

Gopal Bhusal

Odudu Equere Elijah

Md. Sadequzzaman

**IMPORTANCE AND IMPACT OF INTERNATIONAL
MUSIC IN TOURISM**

Report

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ABSTRACT

Unit Kokkola/Pietarsaari	Date April 2015	Authors Gopal Bhusal, Odudu Equere Elijah, Md. Sadequzzaman
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<p>The main subject of this thesis was to evaluate and assess the importance and impact of international music in tourism, focusing on the city of Pietarsaari, Finland. To achieve this goal, a cross-cultural musical event themed “Unified” was organized in Campus Allegro with the aim of gathering different nationals in the same place where music from different cultural backgrounds were performed. The event’s venue and technical assistance were supported by Centria University of Applied Sciences. The event also introduced musicians from Kokkola and Pietarsaari.</p> <p>The research method taken into account focused on qualitative research method. Semi-structured interview method was used to gather responses from different attendees immediately after the event which was held on 05 March 2015. In total 3 different nationals were randomly interviewed in English language to measure the level of satisfaction of the event. The research results were very positive and motivating regardless of the few comments that revealed the inadequate publicity of the event, especially in regions outside Pietarsaari.</p>		
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culture, economy, event, industry, music, project, research, tourism		

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1 INTRODUCTION

Event management, in general, is a broad process that includes creativity, planning and designing of the whole process of an event. The event tourism industry defines event management as a process that includes budgeting, establishing timelines, selecting and reserving the event sites, acquiring permits, planning food, coordinating transportation, developing a theme, arranging for activities, selecting speakers and keynotes, managing risks, and developing contingency plans. It covers a wide range of space in terms of activities involved in it. For instance, planning of a festival, ceremony, organized trip, party or musical concerts are parts of event tourism. Organizing a successful event usually involves a brilliant idea implemented with a bulletproof concept. Literally, Julius Solaris (2013) published her ideas about how the evolved ideas are to be poured down to create a successful event. It includes collaboration, proper marketing, radical self-expression, secrecy, concept fusion, audience involvement and community customization. Event management, in other ways, has also been accepted in the modern society as one of the demanding professions by those challenging professionals. This is also a high-speed employment opportunity providing sector which has been a major source of helping hand for tourism industry both in direct and indirect ways.

In recent years, the rapid increase in the passion of creating events, festivals, concerts and trade shows has given rise to numerous event organizers and event management companies which have given a solid support to boom up event tourism. These organizers provide a foundation by undertaking the planning, managing and after event facilities. The basic theme of event management is also to get prepared with the preliminary perception and guidelines about any occasion which certainly helps in achieving the success in a positive way. However, the most crucial fact is to establish a vision of what is needed to be achieved. It opens up the doors of ideas for what the event is announced and what is expected to get out of it. So, for this purpose, careful planning and decision making is very important to get people inspired to participate in the event.

The modernism and the changing trends took a turn in the way events were organized. For instance, those who organized several weddings or trade shows and had a passion for it tend to call themselves wedding planners or trade show organizers. It is the similar case with a person who is very good at planning sports events and would one day end up being called as sports events planner. This is how the traditionally accepted trends in organizing the events gradually changed into career objectives. As a result of this in modern era, because of everyday tight schedule, people seek for such event organizers who can organize shows, sports, concerts or gatherings (The History of Event Planning: Kenya Events Hub, 2011).

This thesis can be divided into two major parts: theoretical (i.e. written part) and empirical parts. The thesis was aimed to organize an event which would bring unity in people and also access to the impact and importance of international music to the people of Pietarsaari and Ostrobothnia region. A prior discussion and research were conducted among the thesis writers regarding the organization of such an event and also the outcomes of the events of similar nature were studied in the past. The theoretical framework of the thesis discusses the regular events held in Pietarsaari, effective ways how events could be organized to make them successful, importance of music events in tourism and the impacts of events on the host community. In addition, the thesis also gives ideas on project management conception, project planning and execution and controlling.

The main aim of the thesis was to highlight a cross-culture event as an empirical part of it. The event took place at Campus Allegro on 05 March 2015. The event was majorly supported by Centria University of Applied Sciences. Besides, there were other supporting bodies which helped for the finances and musical performances too. The thesis was written by three students, Odudu Equere, Gopal Bhusal and Md. Sadequzzaman. The work was divided among each member according to their capabilities.

The theoretical framework of the thesis which includes project management and event management was written by Odudu Equere and Gopal Bhusal respectively and the research part of the thesis was done by Md. Sadequzzaman. The empirical part of the thesis which

was the event was managed by all three members of the thesis group, though everyone had a specific task to execute in order to make it a successful event. Publicity and marketing of the event was done via a Facebook page which was created by Odudu Equere. The page was updated daily with information about the event, progress of the planning and sneak peeks for what was expected. This really raised the hopes of our expected audience and got everyone excited for what was going to come in the event. The task of updating and responding to messages and enquiries was also actively done by the rest of the group members. The posters for the event were designed by Gopal Bhusal and were distributed by Odudu Equere and Md. Sadequzzaman in Kokkola and Pietarsaari respectively. The management of coordinating the event's band which included contacting and booking of the musicians, a sound engineer, artists and several rehearsals was done by Odudu Equere. Gopal Bhusal was actively involved in the band as a guitar player and also took part in the responsibility of selecting the songs appropriate for the show. Md. Sadequzzaman was responsible for contacting possible sponsors for the event as well as managing the technical logistics on the day of the event.

The research consists of qualitative research, semi-structured interview method used for the project work. Immediately after the event, all three thesis group members took responsibility for interviewing the attendees of the event that were selected randomly. The process of analysing the research was jointly done by all three members.

2 EVENT TOURISM AT A GLANCE

Event tourism has been considered one of the greatest revenue generating sources in the 21st century. The development of it took numerous phases and years to come up to this status. Tourism sector, which in the beginning involved hospitality, transportation, attraction spots and sporting centres, has taken a turn. The concept of organizing events for promoting destinations and less visited places has been widely accepted now-a-days. This has caused a change in this industry which resulted to be motivating and attracting people to travel more than ever before. Events leaving a significant impact in terms of tourist attraction and image-making are hallmark events which are mega in size. More precisely defined mega events, by the way of their size or significance, are those that yield extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community. (Getz 2007, 25.)

Event tourism is such an industry that it always leaves a trademark for the host community, no matter if it is organized in a small scale or a large scale. This particularly takes place in case of event tourism. Sectors such as generating revenues, labour market, and job employment opportunities are elements associated with the event tourism contribution. The major fact is that the role of surrounding community is the most crucial for success of the events whether it is a mega event or a minor event. Only little interest from the community or their absence in the event will leave a negative image for the organizers and the event itself. So, the destination defined for the event should suit the values, culture and use of infrastructure that suits the community, as this certainly does affect the support from the locals. (Getz, Svensson, Petterssen & Gunnervall 2012, 58.)

2.1. General concept

Event tourism, in general, is a broad process that includes creativity, planning and designing of the whole process of an event. In addition, it also encompasses a distinct goal, objective and vision to open up doors of possibilities for enthusiastic event organizers. A

very simple definition of event tourism which has been acceptable for a long time now: “the temporary movement to destinations outside their normal places of work or residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs”(Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008, 5).

In an article published by Julius Solaris (10+ Fresh Ideas to Inspire a Successful Event Concept, 2013) views were published about how the evolved ideas are to be poured down to create a successful event. This includes collaboration, proper marketing, radical self-expression, secrecy, concept fusion, audience involvement and community customization. To construe in general, event tourism which promotes event management is an empirical field of study which is dedicated for well-designed and proper management of the planned events that can associate cultural music show, festivals, entertainment, recreation and some kind of celebrations. (Getz 2007, 404.)

Tourism has historically been defined as a sector providing hospitality and accommodation services. The trend of defining tourism with the limited components has been changed these days. The evolving concept of events and festivals in tourism has opened up a new image for this industry. The result of which, every nation is gaining popularity for their indigenous events and festivals. Events and event tourism, hence, has been defined by many authors in their own respective ways. However, a logical definition has been used for a long time: “Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations”. (Getz 2008, 403-408.)

Tourism is a profound concept that not only connects people into a common ground; rather it helps in disseminating ideas and concepts of extending the very industry via various means. For instance, event management is a key factor that has played a great role in the past few decades to give tourism industry a brand new look. A tremendous effort has been made in finding out the in-depth knowledge of tourism related events and festivals. And the result of those extensive researches has clarified event industry in *The Sage Handbook of Tourism Studies* as a “state of the art” (Formica & Form 1998; Getz 2004; Hede et al. 2003, 483).

The broader literature of event tourism, on the other hand, is connected with demand and supply relationships. Communities in a locality, yet living with a minor population, always tend to be seeking events that are uncommon in the area. This demand breaks the ground for event organizers to bring up the concept of events, the marketing of events to tourists as well as locals and development of marketing of event tourism. This inversely leaves an effect in bringing out social as well as cultural change. (Getz 2008, 406.)

2.2 Event tourism back then and now

An appropriate description regarding the history of events unfortunately does not exist. However, events started gaining recognition and became more commercialized lately along with the rise of globalization, and till date have become one of the most profitable industries now. Historically, events were not systematically organized like the way it happens to be now. Some examples are national holidays, corporate year end parties, weddings and birthdays which used to be celebrated with no proper trend. The reason for not following any proper trend was that people used to gather at a place, do things together and help each other for no cost at all. With an increase in the world's population, the activities also grew in size. Such gatherings took up the form of interacting with other. (History of Event Planning: Kenya Events Hub, 2011).

After the changing trends followed up with decades, the concept of event tourism evolved back in the 80s, the term event(s) tourism was not widely used prior to 1987 when The New Zealand Tourist and Publicity Department (1987) claimed event tourism as an important segment of international tourism. Later, the article published by Getz in *Tourism Management* in 1989 ('Special Events: Defining the Product') provided a solid foundation for event organizers to plan special events, hallmark events or mega events (Getz 2008, 405). In a case study of Canadian Visitor and Convention Bureaus (Getz, Anderson and Sheehan, 1997), events were claimed to be one of the few sectors that attracts the tourists all the year round. However, the possible demands of the events according to their occurrence had been explained such as Periodic Hallmark Events, Occasional Mega Events and Local Events. (Getz 2008, 407.)

2.3 Event tourism in a global context

Event tourism, on the other hand, has also been accepted in modern society as a demanding profession by those challenging professionals. This is also a high-speed employment opportunity providing sector which has been a major source of helping hand for the tourism industry both in direct and indirect ways. To be more concrete, the statistics from the biggest event organizing country such as Australia could be coined into consideration. The industry facts from Australia show that there are currently 25,200 conference and event organizers in the country, earning on average 943 dollars per week. A business event has become one of the highest yielding sectors in Australia's visitor economy. Concept Event Management from Sydney, NSW is one successful example of overall event organizers, an award-winning professional conference organizer, and event producer and production house. Currently worth 8 billion dollars, the sector IN Australia has the potential to reach 16 billion dollars annually by 2020. (Tourism Satellite Account, 2013-14.)

There are also institutions that have been constantly supporting the promotion of event tourism since last few decades. Meeting Professional International (MPI), which was established in 1972, is the leading global community committed to shaping and defining the future of the meeting and event industry. In conjugation with MPI, International Special Event Society (ISES) was founded in 1987 for the support of both event designers and producers. Institutions like these have been providing a great deal of support for events, sports and carnivals on local, national and international levels. Both of these institutions have merged into one and have announced a joint collaboration in 2011. They are also encouraging the event organizers by opening up a membership for them and getting ideas on how to create events successfully and expand themselves in the long-run. (Francisco: Event Championing Brand Experiences, 2010.)

Festivals, events and especially Music Festivals Organizations are increasing enormously day-by-day. The expansion of music festivals has constantly helped in increasing disposable incomes, accompanied by an augmented amount of time offered for holidays

(Frey 1994, 18:29-39). On top of that, another important thing that makes music festivals even more popular is that such music festivals offer varieties of other activities associated with music (Bowen and Daniel 2005, 155-164). As a result, further expansion on different types of festivals and musical events should be organized, with a sense of improving our understanding of the co-relationship between the type of musical event and the visitor's motives (Goldblatt 1997, 31, 63).

3 CLASSIFICATION OF EVENTS IN TOURISM

Event organizing is a broader concept that requires considering the quality of the event, the quality of staff working on it and the quality of the event services. Event tourism, in general, attracts a big crowd of visitors and travellers to a particular destination due to its attractiveness and diversity. Hence, classified events which amuse people, citizens living in a multicultural community and the whole world have started to rise exponentially (Lazanski, 2004). Event tourism is distinguished in two ways considering the nature of the event: The systematic planning, development, and marketing of events as tourist attraction, promotion of other developments, and image builders; a market segment consisting of people who get motivated and travel to attend events while being away from home. (Getz 1997, 16.)

3.1 The need to classify the events

Due to the abundance of events, it has become crucial to classify them measuring the standard of them. Standardizing the events prevents good quality events from getting disappeared from the market. Establishing and implementing the sound quality for an event is also aimed to maintain harmony and a two-way recognition quality system that benefits not only the visitors but also the event organizers. In this case, a standard defines and provides quality and a criterion for achieving the required quality. (Cvikl 2008, 67.)

3.2 Categorization of events

Categorization assures the safety of an attendee as a consumer. This stands as a source of verification for the event creators, provides a basis for promoting the event, and helps in overlooking a better and standard solution via innovations. Therefore, categorization is a minimum that should be provided to the event visitors, and is so considered a path to quality improvement (Bizjak 1997). Standardization of events has been accepted with the

stars and other symbols in the modern era. This defines meeting the requirement of the minimum standard by each event. The events that are marked with the symbol of quality and the reason why people love to attend those events are classified according to the quality standard and services. Some examples of this could be better described as an appropriate and satisfactory event, a good quality suited event, first class event where quality must be very good and exclusive luxury event where quality must be perfect and excellent. The visitor's decision to attend an event is also highly influenced by the uniqueness of the event where they get an opportunity to learn something new, sociability and interacting with people, education and learning authenticity, event packages with social and travel experience and participation in event where they prefer watching friends and relatives in events. (Getz 1997, 110.)

4 CREATING A SUCCESSFUL EVENT AND THE IMPORTANCE OF MUSIC EVENTS IN TOURISM

An event requires proper management tools to make it happen and succeed. The foremost and most important tool is the vision statement of the event. It has to be crystal clear why the event is organized, where it is going to take place and the main aim of it. This whole process requires monitoring and evaluation from the day the event is planned till the ending ceremony of it. In addition, those who create the event are the main bodies that are responsible for meeting the outlined goal of the event. (Wiley & Sons 2005.)

4.1 Awareness about concept of the event

The concept of event tourism, which accompanies festivals, carnivals, arts and exhibitions (concerts and theatrical productions) and religious events, aims to define various sectors including place marketing, urban development and promoting local and national tourism economy. However, recently it has been examined to be bringing out some social changes among the people. The events that announce a contemporary musical show attract people from different regions into a common place. The main aim of such events is to disseminate the varieties that exist in cross cultural music. Music is such a language that brings everyone together, no matter what culture the music belongs to, it still speaks the same language. (Picard & Robinson 2006a:178.)

4.2 Music as a symbol for unification of culture

Music brings a great contribution for tourism. Whenever there has been call for multiculturalism, music has always been a successful mode to unify people and share a common experience among them. Music and music festivals form a base for diversifying tourism product as well as adding a valued quality in life. The impact that music leaves on tourism is clearly defined by the way a musical show is arranged. In most cases, musical

shows are neither political nor controversial. That is why a huge mass gathers to enjoy the music rather than attending a politician's announcement. So, musical concerts not only drag people of different cultures but also help gain popularity for the host community (Abel 2014, 20).

Music tourism is not always meant for money making purpose. There are also several events and shows that are focused on integrating people of different cultures. Programs of such nature leave a message among the people which helps them know about different cultures in a more simplified way. For instance, The Rio Carnival is acclaimed to be one of the biggest events in Brazil to attract more than 2 million people on the streets every day (Rio Locals). No matter what kind of show is organized for what purpose, if it is a cross-cultural musical show then it certainly leaves a good message to the visitors (Lindner & Hussey 2013, 1).

4.3 Events for unity and social interaction

Socialization has become a widely accepted concept now-a-days. It motivates people to visit different places where they can interact with so many others. An event could be a very good mediator in this case to attract people into a common place. The research also shows that the consumers that are general public and their interaction among each other have significantly been increased. It helps in letting people know about something new which they are not aware of. For instance, a cultural show could help them broaden their doors of interest to know about a different culture. On a practical basis, such kind of social interaction among the event visitors is also an important part of the overall event experience and the level of satisfaction attained by the visitors. (Pettersson, Brown, & Steve 2014.)

4.4 Demand of music as an element of event tourism

The genres of music in today's world are another key element that bring the music lovers together. Places could be different, music could be different, but those who are fascinated with a particular genre of music would always haunt the destination. All it means is that people flow with the taste of music in all those attractions. For instance, visitors to great cities in the 19th century counted more in theatres, ballets, concerts, opera houses and symphony orchestra. Similarly, looking at the people's wishes and desires, many tourist's brochures and websites also promotes musical attractions. International airlines such as Air Pacific, Fiji Airlines, Air Sahara and Qantas Air have been quite active in terms of providing indoor entertainment services by playing violins and guitars by strolling musicians. (Gibson and Connell 2005, 19.)

5 EVENTS IN PIETARSAARI

Pietarsaari is a small town located in the Ostrobothnia region of Finland. The city has comparatively more Swedish speaking people residing than the Finnish speaking. Besides, people from other different nationalities are also living in here which encompasses immigrants and international students. Though it is a small city, it still offers a number of exciting events all the year round which mainly are attended by local residents as well as people from nearby cities. There are also events which are remarkable to popularize the city among international visitors. Some examples of such events include Jeppis Jazz Festival, Jacobs Dagar and Jakobstad Matfesten. These events have contributed a lot in leaving a noticeable trademark to recognize Pietarsaari as a tourist destination.

5.1 Jeppis jazz festival

This festival is organized during the autumn, in the month of September and runs the whole weekend. That time of the year offers a lot of scenes related to musical performances in different venues. Pietarsaari has always been a place that is something special in regards to music. People here love to sing and play music either in a band or just solo. Bands with different musical genres, traditional folk music, modern jazz and blues have been existing as a strong evidence for over 40 years now. The contribution for this trend also associates the musical institutions that have been providing music education for the citizens. The jazz music club founded in 2011 drew the main attention about the growing interest in jazz music which also became a part of the music culture in the region. Jeppis Jazz Festival has become a part of culture in Pietarsaari and the club offers more than 200 active members working together for raising awareness of jazz music. (Jazzo Jakobstad Pietarsaari jazz club 2012.)

5.2 Jakobs dagar

This is the festival that is organized once a year during the month of July. The festival is quite unique and it runs the whole week. This festival draws thousands of people every year from within the country and from neighbouring countries such as Sweden, Norway and Denmark as well. It started in the 70s and it offers various events on separate days focusing on youths as well as old people. During the festival tenure, people of different interests could meet up at a common point and unite. The festival gets much crowded during the weekend when everybody comes to see different events happening in different streets. In short, the festival offers selling, buying, musical shows of different genres, dance, and sports. (Jylhä 2008, 8.)

5.3 Jakobstad matfesten

Jakobstad Matfesten is a new concept in the city of Pietarsaari. The concept evolved in the year 2011 with a preliminary thought of promoting the local food products. It also helped in promoting the local merchandisers from the surrounding region. It takes place once a year with a great number of attendees. Since the beginning of the feast, it has been running successfully and each year the number of people visiting from the locality and from outside is in increasing pattern. (Food Festival in Ostrobothnia, project plan, 2011.)

6 THE IMPACT OF EVENTS IN HOST COMMUNITY

Society and culture are related concepts. Society is formed with a group of people having common interests, traditions, customs and activities and culture is something transmitted in the very society through generations over generations. It means that a society has a common culture in general. But music and events are such things that attract too many people or outsiders to come and join the host community and there arise a two-way impact on both the host community and the visitors. The visitors learn something out of the culture shared and the host community also is influenced by the visitors and there is a possibility that the society can be influenced by changing its culture too (Cook et al. 2010, 303).

6.1. Socio-cultural impact

Tourism, which is normally perceived to be involving musical events, could also result as a source of conflict between the visitors and host community in terms of the cultural difference they share. Although the impact could be socio-cultural, it also leaves a very good base for introducing social and cultural values among each other. Despite the fact that the interaction among the host and the guest can be practiced well through a joint participation in cultural shows, musical concerts or events, it can also be gained by events and tourism in general (Getz 1997, 46).

6.2 Political impact

From the first initiation of planning up to the main day of the event, political hands are connected in such musical shows. In the recent times, even the politicians have realized the importance of organizing concerts and shows with international artists. The outstanding crazes of music and international artists among the citizens have now been construed in most of the Asian countries including Nepal, India, Japan and China. For instance, artists such as Pink Floyd, Bonjovi and Iron Maiden touring in Bangalore and Mumbai, India

thrilled the cities with 30,000 plus audiences on each of the arenas. Similarly, Bryan Adams tour to Nepal was a successful musical show which left a huge influence on the political scenario of Nepal. The government till then had not experienced any international bands performing. After the concert the set up for other artists also came into being. This is actually how the politics is directly connected to events or music tourism. (NTB E-Newsletter, Nepal Tourism Board, 2011).

7 PROJECT MANAGEMENT

We live in a changing world where business owners and entrepreneurs have to deal with the rapid and inevitable changes in customer's desires, products, and laws and so on. Therefore, the key to successfully handle these changes is project management. Project management helps make our dreams visible, maximize opportunities and solve problems. (Sed Kemp 2006, 1.) In this chapter, we will focus on the management of projects, what project management is all about and its role in events/events tourism.

7.1 Brief background on project management

Before now there have been the study of management and the execution of projects. The pyramids of Egypt and the Great Wall of China, can be seen as some of the early projects ever executed. On the international level, Alexander the Great is regarded as one of the early project managers who conquered a huge part of the world. In the nineteenth and twentieth century, Frederick Taylor and Henry Gantt both from the United States of America started developing the project management idea/concept. Henri Fayol from France was the first among the first thinkers who contributed to laying a foundation for the study of management. These three contributors came up with different views in management. Fayol believed in the optimization of an organization to achieve its objectives most efficiently. Taylor had a different view to this, claiming that optimization of the production process was the key. Henry Gantt on the other hand carefully studied the management of navy ship construction that meant work with a beginning and an end. As the result was developed into a scheduling tool in the 1910s which had his signature on it and is still very much used today- The Gantt chart. (Kathrin Köster 2010, 10.)

7.2 What is a project

In everyday life we are involved in different projects. This includes, for instance, projects from planning birthday parties, weddings, academics, businesses to planning mega projects. In any ways, we always have something to organize and plan for. Projects are given birth to by our individual want and needs, like it has been earlier mentioned; it can range from very small things like organizing a holiday to building a world class stadium (Soto, 2002).

There are many varieties of definitions to what a project is. according to Turner Rodney, (1993:8) a project is an endeavour in which human, material and financial resources are organized in a novel way, to undertake a unique scope of work, of given specification, within constraints of cost and time, so as to achieve beneficial change defined by quantitative and qualitative objectives.

Projects comes in different kinds and sizes, it can involve only two people and a relatively small amount of money. It could also be a mega project. Regardless of the kind of project, every project has 3 typical characteristic, although these features are maybe different with each project. Every project is limited to time, unique in its nature and risky. All of these criteria have to be seen in a project for it to be deemed a project. (Köster 2009:3) As earlier mentioned, one feature of a project is that it is limited. A project always possess a temporary character, nevertheless, the project can still take a long time before final completion. Coke Davies (2002), postulates that a project or a well define part of a project should not exceed three years. Consequently, every project should have a well-defined beginning and end as well as a clear goal and resources. Also, every project comes with its own risk or uncertainty, therefore these uncertainties has to be well managed. For instance, a pharmaceutical company may have discovered dangerous side-effects of a newly developed drug after several years of research. Consequently, the whole project has to be abandoned (Köster 2009, 5).

According to the Project management Institutions, every project always come with a unique characteristic in that it is not a routine operation but a specific set of operations designed to actualize a singular goal(s). Projects are also unique with organizations responsible for them and the project team often includes people who usually don't work together. Most time the project team members are contracted form different organizations and are people across multiple geographies.

7.3 Project management

Every good project should add beneficial value to the organization involved in it. Therefore, the management of the organizations resources to achieve its benefit is of utmost importance. According to the association of Project management (APM) (2006a:3) project management is a process which projects are defined, planned, monitored, controlled and delivered such that the agreed benefits are realized. According to the definitions, the approach to project management should be simplified to ensure efficiency. In other words, projects are easier to manage in phases. Firstly, the kick-off phase where the project idea is carefully examined and developed. In the organization involved, a decision making team is created to consider the overall feasibility of the project in this phase. The essence of the project planning is to decide what needs to be done to achieve the projects objectives within the given organizational constraints. In this phase, a project plan is developed and put into writing outlining the work to be done. During this phase, a team for the project is also identified, budgets are calculated, time schedule created and needed resources are identified.

The next phase involves Planning. In this phase, the project plan is implemented monitored, monitored and controlled. Resources and task are also shared and distributed accordingly when the project set on motion, internal and external factors can exert on the project and bring about a change in the initial plan. Hence, in this stage of the project the project manager plays an important role in monitoring and controlling the project to still actualize the objective of the project. Then comes the closing phase, This is the close out

stage of project after the project has been executed, then comes a final review of the whole project is done in order to learn from past mistakes and success.

7.4 Project stakeholders

Projects cannot be realistic without key players in them. These players are called stakeholders. Project stakeholders are individuals, groups or organizations that are actively involved in a project, or whose interests may be affected positively or negatively as a result of a project completion. There are three main categories or levels of a stakeholder interest or involvement. The first level includes stakeholders who are active in the project and the second level includes those whose interests are affected by the work performed. The third category includes individuals, departments or organizations that exert a degree of influence over the project (Lohrey, Smallbusiness.chron). According to Billie Nordmeyer (smallbusiness.chron), stakeholders could be in two categories, the internal and external stakeholders. The internal stakeholders are actively involved in a particular project planning activities and are required to participate in certain activities. Such activities like defining the idea or work product, task attributes and project life cycle, projection of effort and cost, creating the budget of the project and the schedule, identifying the project risks, personnel and monitoring and controlling the project. The internal stakeholders always include project sponsors, project team, employees, project manager and contractors (Thaker 2009). The external stakeholders on the other hand work completely outside the internal stakeholders' sphere. They do less work than the internal stakeholders; they work individually on their own. They play the role of consultants for the project sometimes. Depending on the project and organization, they could be the customers, vendors, government or regulatory body, investors and shareholders. (Thaker 2009.)

8 RESEARCH METHODOLOGY

Research method is the logical and syntonetic process to collect information and data for fixing any decision. Research, interviews and survey could be the best way to collect information in this process. Sometimes, past historical information also might be used to finalize any important decision. For instance, if we want to highlight any specific feature, we should survey the past history of this kind of activity. It is better to take some interviews, research and survey before fixing the final decision or setting any specific goal.

Research methods involve the verity of tasks, each of which must be done well if the research is to be successful. Research can be undertaken in a variety of contexts from personal curiosity to consulting contrasts. Every individual research project is different from other projects in details and contexts, but there will be some common elements and each project has a fixed goal so that it's clear to what's the message of the project is.

In our project, we want to make a connection between culture to culture through music. We all know African culture is totally different from Finnish culture. Through our event we want to make a cross connection between African and Finnish music. Our goal is to represent African music and Finnish music on the same platform at the same time. The audience are going to get a different taste and flavour of music from African musicians as well as from Finnish musicians.

8.1 Importance of research methodology

Research methods might be used for varieties of reasons. First, it is useful to be able to understand and evaluate research reports and articles which one might come across in an academic or professional context. Secondly, many students may engage in research in an academic environment, where research is conducted for its own sake, in the interests of the

pursuit of knowledge. Research is also implemented for making policy, planning and for management processes. (VEAL 2006, 5.)

8.2 Various stages and types of research methodology

Whenever any phenomenon or any scientific problem is to be solved, there are several important steps to follow. The problem has to be clear including any simplifying assumptions. After that, develop a calculative statement of the problem. This way could use one or more calculation procedures. Lastly, the result has to be interpreted to arrive at a final decision. A general set of steps of research consists of topic selection for research, defining the research problem, surveying of literature and analysis for collection, topic assessment, formulation of hypotheses, designing the research, report investigating, information and data analysis, interpretation of the result and making the final report. (Rajasekar 2013, 11.)

8.2.1 Descriptive research

Descriptive research is very common in the leisure and tourism area for three reasons: the newness of the field, the changing nature of the phenomena being studied, and the frequent separation between research and action. Since leisure and tourism research are relatively new fields of study there is a need to map the territory. Much of the descriptive research in the field might therefore be described as exploratory: it seeks to describe or map patterns of behaviour in areas or activities which have not previously been studied. (VEAL 2006, 3.)

8.2.2 Explanatory research

Explanatory research moves beyond description to seek to explain the patterns and trends observed. Why is a particular type of activity or destination falling in popularity? How do

particular tourism developments gain approval against the wishes of the local community? Why are the arts patronized by some social groups and not others? Such questions raise the thorny issue of causality: the aim is to be able to say, for example, that what has been an increase in A become of a corresponding fall in B. It is one thing to discover that A has increased while B has decreased; but to establish that the rise in A has been caused by the fall in B is often a much more demanding task. To establish causality, or the likelihood of causality, requires the researcher to be rigorous in the collection, analysis and interpretation of data. (VEAL 2006, 4.)

8.2.3 Evaluative research

Evaluative research arises from the need to make judgments on the success or effectiveness of programs. For example whether a particular leisure facility or program is required performance standards or whether a particular tourism promotion campaign has been cost-effective. Evaluative research is highly developed in the field of leisure and tourism (Shadish et al., 1991).

8.2.4 Quantitative research methodology

The quantitative research method usually involves statistical analysis. It relies on numerical evidence to draw conclusions or to test hypotheses. To be sure of the reliability of the results it is often necessary to study relatively large numbers of people or organizations and to use computers to analyse the data. The data can be derived from questionnaire surveys, from observation or from secondary sources. (Gayle 2001, 227; Ticehurst & Veal 1999, 20.)

8.2.5 Qualitative research methodology

The term 'qualitative' is used to describe research methods and techniques which use and give rise to qualitative rather than quantitative information. In general the qualitative approach tends to collect a great deal of 'rich' information about relatively few cases rather than the more limited information about each of a large number of cases which is typical of quantitative research. However, it is possible to envisage qualitative research which actually deals with large numbers of cases. For example, a research project on sports spectators, involving observation and participation in spectator activity could involve information relating, collectively, to tens of thousands of people. (VEAL 2006, 193.)

Qualitative research method is also known as scientific research which generally consists of an investigation that looks for answers from questions, collecting clues for research, using systematic way to find the answers from pre-defined questions, and thinking some alternative which could be useful when needed. Additionally, it seeks to understand a given research problem or topic from the perspectives of the local population it involves. Qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviours, and social contexts of particular populations. (Anthropol 2003, 76.)

9 WHY TO CHOOSE QUALITATIVE RESEARCH METHODS

When anyone or a group of people really wants to make understandable doing any practical activities then qualitative research is useful. For identifying real market situation qualitative research methods is also used. Market researcher's perspective Peterson (1994), qualitative research uses to develop hypotheses concerning relevant behavior and attitudes. Sometimes to identify the full range of issues, views and attitudes this should be pursued in larger-scale research. And also with the purpose of suggesting methods for quantitative enquiry indeed, in terms of deciding who should be included in interview surveys. (Urban Wallace Associates 2015.)

Additionally, it uses to identify language related issues and also understand how a buying decision is made – questionnaire surveys are not very good at exploring processes. In other hand, to develop new product, service or marketing strategy ideas – the free play of attitudes and opinions can be rich source of idea for the marketer. (VEAL 2006, 195-96.)

9.1 Advantages for choosing qualitative research methods

According to Kelly (1980), the method corresponds with the nature of the phenomenon being studied – that is, leisure is a qualitative experience. And also this method brings people in to leisure research. By contrast, quantitative methods tend to be very impersonal. He also suggested that, results of qualitative research are more understandable to people who are not statistically trained. More importantly this method is better able to encompass personal change over time. By contrast, quantitative research tends to look only at current behavior as related to current social, economic and environmental circumstances, ignoring the fact that most people's behavior is heavily influenced by their life history and experience. It's also recommended, leisure including tourism involves a great deal of face-to-face interaction between people involving symbols, gestures and so on. A qualitative research is better at providing an understanding of people's need and aspiration. (VEAL 2006, 195.)

9.2 Relationship between qualitative research and our project

As we already know that qualitative research is practical based so, our project is running through of it. If we discussed it in depth, then need to brief a little about project. For our thesis we have chosen international musical event. In our event we want to make a connection between culture to culture through music. We all know African culture is totally different from Finnish culture. Through our event we want to make cross connection between African and Finnish music. Our goal is to represent African music and Finnish music on same platform in same time. Audience are going to get different test and flavours of music from African musician and as well as from Finnish musician.

10 THE ORGANIZATION AND IMPLEMENTATION PROCESS OF OUR EVENT: UNIFIED

As earlier mentioned in Chapter 10 of this thesis which deals with project management/Managing event, every project has different phases. This helps in the simplification of such project so as to make it easier for the project team to understand, thereby the project becomes achievable. Such was the case with our Cultural music event (UNIFIED) which was organized by us (Thesis Group) as part of this final thesis. The event was held on 5th March, 2015 in Campus Allegro, Pietarsaari. We approached and implemented the event in different phases and the stages below describe it all.

10.1 Why a cultural music event? : Understanding and setting out event goals

When I first chose tourism as a degree programme, I wondered how I will fit in because my dream has always been to do music. I didn't see how studying tourism will help me with that. After a year of my studies, I began to see how music and tourism are closely related and how it has affected the tourism sector. My passion for music and tourism even grew stronger. In the process of my studies, I and Gopal Bhusal who is a part of this thesis group spoke a lot about our passion and desire to make a cultural music event for our Final academic thesis. We both are musicians, so why not do what we love to contribute to the tourism sector and the world at large. When the time came for our thesis to be written, we got together and shared our ideas so as to determine what we wanted to really achieve with the music event. Just before we started out with planning the event we had a third party who also shared the same passion with us. Md. Sadequzzaman made up the third person in the thesis group and has been indeed helpful

Our goal was to make a real professional music event to assess how it can affect tourism in Pietarsaari and the Ostrobothnia region as a whole. Consequently, we had to consider the type of music event that will attract and fascinate the people. Finally, we decided to make a cultural music event, a musical event that cuts across different nationalities and cultures.

Pietarsaari and the Ostrobothnia region is inhabited by a considerable number of foreigners, plus the high multicultural environment which already exist in our university. Centria UAS strongly supported our decision for an international/cultural music event.

Also, our goal was to gather people from different cultural backgrounds in one place so as to promote the beauty and unity in cultural diversity through music. Hence, the name of our event “Unified” was born. We also aimed at reaching out to as many foreigners as possible with their indigenous cultural music or art. Our idea was to keep this simple but have an event that is above average if we were going to impress our audience. Our target groups were mainly foreigners and culture lovers.

One of our initial goals was to perform as much different cultural music as possible in order to please our highly multicultural audience. Unfortunately that goal wasn't very feasible because of the little time we had to plan and because there are little or no artist that will represent their cultural background. Therefore, we decided to rethink our goals and came up with another concept to focus mainly on cultural music from Nigeria and Finland. This indeed made it easier and achievable.

10.2 Planning the event

As mentioned in Chapter 10 of this thesis, Planning and event involves deciding and outlining what is to be done, making a project team, appropriating different task, creating the time schedule, identifying resources and calculating the budgets. After creating and understanding the goals of our event, working them out was the next thing to do. So outlining what was to be done, when it has to be done and what was needed for the event were the key things we engaged in. There were as follows: getting the venue, agreeing on a date and time, making necessary contacts and bookings, calculating the budget, promoting and marketing the event, security managements, creating event programme.

The venue was among the first thing we really needed to sort out, since it was going to determine a lot how the event will be. We weren't sure of a huge sponsorship since this was the maiden edition of such an event. Therefore, we wanted to get a free venue in After eight. A café located in Pietarsaari which strongly supports events like this. We couldn't get that because it was busy at the time and we also thought it was too small for the kind of event we were planning and could limit us. So we pushed further and were advised by our thesis commissioner, Johana Bäckman to go for the restaurant area in campus allegro which is managed by café Divino. How didn't we think of that place? Well, that's why it is important to have a professional in your team. Finally, with the support from Centria UAS we could get the venue booked and it was just a perfect place and atmosphere for such an event. As every other plan was going on in the background, we didn't yet get a venue which was going to be a strong determinant of the date of the event. This we think was risky to do since it was difficult to secure the Guest artist and every other needed thing for the event. Fortunately for us, we managed. On this note, we strongly recommend that when planning an event, the venue should be amongst the first things to be agreed on. Since this will facilitate every other process.

After securing a venue for the event, another important thing we had to brain storm on was checking out a suitable date. Getting a suitable date for an event is of utmost importance, as a wrong timing can mar or make an event. We had an initial plan to hold our event in the last weeks in February 2015. This is the winter Period and not so much fun activity is happening and people are always bored, so creating something fun at that time could bring people out of their homes, so we thought. Due to time constraint, we had to shift the event to the month of March to enable us plan well. We first decided to hold the event on the 6th of March which was a Friday but later changed it to a Thursday 5th of March. This was because we thought on the weekends lots of people are travelling out of the city, especially students. Since we were going to hold the event on campus allegro we needed the students to also have the opportunity of experiencing the event. We thought it was a good date and time since we still had students who were just finishing their studies for the day and workers who were also closed at about that time, so it was indeed a perfect time and date

Having fixed the event date, we could now start making contacts and bookings for artist and musicians and every other material needed for the event. Getting this done quickly, gave us a possible clue to what the budget of the event could be. It also made us see the possibilities we had in having the kind of events in our minds. Yes there are lots of good musicians and singers out there, but we needed a specific set of musicians and artist who will deliver the kind of music we had in our mind. This was really a challenging task, but fortunately for us we got just what we wanted. We were also fortunate to have musicians that opted to play for free for us, which indeed was a blessing. We also made contacts with the Musikhuset the company responsible for the sound system in Campus Allegro. We could book the sound for the event and also negotiated the price for the sound which was paid by Centria UAS.

As we discussed the goals of the event amongst ourselves, we had decided to make the event a free for all with no intentions to make profit. Therefore, it was necessary for us to source for sponsors for the event. Making this kind of event really needs money since we had to get artist, musicians, a sound engineer, sound systems, publicity and a venue. These were the basic things we needed for the event. Fortunately for us, because some of us had good contacts with artists, musicians and possible sponsors around the region, it was easy for us to have musicians and artist who opted to perform in the event voluntarily. Nevertheless just few things cost us money. Most of the things gotten from our sponsors were in kind and not cash.

Another essential thing we needed to plan for and implement was the marketing and promotion of the event. Marketing an event is one of the prerequisites for a successful event and for our event we did everything we could to promote it with the little resources and time we had. One of our strong promotion tools was the social media which turned out to be very effective. Just three weeks to our event, we created an event page on face book which we used in inviting over 200 people to our event. Amazingly, we had many people who signed up for the event and showed their excitement to have such an event. We kept uploading lots of sneak peeks videos and pictures for the events to keep our possible audience in great anticipation for the event. From the comments we got on the face book page we were confident that it will be a great event. We also made posters for the event

which were pasted in all corners of campus allegro, Centria campus in Kokkola and the language school in Krunupyy. We also sent out Official letters of invitation to our teachers in Centria UAS and other Universities in Campus Allegro. Finally, we also advertised the event through the Österbottens Tidning. It goes without saying; we also promoted the event through word of mouth. Our target group for the event was mainly foreigners, students and culture lovers here in Pietarsaari and the Ostrobothnia region and we were well able to attract this kind of people to the event.

Every successful event always has good security management. Finland has relatively peaceful compared to most countries in the world. For this reason, we never had to plan for the security of the event so much. Nevertheless, we had this initial plan to make the event on a Friday. Friday happens to be a day where we have lots of drunken people around and that might not be good for our event since it was an open event. Therefore we thought it will be better to have the event on a Thursday to avoid any possible mishap that may have occurred on a busy Friday. This was a wise move and we didn't have to bother so much about planning for so much security.

Exactly one week to the event, after rigorous planning and almost having everything in place for the event, we met together to create the event's program. We wanted to create a program in such a creative way to keep our audience inspired and up tempo. We had varieties of art from different cultures that included singing, dancing, little talks and entertainment from DJ. We also had a coffee break in between to refresh our audience. The Programme went well as planned.

10.3 Analyses of feedback from the respondent

For this project, we had decided to apply the qualitative research method which we think best suits our kind of event. We had over 100 people in the events and certainly people from different cultural background and nationals. For the purpose of our research, we prepared a semi structured interview for people from audience who were fully present in

the event. It is impossible to interview everyone who was present in the event, therefore, we randomly selected people from different cultural background to get their feedback on the event. The Interview was done immediately after the event in the event venue by the hosts of the event. Below are the analyses of the feedback.

Theme 1 “What is the overall feedback about the cultural music show UNIFIED?” This question talks about the event, the organization of it, the performances that took place during the event and the concept of the event.

Interviewee 1 gave the response;

It is always welcome to have this kind of event. We Finnish people are tired of having the same boring routine in music. Therefore, having to see and watch performances from different cultural background is very exciting for me. The organization of the event also looked very good. I could feel the unity in the atmosphere despite the different races. And the performances were very natural and lively. I thought that the venue was very much appropriate for this kind of event.

Interviewee 2 replied;

I think the event was quite good and interesting. The music was also very good and as the name of the project was called UNIFIED, I think that the music was really a good tool that brought people together, and that was quite good. It was nice to listen to music from different countries respectively African music, Finnish music and Nepalese music.

Interviewee 3 responded;

I think it was really great event. I have never seen music or dance from Nepalese nationals before. So, it was good to see different cultures coming together like this. I think it is important to keep doing events like this to bring people together to interact. And also the afro band was perfect. I think the event was ok. The environment was conducive and people had freedom to express themselves, dance and so on. The organization was also on point.

Theme 2 “Would you love to experience this event again and would you travel all the way from Kokkola and pay to watch the event? What was the strength of the event?” This question seeks to know if the participant would like to have the continuation of such event in future and to also know how much the event is worth to them.

Interviewee 1 gave the remark;

Why not! You know we Finnish people need time to respond to new things. And like I said before the major strength of this event is that it is very unique in its concept and I would definitely want to see it again. For the payment, I would definitely pay to watch this event though I would love it to be brought to Kokkola and organized during the summer. It is also important to improve on the marketing of the event if people will have to come and pay for it.

Interviewee 2 thinks;

Yes, definitely! I would love to experience the event again and I think it is a good thing for the city because it will bring lot of people together. Secondly, I would pay to watch such an event. I would suggest that next time there should be more fusion of Finnish African songs to really highlight the theme of the event UNIFIED.

Interviewee 3 replied;

First I think for this level, the event was just ok. I do not see anything to improve on except you want to go really professional. So, I think you guys did a great job and especially the band. I would definitely come all the way to experience the event again and I will definitely pay for the event because I believe you guys have put lot of work into the event. Getting the musicians, the venue, and the artists is definitely not free. So, you have to pay.

11 EVENT'S DIAGRAM FROM ANALYTICAL POINT OF VIEW

The major strength of the event was unity of group members responsible to organize the cultural show and the diversity of their culture. From the beginning days of planning the event, we were focused to make the event a memorable and successful one. We were fortunate to be granted a huge support from our school and from our neighboring school, the venue and sound appliances respectively. Besides, the thesis group was made of passionate musicians. For this reason they were able to make contacts with other musicians and artist who came all the way from Kokkola and were excited to be in the event. Another prime strength the event possess includes the support of local newspaper for the advertisement of the show, sponsor for basic expenditures associated with the event, photographers and videographers. All of them happened to be a major hand of support for us from beginning till the day of the event. Last but not the least, the huge audience who attended the event made it even more appreciating for us by providing their honest and positive feedback.

Insufficient publicity, as mentioned by one of the interviewees from Kokkola, revealed inadequate energy in publicizing the event. We created an official event's page for highlighting our event where we focused on addressing people we know. It would have been much better if we went into different neighboring regions personally to advertise the event. Apart from this, another weakness could be our inability to get different nationals in the show. Though we had an expectation of mixing up many other national artists to feature diverse musical performances; however, we got limited only with four nations performances.

The concept of this event is fresh and new. There is an opportunity for it to grow and receive investments from different sectors. The city of Pietarsaari has lots of open minded people to receive new things. This event opened a new door of opportunity for the creative and enthusiastic minds around the city. We have lots of talented singers and dancers which we didn't realize before the concept of the event. Because of this event they got a platform to demonstrate their talents among people. This will help them a lot in their future.

Besides, as we get really lots of positive feedback from our audience, we could also take furfure initiative to arrange this kind of event again.

Organizing the cultural music show, perhaps, is a brand new concept in a city like Pietarsaari. So, there is always a possibility that the expected number of audiences might not show up during the event day. The reason for this could be the new faces of the event organizers and to trust them and their concept. Another big threat could be the Finnish weather, of course. If such events are organized during the winter season, then the musicians invited from regions outside of Pietarsaari to play during the show could face trouble to travel. Also in musical events like this, there could be some technical errors or disturbances.

12 RECOMMENDATIONS

Having done the research of such an event, where semi-structured interviews have been conducted, analysed and also findings have been placed from the analytical point of view, it is very important to give some recommendations. The recommendations will definitely focus on how the positive impacts on creating such cultural music show in the city will be increased in future.

The city council, the local investors, different interest groups also known as stakeholders related to the tourism sector should form a co-operation. This kind of event needs more of publicity among the local and regional public. There are many local events held in this city throughout the year that attracts thousands of people from the regions close to Pietarsaari. However, a cross-cultural musical shows are kind of rare in this city. Having done the research about the importance of such an event and the final feedback we got from some of the attendees representing different nationalities made us quite clear that events of such nature are in demand in cities like Pietarsaari. The repetitive and similar kinds of events have made people a bit of bored to attend every single time. An event that represents different cultures dance and music is a new taste and people would certainly love to travel from different regions to pay and watch such an event thereby impacting on tourism sector of the city. Event UNIFIED was a perfect example to notice for this.

However, publicity remains an issue while creating events like this. So, reaching out to people in different regions and giving them idea, concept and theme of the event seems to be the crucial factor to be considered in future. The attempt to represent a fusion musical show was outstanding at this level. Nevertheless, more professional practice could be required to stand in front of a big mass of people to highlight the event nationwide.

13 CONCLUSIONS

If we look at from the theoretical findings and practical research that we have done, then we can sum up that event tourism is one of the challenging and demanding sectors of holistic tourism industry that plays a key role in developing a city's image, branding the city and making enormous social and cultural changes within the city. It can also be used as a key element that brings up different nationals together in a common ground to share their experience and talents in a diverse cultural ways. After hosting the event, we also came to a point that events like this helps in bringing out changes in people's thoughts and trying something new is always a first choice for them.

The practical aspects of event tourism like event hosting proved that hosting a cross-cultural event would be a huge success. For those who take the initiative themselves could remain a challenge for the first time. Therefore, if the supporting hands like the city council, the local tourism board and the local sponsors help in promoting, then such events would bring out a dramatic change in the face of the local tourism sector. The attendees from nearby cities and their incredible positive response towards the event have given a crystal clear idea on the demanding success of cultural music events in this city. This will not only help creating a brand image of the city; rather it will help represent the city with a multicultural stardom and versatile talents. Therefore, in a summation it can be seen that event tourism has wide opportunities for those who would like to experiment and bring up new concepts in the field of music and performances related to that. It keeps people travelling around the nation to experience their taste of music which directly supports for the local tourism economy, which ultimately is the nation's overall tourism success.

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APPENDICES

BACKGROUND AND GOAL OF THE EVENT ‘UNIFIED’

Pietarsaari is a Swedish speaking town in Finland with a great tourism potential. The town of Pietarsaari is also known for a couple of great events that takes place annually, like the Jeppis Jazz festival and the Jakob’s week events that are growing strongly every year. Consequently, event tourism in the city is being strongly promoted and the tourism sector impacted at large. Because of the opportunities available and the potential for events tourism to succeed in this city, we have decided to create a cultural music event for the purpose of our thesis to evaluate the impact and importance of an international cultural music event in the town of Pietarsaari and its tourism sector.

The event is themed Unified and the primary goals of this event are to bring together people from different internationals and cultural backgrounds to enjoy and connect with their original cultural music. The event is also aimed at doing its part to stand against racism, inspiring people to love who they are but also appreciate the beauty in other cultures. Besides the entertainment the event will bring to the people, it also promises to be educating.

For this episode of the event, it will highlight on two main cultural music shows, and that will be the Finnish and Nigerian traditional music. Nevertheless, other genre of music will be played. To make this event even more successful we intend to partner with other tourism stakeholders who will love to be a part of this event, sponsor it and most likely build on the first edition to become one of the big events in Pietarsaari. We look forward to partner with Centria University of applied sciences as the brain child behind her students who have been tutored to succeed in the tourism industry, therefore promoting the institution. We also hope to partner with the tourism office in Pietarsaari who we believe will support and build on the event after its first edition.

Our target groups are mainly students, immigrants residing in Pietarsaari, Music and culture lovers

PLANS AND TASKS FOR THE EVENT

1. Meeting with the thesis group to discuss the goals and ideas/program for the event
2. Contacting guest artists and building a music band for the event
3. Finding and Meeting with possible stakeholders, a commissioner and sponsors for the event
4. Booking a venue, sound systems and every other thing needed for the events
5. Creating awareness and publicizing the events
6. Regular meetings with the team and music band to prepare for the events
7. Making a final version of the event program
8. Event day

TIME SCHEDULE FOR EXECUTING THE TASK

S/N	TASK	NAME	START DATE	END DATE
1	Meeting with the thesis group to discuss the goals and ideas/program for the event	Gopal Bhusal, Odudu Equere, Sadequzzaman	8 December, 2014	20 December 2014
2	Contacting guest artists, sound system, booking venue and building a music band for the event	Odudu Equere	22 December 2014	16 January, 2015
3	Finding and Meeting with possible stakeholders, a commissioner and sponsors for the event	Gopal Bhusal, Odudu Equere, Sadequzzaman	14 January, 2015	23 January, 2015
4	Creating awareness and publicizing the events and also sending out formal invitations to stakeholders and sponsors.	Gopal Bhusal, Odudu Equere, Sadequzzaman	10 February 2015	Until the event day.
5	Meeting with the Österbottens official	Gopal Bhusal	09 February 2015	16 February 2015
6	Regular and weekly meetings with the thesis group to monitor the progress of the project, gather reports/feedbacks and update a final version of the project report. Also meetings with the music band in preparation for the events.	Gopal Bhusal, Odudu Equere, Sadequzzaman	28 January, 2015	25 February, 2015
7	Making a final version of the event program	Gopal Bhusal, Odudu Equere,		28 February,

		Sadequzzaman		2015
8	Event day			05 March, 2015

DIVISION OF TASKS

The project as earlier mentioned is mainly planned and managed by the thesis group which is made up of Gopal Bhusal, Md. Sadequzzaman and Odudu Elijah Equere. For the success of this event, the tasks will be divided almost fairly amongst ourselves according to abilities and expertise.

Gopal Bhusal will be responsible for contacting the news officials and arranging a meeting regarding the publicity of the event. Gopal is also part of the music band who will play in the event, therefore he will be available for every scheduled rehearsal as agreed by the band. He is also actively available for every meeting held with the thesis group members from the beginning till the event day regarding the discussions and management of the event. He has also been a part of finding and meeting possible stakeholders, commissioner and meeting with the sponsor. In addition, he has also taken part in publicizing the event updates through the event page and has participated in taking interviews with the attendees after the event.

Md. Sadequzzaman, on the other hand, will be responsible for the logistics of the events. He will make contacts and a follow up with some of the suggested sponsors of the events. He will also make sure that everything is going well during the events. He will also be taking care of the guests and other logistics during the event. He will also ensure that the venue is ready and available on the day of the event, and other logistics such as the

photographers, musicians and guest artist are well taken care of. He will also be responsible in getting feedbacks from the guests and participants.

Odudu Equere is charged with the responsibility of organizing the songs, making contacts and negotiating with the musicians and the artist for the event. He is also responsible for organizing and scheduling the rehearsals with the band and contacting and making bookings with the P.A systems for the event. He will also oversee and monitor the progress of his partners. He will also take the responsibility to take the interviews with the guests after the event to gather the feedbacks for the final report.

BUDGET ESTIMATION

S/N	ITEM	ESTIMATED BUDGET	REAL BUDGET
1	Sound System	150€	200€
2	Artist	100€	75€
3	Refreshment	110€	120€
4	Musicians	100€	Free
5	Sound Engineer	50€	30€
6	Gift Items	40€	40€