalled some years when the situations were much worse. It is good that the energy use issue is noted by the organizers, because the actions can be made when other alternatives are available.

When asked about the instructions for preservation, preparation and hygiene of food, Lehtinen (2014) mentioned the food control officials of the city of Tampere and the cooperation that extends from instructions to the vendors and to the construction of cottages. This way everything is done right from the beginning, added Lehtinen (2014). The food control officials and Lehtinen himself have supervised these issues together since the start of the event (Lehtinen 2014). This shows good planning as help is asked from professionals of their own field.

As the use of water is a part of environmental sustainability, Lehtinen was asked about the use of water and waste water in Tampere Christmas Market. He replied that the use of water is quite minimal and water is mainly used for small cleaning. From 50 cottages that could have had direct access to water, only two or three were actually connected. (Lehtinen 2014.) The matter is becoming more and more problematic each year, Lehtinen (2014) said, and for this reason vendors have had to share their taps as some of them froze shut. These are the downsides of having an event in the wintertime when the temperatures can be very low. However, this means that hygiene and cleanliness need to be more looked after as well. For this reason every vendor selling food should have access to water even if it comes from a can (Matkailun edistämiskeskus et al. 1999, 24).

5.2.6 Environmental sustainability

The interview ended with questions about the environmental sustainability thoughts around Tampere Christmas Market. The first question was about the significance of environmental sustainability in Tampere Christmas Market. Lehtinen (2014) said that as the elements in the market are enduring, the basis is that it does not cause waste. He

added that he is not sure if this has been a conscious or a subconscious decision, but this is just how it is for Tampere Christmas Market. He highlighted that considering the size of the event, 150,000 visitors each year, the amount of waste is very small. (Lehtinen 2014.) Lehtinen (2014) also mentioned that it would be nice to know how much other similar sized events produce waste compared to their event. According to him they might be one of the least producing ones (Lehtinen 2014). Even though Lehtinen mainly mentioned the waste issue in this question, the other parts of environmental sustainability seem important to the organizers. However, as the event spreads out to many days, it is still different than events that receive the same amount of visitors in a couple of days. Some days can be slower than others.

The second question in this last theme asked about the products and how important it is for the organizers to have domestic, ecological and environmentally friendly products in Tampere Christmas Market. As this question was largely dealt with in the previous questions, Lehtinen (2014) replied that it is always an advantage if a vendor applies to the market and uses these things in their products. As mentioned in the first theme, the jury decides together what the market is still missing and what could be added after these six years (Lehtinen 2014). However, it is good to remember that “choosing organic, buying fair trade, buying locally and using products with low carbon footprints are all steps along the sustainable procurement path” (Jones 2010, 225).

To end the interview, Lehtinen was asked to think about possible improvements that could be made in the future. He replied that the possible improvements are those that are already established. By this he meant the Christmas market ceramic mugs and the reuse of the sprig garlands. (Lehtinen 2014.) Lehtinen (2014) said that he has had thoughts about freezing the sprig garland so it could be used again the next year. This is a good thought in terms of environmental sustainability if the garland can be stored without using a new space for only this purpose. Energy use is also an issue that Lehtinen (2014) mentioned about. He said that in the future Tampere Christmas Market needs to find funding to change their light bulbs to LEDs. The old light bulbs are traditional but they will change with new generations. In addition, these kinds of bulbs cannot be bought anymore. (Lehtinen 2014.) Using LEDs in will not only make the event more energy efficient but also expand the lighting effect possibilities for the organizers (Jones 2010, 113).

To all of these changes Lehtinen (2014) commented that they are things that the organizers are aware of and they will change within a certain time frame in any case. It seems that both Lehtinen and the organizing committee are aware of many issues that need to be changed for Tampere Christmas Market. The following chapter deals with improvement suggestions that were gathered from the observation and this interview.

6 IMPROVEMENT SUGGESTIONS

Based on the data collection results, Tampere Christmas Market 2013 can be considered as a largely environmentally sustainable event. The reason is somewhat understandable as the city of Tampere is the main organizer of the event. According to Kjellberg & Kanerva (2004, 16), Tampere signed an environmental policy program in 1994. This means that the environmental planning has been a part of Tampere already for 20 years. The organizers are also aware of many problematic issues in the event and strive to make improvements when additional funding is possible. Nevertheless, this chapter deals with some improvement suggestions that might better the event even more. Most of the suggestions are only minor, because the author could not find very much to change in the event. Especially the reuse of materials and structures, relatively small amount of waste and the little use of water could be mentioned as the strengths of the event. However, even small changes can mean a big difference for the environment.

6.1 Lighting

One of the most dominant features of Tampere Christmas Market was the lighting. As Lehtinen (2014) mentioned, light is a part of the atmosphere in the event. However, some of the lights in the event did not seem necessary or appropriate for the event. One example of this was the blue Christmas tree that served as a light decoration. The idea behind the tree was good and it brought something different to the event area. Nevertheless, during the daytime the tree did not provide much decoration, as the steel beams showed from under the lights. Most likely this light tree did not use much energy, but as it was partially broken during all of the observation days, one could not help but to wonder if there could have been something else instead.

Even though Lehtinen (2014) mentioned that the bulbs that they use in their decorative lighting are low in watts, this does not erase the fact that these traditional light bulbs waste up to 95 percent of the energy they consume (Jones 2010, 110). However, as Lehtinen (2014) mentioned in the interview, these old-fashioned bulbs are not an alternative for the future, as they are not sold anymore. Using LEDs was pointed out in the discussion. In the home and office this is a favored mean of reducing energy consump-

tion (Jones 2010, 112). Jones (2010, 111) states that reducing lighting can also be somewhat problematic in outdoor events that have mobile generators or experience rainy conditions. This means that every organizer needs to act in the way that is best for their energy use. However, if it is possible in the future and the conditions allow it, Tampere Christmas Market could have switch of campaigns during the event. Perhaps a “dark market day”, where lights would be put to the minimum in the evening, can also attract consumers to the market. During sunny or clear days the lights could also be switched off during the day when there is no rain or other moisture in the air.

Even though reducing the amount of energy use is desirable, the lighting in Tampere Christmas Market is still a safety factor, as Lehtinen (2014) said in the interview. This is an understandable reason, but maybe there are still possibilities to reduce the amount of light without compromising the safety or the atmosphere.

6.2 Tableware and utensils

During the research it was noticed that all the vendors, café and restaurant used disposable tableware and utensils in the event. As Lehtinen (2014) said in the interview, these items are not used in large amounts, but it is still something that could be improved for Tampere Christmas Market. In the interview it was discovered that Tampere Christmas Market will most likely introduce ceramic mugs for Glühwein in the next Christmas market. This requires that Glühwein is still allowed to sell in the event. This is a step into a more environmentally sustainable direction as it decreases the amount of waste.

In planning the food dishes for the event, it is worth considering options that produce little waste. For example breads, filled pies and sausages can be served in a paper pocket or a napkin. (Matkailun edistämiskeskus et al. 1999, 20.) This was mainly done in Tampere Christmas Market, but in the restaurant some disposable plates and utensils were used. Perhaps it would be possible to alter the dishes that are served into something that would not need actual plates and utensils. The volumes were not big, as Lehtinen (2014) said in the interview, but this would further reduce the amount of waste. If this is not possible Tampere Christmas Market could consider buying compostable tableware to match the already compostable Glühwein cup. However, this requires proper trash containers so the consumers can see that these items are being com-

posted. According to Matkailun edistämiskeskus et al. (1999, 21) compostable tableware and utensils are more expensive than regular ones and this is still the case. Buying a plastic disposable fork still costs nearly four times less than a wooden compostable fork (KauppaKartanoCom). Future price and material developments may bring new possibilities for future Christmas markets as well.

6.3 Recycling for consumers

Both the observation and interview dealt with recycling and the fact that there were limited recycling possibilities for the visitors of Tampere Christmas Market. Lehtinen (2014) stated that this was due to the small amount of waste that the event produces. This may be the case, but even with small changes savings can be made. For example asking consumers to pile cups before putting them into the bin can save container emptying times significantly. (Matkailun edistämiskeskus et al. 1999, 22.) This could help recycling as well. The tableware and utensils used in the restaurant and elsewhere in Tampere Christmas Market could have separate containers for cardboard and compostable materials. With clear instructions to the consumers and the necessary supervision this might be possible (Matkailun edistämiskeskus et al. 1999, 21-22). The cup containers could for example have wholes where visitors could easily drop their empty cups. With these improvements Tampere Christmas Market would increase its environmental sustainability.

7 CONCLUSIONS

This thesis contains the research involving the environmental sustainability of Tampere Christmas Market 2013 and the different aspects that affect environmental sustainability in events. The topic was chosen due to the personal interest of the author of this thesis and also because of the growing need of environmental sustainability nowadays. Research on this particular topic for Tampere Christmas Market was the first of its kind. The objective of this thesis was to point out that making profit and luring visitors to the event are not the only measures of an event. The environment plays an important role in events as well as it provides the surroundings for them to happen in the first place.

The theoretical background of this thesis was based on several expert books on environmental sustainability, but the main evaluation tool was the Organizer's checklist created by Matkailun edistämiskeskus (Finnish Tourist Board) together with Kauppa- ja teollisuusministeriö (Ministry of Trade and Industry), Ympäristöministeriö (Ministry of Environment) and Suunnittelukeskus Ltd (1999, 34-37). The author of this thesis chose this list because it was the most comprehensive list available. The checklist and the entire guide were used as a base for the observation and the interview. The Sustainable Event Management book by Meegan Jones (2010) and the Sustainable Event Checklist that it contained were used to complement the questions and the evaluation.

Overall, the research proved that Tampere Christmas Market 2013 was largely an environmentally sustainable event. This was seen in the planning and execution. The most environmentally sustainable practices involved reuse of materials and structures, the minor amount of waste and minimal water use. Some improvement needs were found in lighting, materials of tableware and utensils and recycling possibilities for consumers. However, the producer of the event mentioned that the organizers are well aware of deficiencies in the event and plan to make changes for the better when the budget for the event allows it. The results are quite surprising since Tampere Christmas Market does not particularly market that it uses sustainable practices for its planning and execution. In addition, this research shows that a big event can think largely sustainably and still be profitable.

The findings of this research can be used as a base for future research as Tampere Christmas Market will most probably take place also in the future. The information gathered may also help other event organizers who are considering in making environmental sustainability a part of their event.

The research process was an interesting one for the author. As the topic was chosen to be an event, it was easier to execute the observation and the interview after it. Even though the dark winter took some toll on the research process and the author experienced some personal and thesis related challenges, the experience was still very educational and rewarding.

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Interview

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APPENDICES

Appendix 1. Organizer's checklist (Matkailun edistämiskeskus et al. 1999, 34-37)

1 (4)

Järjestäjän muistilista

34

Muistilistan avulla tarkistetaan, että ympäristönäkökohdat otetaan huomioon suunnittelussa. Muistilistaa voidaan käyttää vastuunjaon apuvälineenä. Ala-

kohtia ja päivämääriä voi lisätä jo suunnitteluvaiheessa ja tapahtuman jälkipuintipalaverissa seuraavaa vuotta silmällä pitäen.

Aihe	sivu	Vastuuhenkilö	Puhelinno	Kuittaus
Luvat ja sopimukset	9			
Maankäyttösojimus				
Huvilupa ja siihen liittyvät luvat				
Alkoholijuomien anniskelulupa				
Majoitus- ja ravitsemistoiminnan aloittamisilmoitus (MARA)				
Avotulen syyttämislupa				
Elokuvien esittämlslupa				
Järjestäjän vastuuvakuutus				
Tilapäinen leirintäalue				
Äänentoisto ja meluilmoitus				
Ilmoitus elintarvikkeiden myynnistä				
Salmonellatodistukset				
Sähkösojimus				
Vesisoimlus				
Jätteidenhoitosoimlus				
Palotarkastus				
Sijaintipaikka	13			
Kaupunki/maaseutu				
Tapahtuman mitoitus				
Liikenneyhteydet				
Liikkuminen julkisilla välineillä				
Luonnonolosuhteet				
Alueen historia ja kulttuuri				
Maaston kulutuskestävyys	14			
Maanpinnan kulutuskestävyys				
Toimintojen sijoitusuunnitelma				
Herkät luontokohteet				
Neuvot ympäristöviranomaisilta				
Rakennusten käyttömahdollisuus				
Maapohjan suojaaminen				
Nurmen parantamistoimenpiteet				
Reitit ja polut				

SAA KOPIOIDA!

Aihe	sivu	Vastuuhenkilö	Puhelinno	Kuittaus
Opasteet	16			
Informaatiopiste				
Opasteiden kestävyys ja selkeys				
Liikennemerkit				
Löytötavarat				
Rakenteet	17			
Rakenteiden tekeminen/vuokraus				
Materiaalien kestävyys				
Aidat				
Esiintymislavat, katokset				
Teltat ja myyntikojut				
Turvarakenteet				
Rakenteiden varastointi				
Majoitus	18			
Tilapäinen telttailu- ja matkailu- vaunualue				
Koulu- ja perhemajoitus				
Hotelliyrityksien ympäristö- vastuullisuus				
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Lämmityksen ja kylmätilojen energiankulutus				
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Jätteiden lajitteluohjeet				
Pahvin- ja paperinkeräys				
Lasinkeräys ja lajittelu				
Biojäte				
Polteettavat jätteet				
Lajiteltujen jätteiden vastaanotto- mahdollisuudet				
Ongelmajätteiden vastaanottopiste				
Rakennus- ja purkujätteen sijoitus				

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Vesi- ja viemäriverkoston käyttömahdollisuudet				
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Turvallisuus ja sujuvuus				
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Aihe	sivu	Vastuuhenkilö	Puhelinnro	Kuittaus
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Mahdolliset vesi- ja maaperäanalyysit				
Seurantaraportti/-muistio				
Vastuujako				

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SAA KOPIOIDA!

Appendix 2. Sustainable Event Checklist (Jones 2010, 13-15)

1 (3)

Box 1.3

Sustainable Event Checklist

Venue Checklist

(Indoors)

- What is the public transport access?
- Is the venue in the closest location for most participants?
- Does venue waste management include recycling and composting?
- Are there water conservation and grey water management processes in place?
- Do they have programmes to reduce energy consumption?
- Does the venue have access to fresh air?
- How is the venue heated and cooled?
- Do they clean with chemical-free products?
- Does the venue have an environmental policy?
- Is the venue certified for energy efficiency and sustainable construction?

(Outdoors)

- What is the public transport access?
- Are there ecologically sensitive areas?
- Is there access to water and can grey water be treated and disposed of on site?
- How far will sewage and waste need to travel to be treated off site?
- Is there access to grid power?

Conference Checklist

- Communicate electronically, don't send vast amounts of printed material out by mail.
- Supply any handouts on the first day, so there's no chance of being left in hotel rooms and second copies needed.
- Provide notes on a thumbdrive, or offer links to download presentations post event.
- Any stationery to be from 100 per cent post-consumer recycled paper, and pens to be 'eco' options.
- Turn off PA, lights and AC when rooms aren't in use.
- Arrange name badges to be handed back in.
- Hotel room recycling, bulk dispensing of toiletries, towels not changed every day, newspapers delivered only on request.

Purchasing Checklist

- Buy products that are 'eco-labelled'.
- Buy locally.
- Use local contractors.
- Use goods produced under fair labour conditions.

SUSTAINABLE EVENT MANAGEMENT

Sound/lights/production Checklist

- Power your gear on clean green energy (either mains, or by sustainable biofuels, or zero emissions technologies).
- Use energy saving equipment.
- Convert lighting to LEDs.
- If using a lot of low wattage gear, ensure mobile power generators have power factor correction to be able to take advantage of efficiencies.
- Have a switch-off campaign – turn off everything that's not being used, especially the lights in the daytime.

Sets/staging/décor Checklist

- Hire, don't buy.
- Use certified sustainably grown timber (FSC).
- Construct sets with found, re-used or repurposed materials.
- Use non toxic paints and varnishes with zero VOC emissions.
- Use organic cotton and fabric produced under fair labour conditions for curtains, sets and décor.
- Pack up, store and re-use gear.
- Mark stage flooring, sets and other construction so that easy reassembly is possible.
- Donate unused materials, or items salvaged from the de-rig for re-use or repurposing.

Trader/vendor/exhibitor Checklist

- Produce signs which can be re-used at future shows.
- Use only energy saving lights.
- Produce all printed material sustainably.
- No plastic bags, hand out re-usable bags.
- No over-packaged single samples.
- Ethical and environmentally sound product sourcing.
- Hired materials.
- Ensure re-use or repurposing is planned for any bespoke construction, set and décor.

Catering Checklist

- Provide bulk water dispensing and washable cups.
- No single-serve satchets or individually wrapped meals.
- Organic, fair trade and locally sourced ingredients.
- In season food, to avoid unnecessary food miles.
- Programme for unused food from buffets, such as to a food bank or hostel, or send for composting or to a worm farm.

Transport Checklist

- Hold your event close to public transport access.
- Provide your audience, participants, delegate, competitors, staff and crew with detailed information about public transport access, timetables and locations.
- Put on shuttle buses if you need to 'join the dots' between existing public transport and your event site.
- Promote chartered coaches to your event.
- Offer incentives to come by public transport, bike or foot.
- Offer secure bike parking.
- Limit car parking space numbers and charge for parking.
- Encourage car pooling.
- Ration car spaces for exhibitors, traders and vendors.

Communications Checklist

- Tell your audience, delegates, participants and sports competitors what you need them to do to be greener at your event.
- Pre-promote things such as public transport and preparatory purchasing recommendations.
- Get your staff, crew, contractors, suppliers and service providers on board with your greening goals.
- Use the media to promote your greening.

Green your Office

- Recycle. Use sustainable office supplies. Put your photocopier to print double sided as default, or collect misprints and print on the clean side.
- Sign up to green energy. Put all equipment on power save mode. Make sure battery packs for laptops and phones aren't left on overnight. Have light sensors installed. Open the windows!

Appendix 3. Observation guide (based on Matkailun edistämiskeskus et al. 1999, 34-37; Jones 2010, 13-15)

1 (3)

1. Venue

What and where is the venue?

How big is the venue?

What are the natural circumstances? (e.g. weather?)

How well has the space been used? (stalls vs. paths)

How durable is the ground towards erosion?

How are functions allocated?

How are existing buildings used?

2. Transportation

What are the transportation connections to the event? (public and private)

How are other types of travelling possible? (e.g. walking, biking?)

How is parking organized?

3. Signs

How durable and clear are the signs that are use?

Could the signs be reused?

4. Structures

How durable are the materials?

Are there fences?

What kind of stages and canopies are used?

What kind of tents or sales stalls are used?

What kind of safety structures are used?

5. Vendors

Where are the vendors from? (local, domestic, foreign?)

Do the products have eco-labels or are they environmentally friendly?

Do the vendors use reusable shopping and gift bags?

6. Restaurant functions and services

What are the origins of the ingredients? (domestic, local, fair trade, organic?)

How is the food stored?

What is the hygiene level?

How is the heating of food been organized?

How is the cold storage organized?

What kind of tableware (utensils, cups, plates) do the restaurants use? (reusable or what kind?)

How is the food packaged and served? (e.g. single packet?)

7. Waste management

What is the amount of trash bins and what are their places?

Is it possible to recycle waste? What kind?

Are there instructions for recycling?

8. Water usage

Where does the water come from? (e.g. tap?)

9. Toilets

How are toilets organized for the event?

10. Energy use

How energy efficient do the machines for heating and cooling look like?

How is the sound system organized?

How is the lighting organized?

Are there additional activities that require electricity?

11. Noise

What is the noise level of the event?

What is the positioning of the speakers that are used?

12. Cleaning

How is the cleanliness of the event?

13. Environmental sustainability in general

How is the overall sense of environmental sustainability?

Where is environmental sustainability seen?

Appendix 4. Interview guide (based on Matkailun edistämiskeskus et al. 34-37; Jones 2010, 13-15)

1 (2)

HAASTATTELUKYSYMYKSET

Tapahtuman koko

1. Minkälaisia rajoitteita tapahtuman koolle oli (esim. myyjien tai mökkien määrä)?
2. Joulutorilla on alusta asti ollut tarkoitus esitellä etupäässä tamperelaisia ja pirkanmaalaisia yrittäjiä. Pääsivätkö kaikki halukkaat torille myyjiksi vai jouduttiinko myyjiä valikoimaan joillain perusteilla?
3. Tampereen ystävyyskaupungit Essen ja Chemnitz olivat myös edustettuina Tampereen Joulutorilla. Minkälainen suhde kotimaisten ja ulkomaisten myyjien määrissä haluttiin pitää?

Materiaalit ja rakenteet

4. Miten erilaiset materiaalit valittiin Joulutoria varten (esim. kyltit, taulut, julisteet)?
5. Tampereen kaupunki omistaa Joulutorin mökit, kalusteet, valot ja koristeet. Mitä uutta hankitaan ja vuokrataan vuosittain?
6. Mitä Joulutorilla käytettyä tullaan hyödyntämään uudelleen tulevina vuosina? Mitä poistetuille tavaroille tapahtui?

Jätehuolto ja kierrätys

7. Miten roskisten määrä ja paikat valittiin?
8. Glühwein-ravintolan mukiksi oli valittu biohajoava kertakäyttömuki. Mihin tämä valinta perustuu? Miksi Tampereen Joulutorilla ei käytetty pantillisia keräämisia mukeja kuten saksalaisilla joulutoreilla?
9. Yhteistyökumppaninne Pirkanmaan Jätehuollon taulu sanoi: ”Kierrättäjiä oomme kaikki, sinä ja minä”. Miten kierrätys toimi käytännössä, kun kaikki roskat laitettiin samaan astiaan?

Yleiset toiminnot

10. Miten siivous järjestettiin Joulutoria varten?
11. Miten valaistuksen määrää ja tarvetta valvottiin Joulutorin aikana (esim. aamu ja ilta)?

Torimyyjät- ja palvelut

12. Millaisia ohjeita myyjille annettiin Joulutoria varten
 - a. yleisesti esimerkiksi ohjekirjan muodossa?
 - b. käyttämiensä kylttien ja papereiden suhteen?
 - c. käytettävien ostoskassien ja muiden pakkausmateriaalien suhteen?
 - d. ruokailuvälineiden ja kertakäyttötavaroiden materiaalien suhteen?
 - e. energiankäytön suhteen?
 - f. ruuan säilytykseen, valmistukseen ja hygieniaan liittyen?
 - g. vedenkäytön ja jäteveden käsittelyn suhteen?

Ympäristöllinen kestävyys

13. Missä määrin ympäristön huomiointi oli osa Tampereen Joulutoria 2013?
14. Miten paljon kiinnititte huomiota että tapahtumassa oli
 - a. kotimaisia tuotteita (ravintola ja myyjät)?
 - b. ekologisia ja ympäristöystävällisiä tuotteita?
15. Miten Joulutorin ympäristöllistä kestävyyttä voitaisiin mielestänne vielä parantaa?