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**EVENT AND MUSIC FESTIVAL TOURISM IN FINLAND
(Ostrobothnia Music Festivals)**

Thesis

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<p>This thesis will emphasize the importance of events and music event tourism. It illustrates music and event as a tool to attract and promote tourism in a specific destination. However, every place could not be developed as a tourism product but a well-planned and successful music event plays a vital role in developing those places as a possible tourism product.</p> <p>Successful music events benefit both the organizer and the country's economy and also the local community. If all the components of the music events are well managed then the outcome will be positive. This research focuses on the music and event tourism sector and its impacts on the host community. The main aim of this thesis is to highlight the importance of music and events as a tourism product.</p> <p>A quantitative research method has been used in this report to analyze the importance of the music and event. In this case, Kaustinen and Korsholm music festival are kept on a scale. The author conducted questionnaires to examine the participant's opinion. There were 14 multiple-choice questions and 2 free writing questions. The main findings of the research were to determine Finland as a potential country of music and event tourism</p>		

<p>Key words Event, festival, Kaustinen, Korsholm, marketing, music, tourism, Quantitative Research, Questionnaires</p>
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ABSTRACT

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1 INTRODUCTION

Tourism has boomed in recent decades and one of the key factors in the growth of the tourism industry is cultural tourism. Events and music are often called a platform where people get the chance to present their talents in a mass of the people. Tourism is simultaneously a social, cultural, economic, environment and political phenomena. Music and event tourism helps to create a new landscape in local and national governments, and private individuals. Music events all over the world have been one of the key factors to attract tourists. The link between music festival and event tourism is a pleasant association, which has a high possibility of economic market in this period. Today, tourism is considered as a term of economic development because of the high level of income that it generates. Music and events have direct and indirect impacts on different tourism industries it is an interesting to gain knowledge of wide areas and services.

The main aim of this thesis is, to study how these music events have contributed to the image of the country and has accumulate the impact on the economy of the country. The thesis presents music events as a touristic attraction and improve marketing and destination image of Finland. The topic of this thesis centers on different music and events held in Finland and it will mainly focus on music and event tourism in the Ostrobothnia region. Every research task faces some kind of challenges and the limitations cannot be avoided. Some of the limitations such as my practical study will focus on the Korsholm and Kaustinen Music Festivals, which are on different parts.

Meanwhile, it is hard to decide and separate the want and interest of all participants. Another challenge can be if the participants do not give a good cooperation to the researcher. People in this area are involved with their own and it is hard to collect their thoughts. To find the exact figure of participants in these event's and music is also a challenging task. This theory-based thesis is divided into three parts: the introduction, the theoretical framework and the empirical part. The introduction describes the aim and objective of music and festival events, whereas the theoretical part will focus on music and event tourism and its types. Similarly, the empirical part will deal with the research methods and present the interview concept, results and findings.

2 EVENT TOURISM

The word “event” is used as an umbrella term that encompasses all functions that bring people together for a special purpose. The event can be of limited in size like a wedding or as large as a global film award. The Convention Industry Council (CIC) glossary (convention industry) states that an event is an umbrella that brings all the people together for the purpose of celebration; a unique activity. Event tourism has grown to enormous proportion and has contributed significantly to the tourism industry. (Goldblatt 2002, 23) The average income of this field is about 400 billion in a year 2002, according to Event Solution Book. Event tourism has proved to earn the most profit in the field of tourism industry. (Allen, McDonel & OToole, 1999)

The events occupy a remarkable market by generating the jobs, and the opportunities for small-scale industries. The extensive growth in the events industry proves that this industry has a high possible market and has become one of the major markets. (Allen, McDonel & OToole, 1999). Event tourism has a great connection in different small and big industries in touristy and non-touristy industry. Public are seen more interested to attend different kinds of events by travelling long distances. Meetings, conventions, exhibitions, ceremonies and music concerts are different type of events. Getz (1997, 16) says that hosting an event implies of systematic planning, development, marketing, image builder and attraction. He further states that as a market segment consisting of people who travel to attend events or people who are motivated to attend the event is event tourism. (Getz, 1997)

The event itself is a tool of attraction, which provides entertainment for tourists. When they travel they try to find for the attraction to visit and the events provides the attraction, and it creates the perception that the place can attract the attention of people. Events increase the freshness and newness to traditional places and attract more visitors, which promotes a local business. Most of the countries use the events as a key factor to increase the visitors in the off-season. Countries like Spain, Brazil, Australia, and Finland host different events to attract national and international tourists. (Getz 1991)

2.1 Types of events

In this section specific attention is given to two different types of events that are most frequently discussed. Mega and hallmark events are most frequently discussed events. Events are often classified according to the size and scale. Events are subdivided into many other categories like tourism, civic, gaming, weddings and many others (Goldblatt 2002, 23).

Historic/ community based events are also categorized as a part of events, which is smaller in scale than the mega or Hallmark event. Historical /community based events are frequently held than the larger types of events. The celebration of this kind of event is typical and the costs are low. These events can range from local traditions, music festivals and art exhibitions, fund raising events within the community. Such events are celebrated on monthly or yearly basis. The rapid growth in events proves that it have become one of the major tourism industries (Allen, McDonel & OToole, 1999).

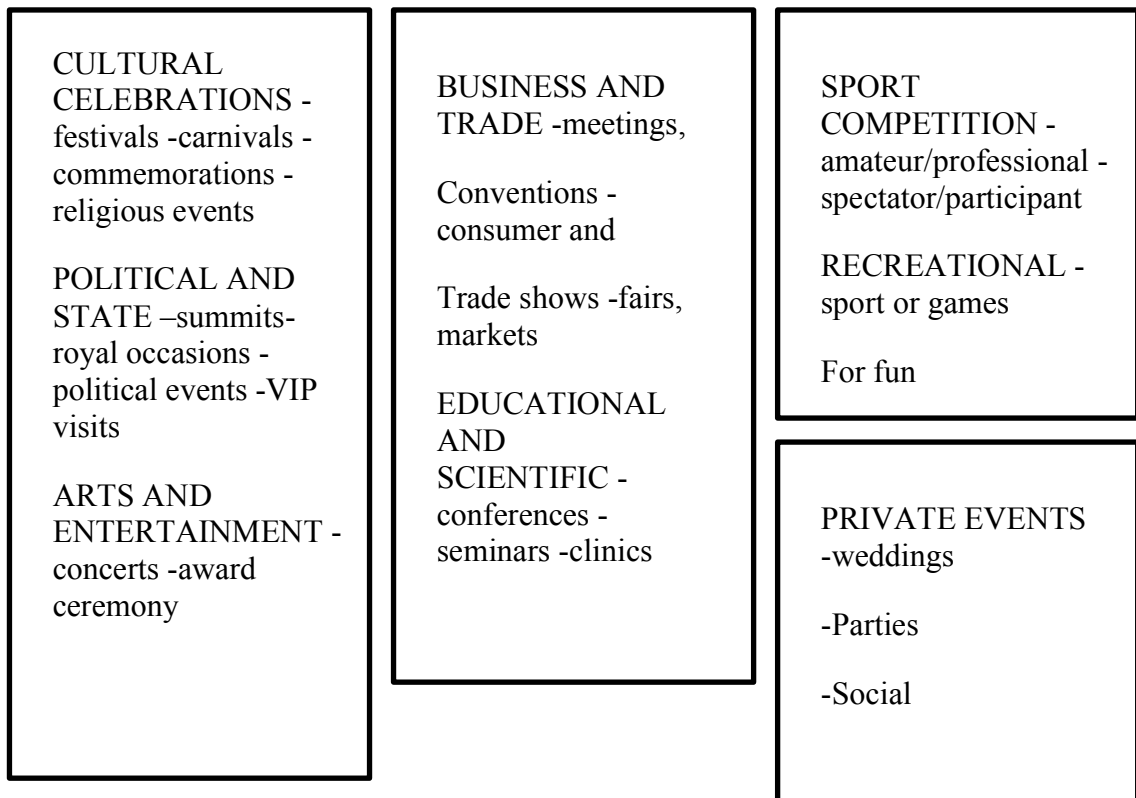
A Mega event imparts long lasting effects such as the World Cup, Olympic Games and world fairs. For example, Rozin (2000) described Indianapolis as a 'classic case' of how sports can generate a civic turn around (www. Sport Business Market research Inc) observed that in the 1990s, American cities "put heavy emphasis on sports, entertainment and tourism as a source of revenue for cities". On the other hand Gratton and Kokolakis (1997) believed that in the UK sports events had become one of the biggest attractions for the tourists.

A Mega event attracts a great number of visitors from all over the world. Mega events vibrate the economy of the whole world, i.e. these kinds of events are organized once in a year or once in a few years. This kind of event may impact communities, nations or entire continents, as they require massive human and financial resources (Douglas et al. 2001). Some events become mega events through extensive media coverage and they create a strong image for themselves, even though they do not attract large physical attendants. Mega events often target the international tourism market, which normally attracts a large attendance, and positively impact the economics, politics and social communities of the host nation. (Getz 1997, 6)

Hallmark events are major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short or long term and such events rely on their success on uniqueness, status, or timely significance to create interest and attract attention (Ritchie 1984, 2). In other words, they are events that have the ability to propel their destinations, facilities or organizations to their hallmark.

A primary function of a hallmark event is to create a space of opportunity and special attention is given for the regional development and entertainment of people. Even though the visitors are not many, the expectation behind the event is always higher. Hallmark events are major fairs, expositions, and cultural and sporting events of international status, which are held on either a regular or a one-off basis. The main theme of a hallmark event is to provide the host community with an opportunity to secure high prominence in the tourism market place. However, international or regional prominence may be gained with significant social and environmental costs. (Getz 1997, 5-6.)

Events are different according to their aim. Some of the events are public events which are celebrated by a large number of people whereas some of the events are concerned with business and trades (including meetings, conventions, fairs and exhibitions). The event might also include some sport activities with fun, entertainment, and competition. Private events are especially celebrated and organized within the family and relatives. Take a note that only public events can be categorized as a mega event and hallmark events can be private or in a small group. Arts and entertainment events are the events, which create the platform to show the talent and the skill for the artists. For instance, a music event that incorporates under the arts and entertainment section has been associated with almost every kind of event. (Getz, 2005)



Graph 1. Typology of planned events (Source: Getz, 2007)

The graph above illustrates the seven different planned events and one category private. Events. However, not all events are tourism oriented as they can play other roles from community building to urban renewal, cultural development to fostering national identities. Tourism is not the only component. (Getz, 2007). According to Getz, event management can be defined as the “applied field of study and area of professional practice devoted to the design, production and management of planned events, encompassing festivals and other celebrations, entertainment, recreation, political and state, scientific, sports and arts events, those in the domain of business and corporate affairs (including meetings, conventions, fairs and exhibitions), and those in the private domain (including rites of passage such as weddings or parties and social events for affinity groups

2.2 Impacts of events on host communities

There are always lots of impacts of events on a host community and these impacts are usually both positive and negative. The result of an event may be apparent before the event starts, during the event or after the event. The effect may be felt by various sectors like stakeholders, including participants, local business and the host community. An event will affect people in different ways, thus there may be partiality in the distribution of impacts and benefits. Positive impacts are the result of the successful events and one way of meeting the goal of the event is encountering the potential negative impacts. It is the responsibility of the event's organizers or managers to try to keep positive impacts than the negative impacts.

It is important to consider entire consequences to achieve a positive impact of the event. A host community should not forget that the events are expected to spend money on different sectors like food and beverages, accommodation, transport and other facilities. However, the 'triple bottom line' of social, economic and environmental goals should not be underestimated because government policies commonly acknowledge them. For instance, social and cultural benefits play a vital part in the calculation of an event's overall impact. Below the table, the major impacts of the events are discussed from both positive and negative aspects. Below, the table clearly defines the impacts of event tourism on a destination (Allen, O'Toole, Haris & McDonnell 2010, 60)

Impacts of events	Positive impacts	Negative impacts
Social and cultural impacts	Shared experience	Community alienation
	Revitalization of tradition	Manipulation of community
	Building of community pride	Negative community image
	Validation of community group	Bad behavior
	Increased community participation	Substance abuse
	Introduction of new and challenging ideas	Social dislocation
	Expansion of cultural perspectives	Loss of amenities
Political	International prestige	Risk of event failure
	Improved profile	Misallocation of funds
	Promotion of investment	Lack of accountability
	Social cohesion	Propaganda
	Development of administrative skills	Loss of community ownership and control
Environmental	Showcasing the environment	Environmental damage
	Provision of model for best practicing	Pollution
	Increases environmental awareness	Destruction of heritage
	Infrastructural legacy	Noise disturbance
	Improved transport and communication	Traffic congestion
	Urban transformation and renewal	
Tourism and economic	Destination promotion and increased tourist visits	Community resistance in tourism
	Extended length of stay	Loss of authenticity
	Job creation	Damage of reputation
	Business opportunities	Exploitation
	Increased tax revenue	Opportunity costs

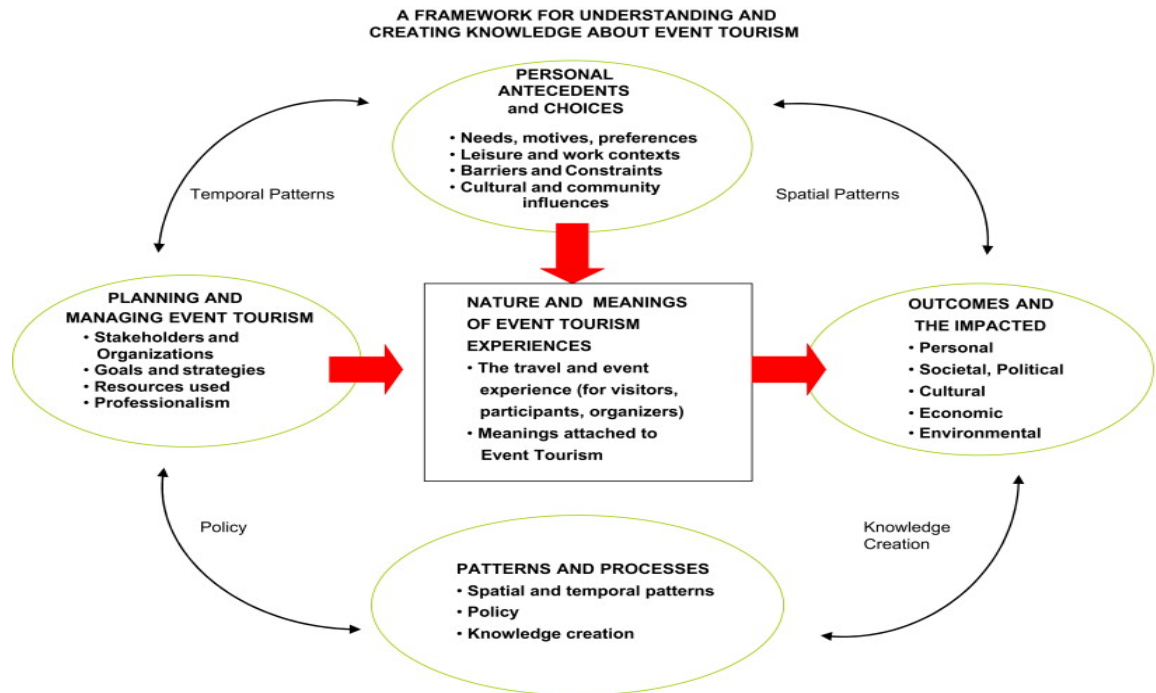
Table 2. The impacts of events (adapted from Allen et al. 2010, 61.)

2.3 A theoretical framework

The illustrated framework reviews both parties of the approaches, which ensure the similar impacts and outcomes in event tourism. Such approach consists theoretical and psychological approaches. The theoretical approach involves the meaning of the understandings and planning, whereas managing factors includes planning and managing. Both elements include the positive outcomes for organizing and managing event tourism. Such outcome effect all social factors like social, cultural, economic and most important personal, which may vary according to the implementation and the actions of the task and the impacts on event tourism and management. (Getz, 2007)

The graph 2 below shows a framework for systematic studying and creating knowledge about event tourism. The figure shows the preference of the visitors. It answers the question, what is the reason for attending the events. Similarly, there are different types of nature and meanings of event tourism, which is clarified in the figure. To host an event a good plan and management is necessary so that event organizers can reach their goal. There are many advantages and disadvantages of hosting the events. The outcome and the impact vary on different parts of events.

Similarly the graph shows the outcomes and the impact of events on personal, social, political, cultural and economy of the host community. To organize events is not an easy assignment; bigger event needs bigger support and processing. A host community should find out about the pattern and policy. Everyone concerned in the hosting event should know the theme of the events. Special preparation, knowledge creation and policy can only lead to the successful events. (Getz, 2007).



Graph 2. A Framework for understanding and creating knowledge about event tourism. (Adapted from Getz, 2007)

2.4 Managing events and music

Good planning is a continuous process to produce a solid achievement a better management is necessary. Successful events need a strong concept and purpose, which can only take to a SMART objective. SMART objective means specific, measurable, achievable, relevant and time bound. Managing events need many tools to reach the goal; the very first tool is a vision statement of the event. The vision statement needs to be clearly identified. (Fenich 2007, 230-231).

The achievement behind successful events is good management. The key factor of a successful event is creating a clear sense of purpose and concept. The event consist the 5 'W's: WHO, WHAT, WHY, WHEN and WHERE. These 5 'W's is a tool for transforming an idea into a concept. These five questions help to shape the events. Joe Goldblatt explains the importance of the 5'W's as they help to determine whether an events feasible, viable and sustainable. These questions are crucial to focus on from the beginning; they shape and reflect the events purpose. This is sometimes referred as a need analysis. Needs assessments are critical components when considering the direction and the way an idea is

developed. Not all ideas are developed into a concept. Not all concepts become produced events. (Goldblatt, 2007).

For the success of an event, it is important to have a clear conversation among all the stakeholders since an event has impacted on wider communities. For a successful event understanding the infrastructure in the community where the event is to take place is very important and it is another key ingredient in planning. When deciding to host an event, it needed to incorporate the tools of special event management. There are many ways of managing the events. This paper illustrates some management tools such as flow charts and graphs are needed for scheduling. A flow chart for scheduling events activities helps guide attendees and guests and accumulates the execution of the event flow smoothly (Getz 2005, 150.)

Moreover, there should be a clearly defined setup and breakdown schedule so that it provides the opportunity to determine the task that may have been overlooked in initial planning. Similarly, policy statements are needed to develop a guide for the decision making process. Commitments made by human resources, sponsor, security, ticketing, and volunteers and paid personnel should be considered (Getz 2005, 150.)

2.5 Merchandising and promotion of events

Merchandising and promoting an event is also a planning tool without which the events could not reach towards targeted person. And the most important thing after hosting events is a participant, which can be brought together only after promoting the event. Promotion is another name for gaining profit. Attracting the stakeholders and attendance can even increase the level of expectation. The promotion of an event depends upon the types of event. The host community should take into the consideration if the participants can afford the cost or not. (Watt, D.C 2001.)

Understanding and utilizing the promotional mix is pivotal in order to meet the goals of the event-marketing plan. Marketing theory identifies the promotional mix as 4 'P's: product, price, place and place. Events normally require advertising, media releases and public relation. These days there are many modern promotional tools like social media, e-mail,

and different communication devices. 'Only when the product is clearly defined decisions can be made for strategies to be used in attracting audiences through price, place and promotion. Cultural tourism events like festivals are potentially attractive to sponsors because they can provide opportunities to interact with a distinct target market and simultaneously communicate with a broad general audience. (Walle 2010).

Advertising through TV, radio, magazines and newspapers can help to promote the event for the large number of people. Advertising is the best-known and widely used form of promotion because it is most persuasive. A brand image can be created to generate the response of prospective attendees. Sales promotion is another marketing tool that provides extra value and attracts the attention to the event. Distributing coupons can carry out sales promotion. (Hoyle 2002, 15-19.)

Publicity and public relations are some other components of marketing. Publicity is considered as a credible form of promotion whereas a public relations helps for systematic plan and distribution of information. Good public relations can create a good image for the host community as well as the event. A Positive image of the event can be developed through publicity and public relations. Individual selling is the final element of the promotional mix model, and it is a form of person-to-person communication. Visitors are invited through door-to-door invitation. (Shone & Parry, 2010.)

3 MUSIC AND FESTIVAL TOURISM

Music tourism is a lucrative industry for many regions of the world, and it denotes people traveling to a new area in order to attend a music show or concerts, or even a larger festival. When people purchase tickets to attend a festival or shows far from their locations, they need to travel and are more likely to spend additional money in the local economy. For instance, it might be necessary to purchase gasoline for the car, make reservations at hotels, and eat at local restaurants. For these reasons and others, many areas are now recognizing the value of music tourism. (Gibson & Connell, 2005.)

Music festivals are another important aspect of the tourism industry. There are a number of festivals related to music and shows. It is hard to count the type of music festivals organized all over the world since the culture differs from society to society. Annually different kinds of music festivals are held all over the world. Both indoor music and outdoors music festivals have its own area in a tourism field. From 5th to 15th centuries, music festivals were organized as a competition. Nowadays music festivals are organized for different purposes such as for a profit, to create an image of a place, to promote a business and many other reasons. Music event provides a friendly and supportive stand for musicians and directly or indirectly support the tourism economy. (Smith, 2009)

Music is at the heart of cultural festivals. Annually large numbers of music festivals are organized which attracts large number of national and international audiences. Bands on tour are some of the most common sources of music tourism. Local people will often go out and spend money to see a concert if one or more of their favorite bands are performing. People who are especially devoted fans sometimes follow bands around the country, or will travel to see a band play in a favorite location. These acts offer benefits to the local economy and can be a great source of revenue. If people enjoy the location, they might revisit the place later on, even if a concert is not going on. (Gibson & Connell, 2005.)

Since music festival is an important aspect of tourism, if reliable research is conducted in this field, this industry could be very beneficial for the tourism sector. The music festival offers small business owners the opportunity to earn extra income, for instance smaller restaurants, coffee shops and bars. The Korsholm and Kaustinen local business areas are

performing a good business by organizing music festivals. In summer, the number of participants arrives from different places just to enjoy some good music. (Finland Festivals, 2014)

3.1 History of Finnish music and festivals

Finnish festivals and music were evolving throughout Finland. Music and festivals meant something uncertain and unclear to the Finnish people in 1950. Stage performances, dancing, festivals were obscure to the people. These activities appeared to be odd and inappropriate to their nature. It felt like some changes were needed to bring the trend of music festivals and events. The young and energetic composer Seppo Nummi (1932-81) considered about organizing a festival. Nummi combined all the music and festivals together and he counted over hundred and fifty festivals of different kinds. (Finland Festival, 2013).

The desire of people to travel during the holidays had grown. People's desire to listen to live performances and visit festivals was flourishing day-by-day. Meanwhile, he tried to promote festivals that he counted and presented in a magazine Suomen Kuvalehti in 1959. Nummi focused on summer events in five different regions in Helsinki, Turku, Savonlinna, Juväskylä and Lapland. Nummi dreamed of success of the music festival especially Turku festival. He thought Savonlinna might entertain with open-air concerts adding diversity in programs, Juväskylä providing a musical and cultural taste and Lapland was targeted to provide the magnificent finale to the summer. (Finland Festival, 2013).

In 1959, Nummi's dream came true. However, things did not go spontaneously. Planning for the festival was not easy to carry out. The marketing had already evolved but it was waiting for realization. Finnish festival was founded in Turku on June 12, 1968. To promote the Finnish festival, Helsinki week Foundation, Juväskylä Cultural Festivals, Pori jazz, Savonlinna Opera Festival and Turku Musical Society committee united to work as a team. Finland Festivals was registered as a company in December 28, 1968. (Festivals.fi, 2013)

Gradually, different kinds of festival were invented such as the Tampere Theatre Festival, Kaustinen music festival, Korsholm music festival, Vaasa Summer festival, Kuopio Dance Festival and many more. Number of festivals is increased by overlapping for various other festivals. Since the population of Finland is low, the festivals could not attract the targeted visitors and thus required proper management of these events. As a result, in 1974 the overlaps were removed. By 1993 Finland had gained good reputation in organizing festivals and events. The festivals in Finland attracted large numbers of visitors and the success can be seen from the crowd of people at the festivals held every year. (Festivals.fi 2013)

Currently, Finland has its own identity regarding music festival tourism. 65 attractions blong to music festival tourism. According to the statistics, the total number of tourists in 2002 was 32.6 million and 1.9 million of them visited Finland festivals which is 8% of the total tourists .The number of foreign visitors at Finland's music festivals and events in 2002 was 51.000 visitors. Attendance records were broken almost every year. The statistic of Finland (2011) has recorded a sell of 710,000 entrance tickets for those festivals. (Santasalo, 2003)

Most of the music festivals are organized in June and July. Because of the suitable weather in the summer the number of visitors increases gradually during this period. Roughly 40 main music events are organized during June and July, 12 events are organized in August, 4 events in April and 3 events in May. Besides these mentioned ones, there are lots of other musical events and festivals that are organized throughout the year in Finland. (Santasalo 2003)

3.2 Types of music festivals in Finland

The types of music depend on where people live or the culture of the community. Whereas some of the renowned types of music like rock music, Jazz music, country music, light music and pop music are popular among us. Finland is one of the biggest platforms of music festivals due to its landscape. Here significant amounts of music festivals are organized every year. In winter indoor music festivals entertain the visitors and in summer outdoor music festival cheers the visitors. Business owners like restaurants, coffee shops or

bars often bring a great deal of income for just one show. Band's tours are some of the most common source of music tourism these days. (Smith, 2009)

There are different types of music festivals in Finland. It is difficult to expertise with all kinds of music, but there are some of the popular types of music in Finland that attract the sight of the visitors. People who are fond of music often travel to Finland to enjoy different types of music. Music festival organized in a vicinity of Helsinki in a summer season attracts visitors by numerous kinds of music like blues, jazz and other popular music. (Festivals.fi, 2013).

Chamber music is a kind of classical music, which is composed by a small group with traditional instruments. Since chamber music is played in a group it is also described as "the music of friends." 200 years ago chamber music was played in homes but now it has migrated from the home to the concert hall. This music festival started in 1970 and now it has grown as a major music festival in a country. Thousands of people visit to enjoy the 'Kuhmo Spirit' every year in July. According to the statistics of 2012 33,593 tickets were sold. In 2014 Khumo Chamber Music is going to be organized in July 14th to 27th, 2013 with 160 top artists from all over the world. (Kuhmofestival 2013)

Folk music is one of the most beloved summer festivals in Finland, which attracts large number of visitors. There are two types of folk music in Finland; one is the music of Kalevala form and other Nordic folk music (palimony music). The Kalevala music is the oldest music, which is performed in trochaic tetrameter using five notes on a scale. This kind of music is memorized rather than in a written form and is performed by a soloist. Folk music festivals collect 20000 visitors per festival in Finland. The number of visitors in 2003 was 114,000 whereas the performers are about 3000. Meanwhile the visitors in 2004 were grown since there were 200 concerts, which lasted for nine days. (Kaustinen 2013).

The Kaustinen Folk Music Festival is the oldest and the largest folk music festival, which has been organized since 1968. Few folk music bands consist of 35 musicians; each of them plays an important role as a composer, soloist, arranger, instrumentalist guitarist and many others. Recently the Kaustinen festival was held on 9th to 15th July 2014, which was 47th celebration of that festival. Finnish folk music and the phenomena are proudly

presented in the festival. Folk dance and music are the integral part of the Finland culture. (Kaustinen 2014)

Classical music is art music originate at 11th century from western religious music. Classic music these days regularly features as background music for movies, television shows, advertisement and other different events. Classical music is a well-established music in the west. Classical music concerts take place in many cultural concerts. This kind of music has many fans and the demand seems to be rising. Finland is internationally popular for classical music.

Finland has built an international reputation in popular music with successful bands. Helsinki is a dynamic place where the classical music scene can be experienced. Finland provides lively classical music scene with numerous concerts. Classical music festival is organized in different places of Finland every year. Some of the popular places where classical music festival organized are: Helsinki Spring Light Chamber Music which is organized in May in Helsinki, Organ Night and Aria Espoo which is organized in Espoo in June, Korsholm Music Festival in Vaasa and many other places. (Kuhmo Festival, 2014).

Jazz music originated at the beginning of the 20th century within an African community of southern United States. Gradually the music developed and spread globally and people started to give them distinctive characters. Jazz, rock, soul, chamber jazz is some examples of jazz music. Jazz music started to occupy space in Finland gradually. Nowadays there are different places where Jazz music festivals are organized in Finland such as Tampere Jazz, Turku Jazz, Pori Jazz and many other places. (Festival.fi, 2013)

Pori Jazz is the biggest jazz festival in Finland, held annually in Pori, Finland. It is one of the best-known Jazz festivals in Europe. Pori Jazz Festival collects about 25000 visitors per occasion. The first Pori Jazz festival was held in 1966. This festival drew the attention of 1500 people at the beginning, but now more than 250,000 attended this festival. The main area where this festival takes place is in a natural park named Kemäenjoki, near the city center of Pori. This program is broadcast throughout the world through radio and TV programs. The festival includes many other venues as well as concerts. Cafe Jazz is the most legendary venue. Tickets for cafe Jazz are always sold out many months in advance. (Pori Jazz, 2014)

Opera is an art form where musicians perform a dramatic work. The opera performance can be of different combination like acting, singing, costumes and dances. Opera is a part of Western classical music, and it is believed that it started from Italy. There is a separate stage to perform the opera music. Helsinki has an active group of musicians, which brings the variety of performances. The Savonlinna, Opera Festival is one of the well-known Opera festivals in Finland. (Opera Festival, 2014)

Rock music is one of the popular genres originated as rock and roll in 1950s. This genre usually draws the attention of a large number of audiences in every festival. 1960's is considered as rock age. Rock band usually consists of vocalist, lead guitarist, rhythm guitarist, bass guitarist, drummer and keyboard player. The rock music arrived in Finland in the 1950's. The first band performing rock music was founded in 1960's. Rock music festivals are the biggest festivals in Finland. There are lots of renowned bands in Finland who play rock music. The rock music festivals collect about 45000 visitors per event. The Seinäjoki Provinssirock in Finland is one of the major music festivals. People from western countries use to visit the Provinssirock festival in summer. In 2002 there were 120613 visitors to the Seinäjoki Tango Festival (Tangomarkkinat 2004).

Finland is known for heavy metal music. Finland has many death metal, black metal, folk metal, cello metal, power metal and symphonic metal bands. Several metal bands have achieved worldwide popularity around the world. Nightwish is considered a pioneer of symphonic metal as well as gothic metal. When these popular bands play music, a large number of national and international tourists are attracted in Finland. The event organizer must take into consideration every aspect. Location, targeted people and efficient management are necessary to organize efficient events. (Musicfinland.fi, 2014)

4 OSTROBOTHNIA MUSIC EVENTS

Situated on the West coast of Finland, Ostrobothnia is a beautiful region with the international and bilingual city of Vaasa, with its 66,000 inhabitants, as its center. The population of Ostrobothnia has steadily been increasing and as for today it is about 180,000. This region consists of sixteen municipalities and is divided into four subregions (starting from January 1st 2011). Besides Vaasa, there are several other towns along the Ostrobothnian coast with impressive history, e.g. Jakobstad (in Finnish Pietarsaari), Kristinestad (Kristiinankaupunki), Kaskö (Kaskinen), Nykarleby (Uusikaarlepyy). (Ostrobothnia Life, 2014)

The Ostrobothnia region is very strong from the business point of view. In Ostrobothnia people are always looking forward for an impressive cultural and a great industrial heritage. The ports of coastal Ostrobothnia like Vaasa, Kaskinen, Jakobstad and Kristinestad are gateways to the world of trade and industry throughout Ostrobothnia and the surrounding regions. Ostrobothnia region is one of the happiest regions in Finland. People have a quality life, which is a combination of small elements. Elements such as study place, transportation, entertainment, hygienic food, good family life, children growing in a safe environment, helpful hands and economic stability are all there. (Ostrobothnia Life, 2014)

Music events have always been a part of living that brings glow and happiness in people's life. Summer music events have always been able to change the face of people into happiness. There are always lots of activities within the cultural scene and the many voluntary associations in the region. Music and events always have been a part of happy living. Music and events have been able to promote this region and give a name and fame to this place. With a warm summer sun, visitors can enjoy Kaustinen Music Festival and Korsholm Music Festival in Ostrobothnia. (Festivals.fi, 2014)

4.1 Kaustinen Folk Music Festival

Kaustinen is a small town in Central Ostrobothnia Finland with total population of 4300. It is located at the crossroads of main roads 63 and 13. Every year in this region a biggest Folk Music festival is held in July. For the 47th time Kaustinen returned to charm the people with the music concerts and festivals. It was first celebrated in 1968. Playing and dancing in the joy of music once again knocked heart of all music lovers. The Kaustinen Folk Music Festival is not only Finland's largest folk event in the Finnish summer, but also the best place to enjoy the musical environment with a warm summer with the whole family. The music event will run throughout the festival week. (Kaustinen.net, 2014)

Kaustinen Music Festival is the largest and longest-running folk music festival in the Nordic countries. Hundreds of folk music groups attend the folk music concerts. Among them one of the bands is nominated as band of the year. Juha Kujanpää Ensemble is a band of the Year in 2014. This year they performed new compositions with versatile instrumental musicians. This band consists of seven artists who perform an acoustic and electronic rock/jazz. Hundreds of other performers will join the festival with their charming composition. The real experience of folk music can be gained in Kaustinen music festival. The annual number of visitors is about 100000 approximately (Kero and Kokko, 2001:6).

The main venue of the Folk Music Festival is the Festival Park, where there are spacious and leafy park settings. The Festival Park provides comprehensive services and is also designed to accommodate visitors with limited mobility. A family environment can be felt in the venue. Meanwhile the transportation service in this area is also easily accessible. There are several daily train services between Helsinki and Rovaniemi. The closest train station is Kokkola (45 km from Kaustinen). During the festival there will be additional bus services between Kokkola, Kaustinen and Veteli. There were different categories of ticket system to attend the music festival. Advance booking, day tickets, and children's tickets were 15, 20 and 5€ respectively. (Kaustinen.net, 2014)

4.2 Korsholm Music Festival

The Korsholm Music Festival is held in the city and region of Vaasa and Korsholm. This region is situated on the west coast of Finland 450km north of Helsinki. The coastline and the archipelago of Vaasa and Korsholm are among the most beautiful areas in the Nordic region. In 1983 Nordic artists discovered the Korsholm Music Festival and performed during the summer. Different types of music such as baroque, classical chamber and other music are played during the festival. The festival is one of the most acknowledged chamber music festivals in Finland. The daylight during the nights brings a special magic to the festival atmosphere.

The Korsholm Music Festival focuses especially on Nordic Music. The theme for the festival in 2014 is “From a Nordic perspective”, performing music from known and unknown composers from Nordic countries will bloom the summer of Finland. This year the guest composer Sebastian Fegerlund will be performing choral, chamber and solo music with violin and piano. Regional concerts will be arranged around the Ostrobothnia region. All the concerts are easily accessible by bus from the city center of Vaasa. (Korsholmmusicfestival.fi, 2014)

The Korsholm Music Festival was arranged from 30th July to 6th August during this Year 2014. The artists consist of talented and skilled Finnish musicians together with foreign guest. Henri Sigfridsson, professor/ pianist was the art director for the Korsholm Music Festival. The Korsholm Music Festival has a wide range of venue for organizing the music festival. This festival has been able to attract the large number of visitors. The price of the ticket was 25€ and if participants want to see all the concerts there were many other categories of the ticket list. (Korsholmmusicfestival.fi, 2014)

5 RESEARCH AND FINDINGS

Often research methods are divided into two types: quantitative and qualitative methods. Quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods, in particular statistics (Aliaga and Gunderson, 2000). Qualitative research method is a key element of all research. In quantitative research method, numerical data are collected. In order to be able to use mathematical based methods, data have to be in numerical form. Therefore, quantitative research is essentially about collecting numerical data to explain a particular phenomenon of particular questions. (Aliaga and Gunderson, 2000)

The researcher will be introducing the research method that has been used in this chapter. Before presenting about research methods that will be adopted for this research work, it will be worthwhile to define the term research and also methodology. The term research has been defined from various points of view. A research is a detailed study of a subject, especially in order to discover (new) information or reach (new) understanding. It is all about discovery and discovery simply means making known something previously unknown, which can be a number of activities (Veal 2006, 2)

The meaning of the research is to establish facts and reach conclusions. A new interpretation, new data, a new knowledge is always important to be up-to-date with the related topic that adds knowledge for the reader and the writer himself. Basically, research is a complex process since it starts with identifying the area of research, selecting a specific topic, deciding research strategy, deciding research methods, collecting data, deriving information and presenting findings. In spite of such limitations, documents may provide key information for researchers to achieve the aim of the study (Tylor et al. 2006, 114-116.)

5.1 Quantitative research method

The author has chosen to conduct a questionnaire survey for this thesis report. This survey was done on site with visitors .The questions were asked for knowing the importance and

the necessity of music event to develop a place as a tourism product. In research, the number of people selected is considered as a population and the visitors of Kaustinen and Korsholm form a population. Unfortunately the researcher could not do the interview with all the visitors of the music festival. The data received through this method can be presented numerically which helps to formulate the statistics with different computer programs such as SPSS. With the data received one can create graphs to summarize and produce the results more understandable to the observer. (Veal 2006, 40)

A well-designed quantitative research can provide an explanation for why it happens, not only what happens. Even though the quantitative method uses numeric data, it does not have to be naturally available in quantitative form. Through measurement instruments non-quantitative phenomena can be turned into quantitative data (Glenn 2010, 95). Veal suggests that in order to have a good representative sample, random sampling needs to be applied, meaning that everyone is given equal right of belonging in the sample. Furthermore, he states that the absolute size of the sample is more important than relative size, i.e. sampling has been carefully made and has been achieved from the population. Relative sizes of the sample do not play important role any more. (Veal 2006, 284-289.).

The purpose of the questionnaire was to determine audience idea and opinion of the music event in Ostrobothnia region. It is very important to take the designing phase slowly and carefully so that the valid result can be formulated. General information and the questions related to the events were asked during the research process. All the data obtained from the questionnaire surveys is explained with graphs and tables below. (Veal A, 2006, 248)

5.2 Reliability and validity

This thesis aims to enhance the reliability and validity of the research that was conducted throughout the research process, which is based upon the theme and objective of the work. The questionnaire was implemented to discover the fact that digs out the quality of events. It was not that easy to determine the proper information during the field research, but eventually some valuable answers was accomplished that could help to analyze the results furthermore. It is very important to achieve reliability and validity check of a research work no matter which method of research is being applied. Knowing the research is

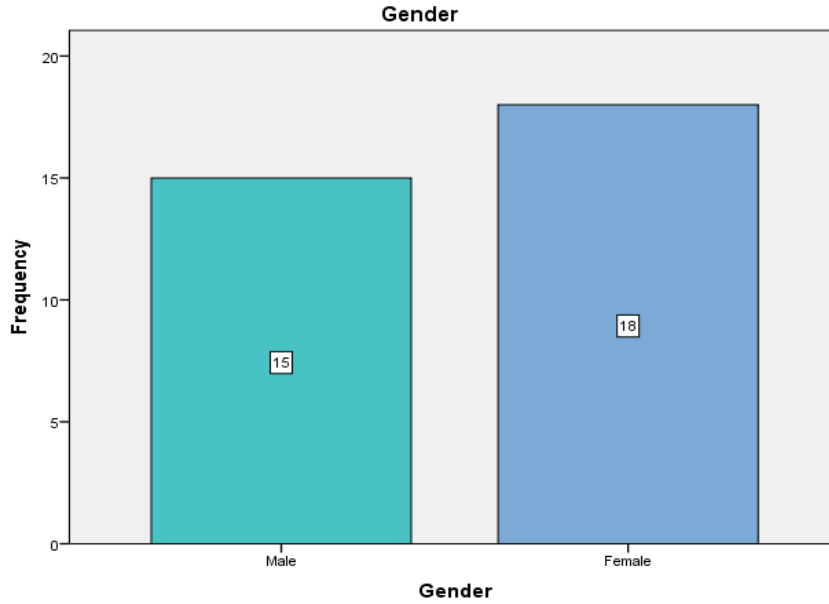
reliable and valid is of great significance, not only to the researcher but also to all other stakeholders. The major reason behind this is to evaluate the authenticity of the research work.

Reliability is the extent to which research findings would be similar if the research was implemented later with a different sample of subjects, and it will lead to the same results of this research on events and music tourism in Ostrobothnia Finland. If the research conditions are controlled, repeating such research should produce similar results when and wherever it is carried out. However, due to variation in human response to social sciences research, the response might vary slightly from the environment of an individual. Reliability of research in the social sciences is not as efficient as natural sciences, as it deals with human beings from different environments as its subjects. (Veal 2006, 41.)

Also, since the researcher is a tourism student who knows the value of achieving a valid and advanced research, most of the information gathered during the research process was current so books that vary both from the past up to 2013 were used, also web links which are well respected within the scholastic community were also used. The researcher was also able to perform questioners with a tourism expert who has experience in the music event tourism sector. This research can be relied at any time due to the reputation of the researcher and the result in the process

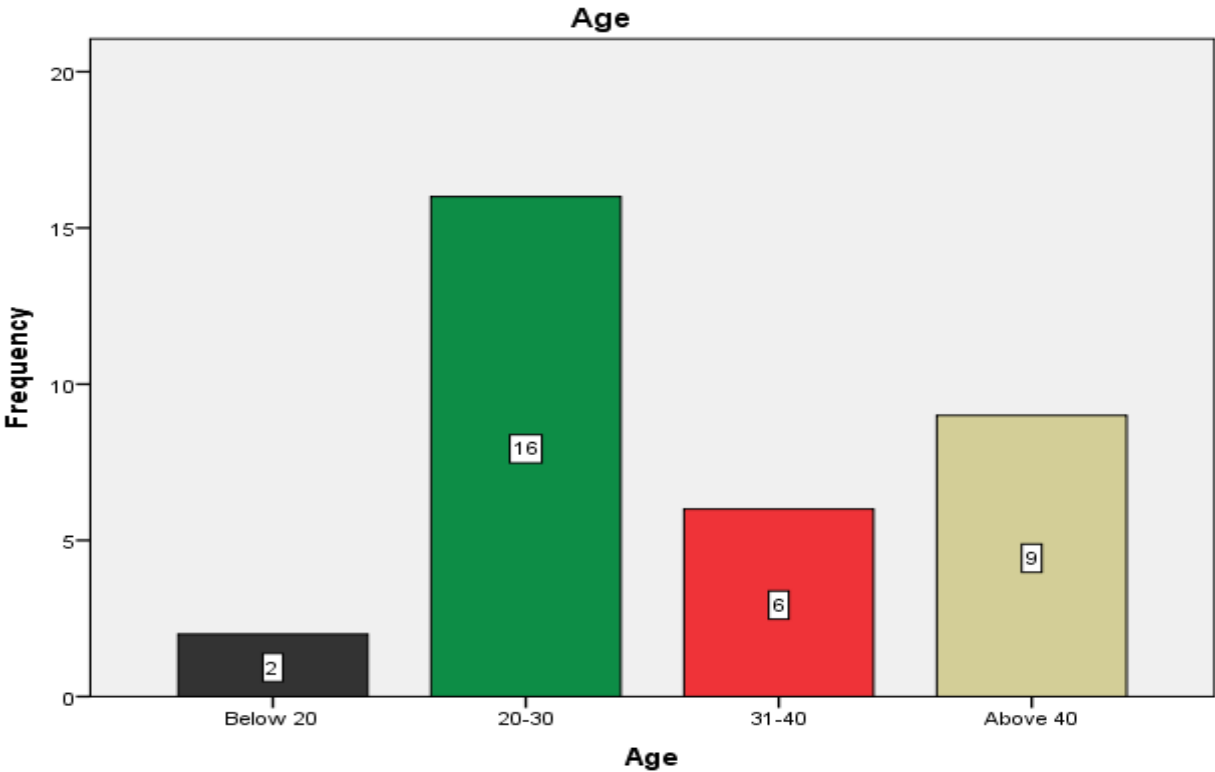
5.2 Analysis of result

The survey was conducted in the Korsholm Church in Vaasa on 1st and 2nd of August in 2014. Similarly the same survey was conducted in Kaustinen Music Festival and Korsholm Music Festival on 8th of July. Altogether, there were 17 questions and the survey was done with 33 people, including both music events from different areas. This chapter will illustrate how the survey was planned and conducted. For analysis of this research process SPSS method has been used.



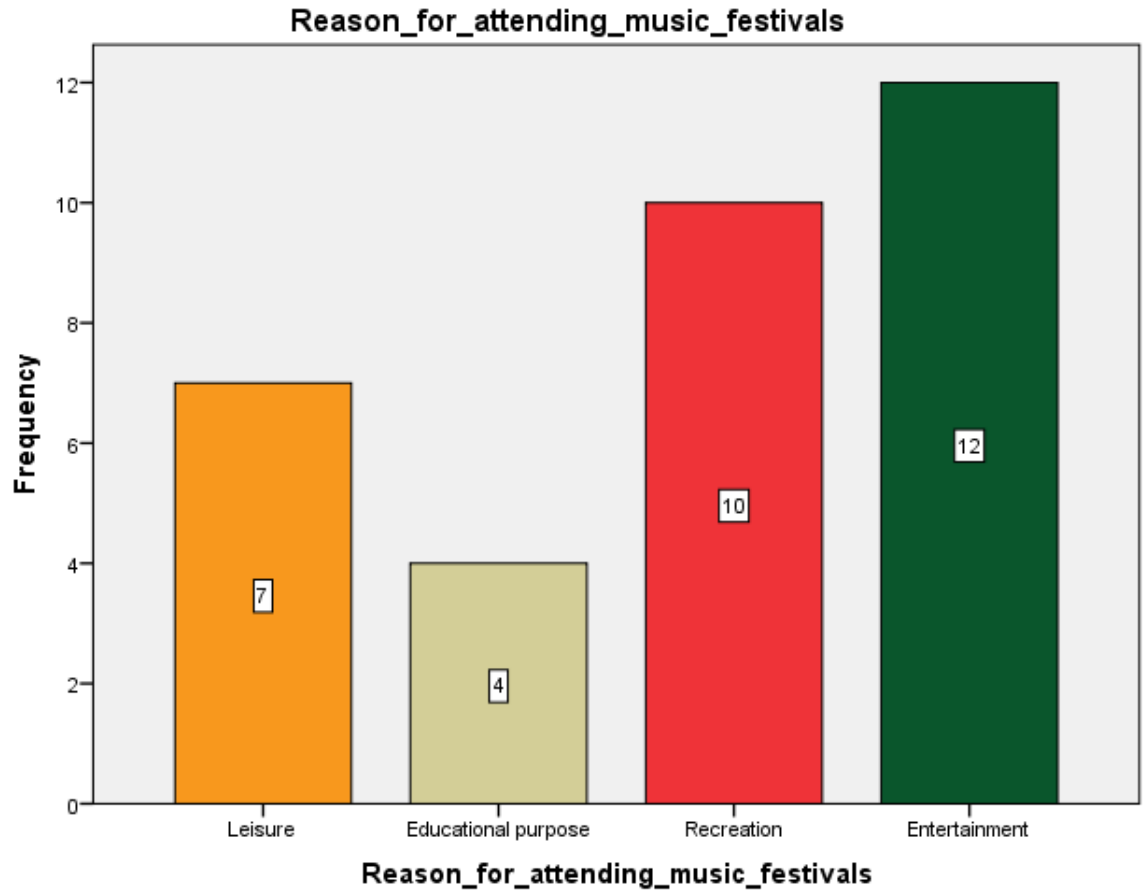
Graph 3: Gender of respondents

The graph above shows the total number of male and female participants of the questionnaire survey, which shows that out of 33 people 15, was male and 18 were female. This means 45.5% of respondents were male and 54.5% were female, which shows that most of the participants were female. The author felt male participants were not so interested in taking part in this kind of questionnaire and gave feedback during the research period.



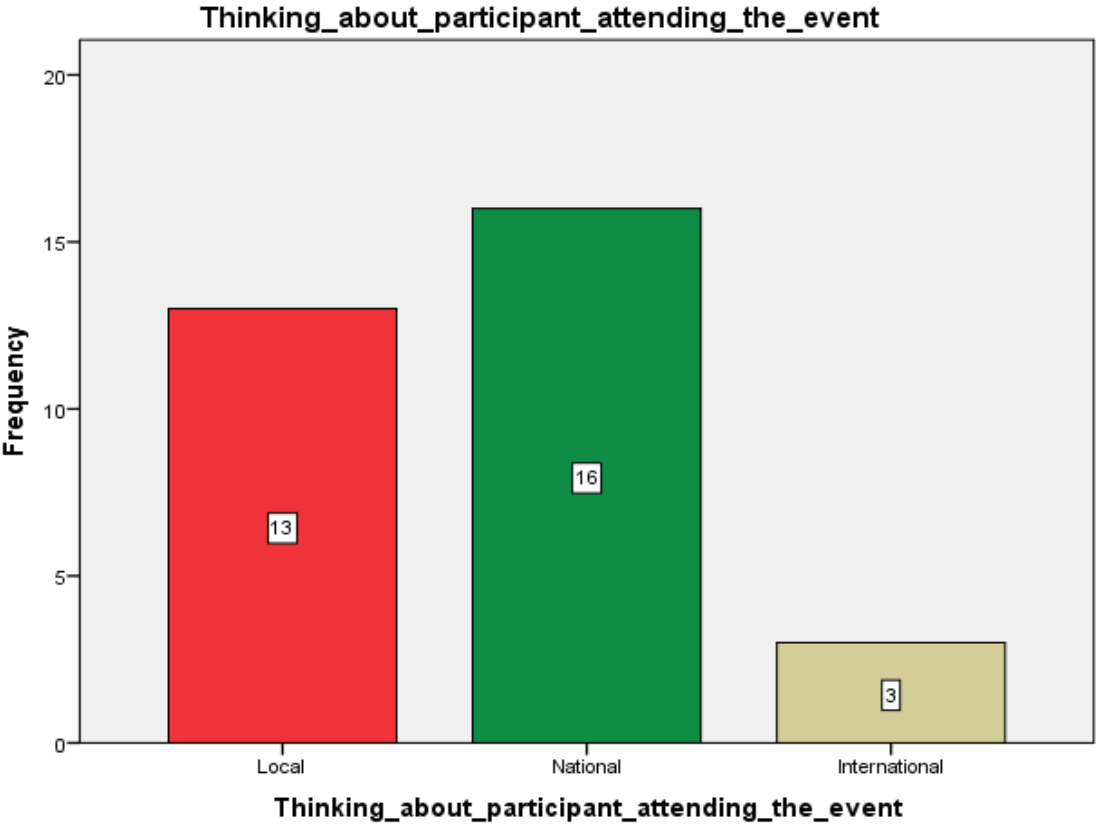
Graph 4: Age group of respondent

The second question is also among the basic survey questions, which told about the age distribution of the participants of Kaustinen, Korsholm and other music festivals, organized in Ostrobothnia. The graph shows the different age groups of people participating in the music events. The graph determines that the age group from 20 to 30 is more likely to attend the music festivals. Following the age group of 20 to 30, age group above 40 seems to be more interested in music events, whereas there were 6 people from the age group of 31 to 40 and 2 people from the age group below 20. The age group below 20 and the age group from 31 to 40 seem to be a less active age group.



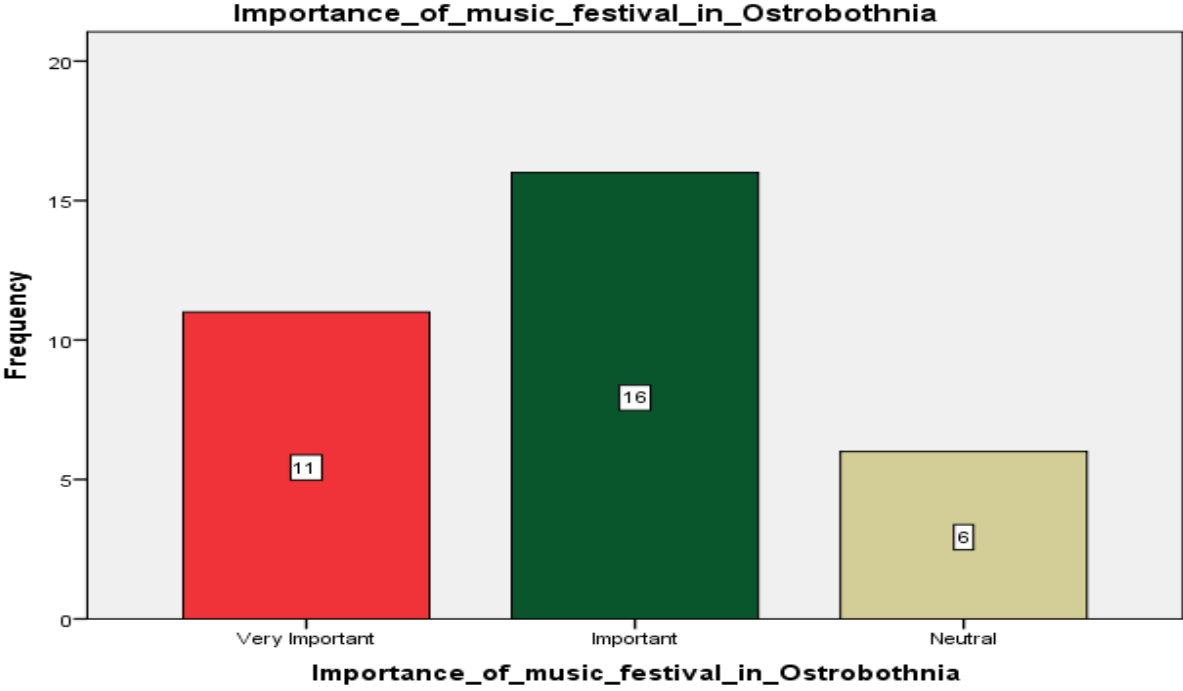
Graph 5: Reason for attending music festivals

From Graph 3 it can be seen the different reasons for attending music festivals. People travel for various purposes such as leisure, educational, recreation, entertainment and many other reasons. The above graph mentions four main reasons for travelling. The figure shows that people are more likely to attend a music festival for the entertainment. 12 people among 33 choose that entertainment is the reason for attending music festivals. Whereas 10 people that means 30.3% of the total people seems to attend the music events for recreational purposes. Leisure and educational purpose are another reason for traveling in music events and the number of people travelling for leisure and educational purposes are 7 and 4 respectively among 33 people.



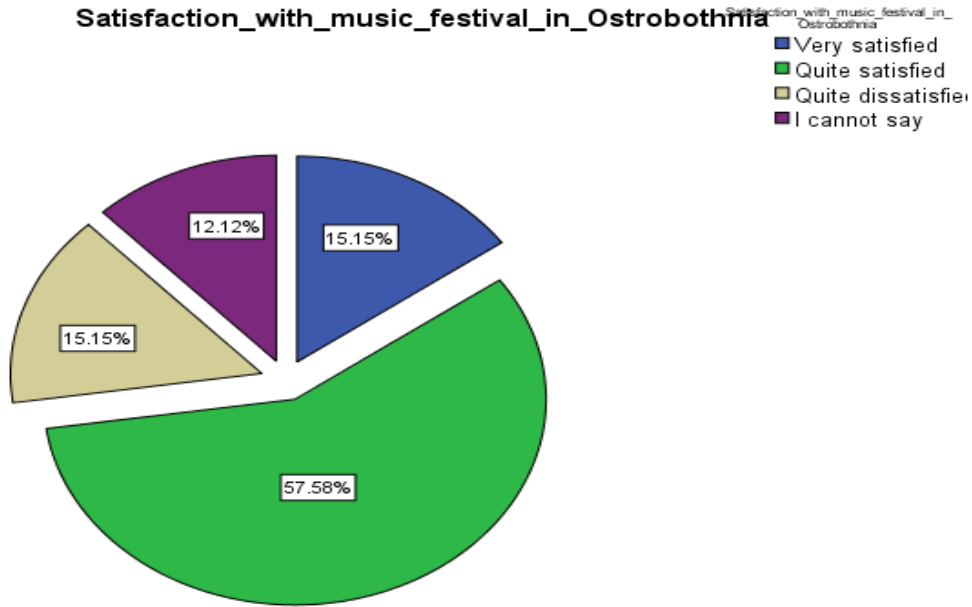
Graph 6: Local, national, and international participant

When it comes to tourism products, it is very important to keep a record of how many people visited the event and where they are from. Graph 6 addresses this question, asking whether visitors are local, national, or international. Out of 33 participants, the majority (16) are national. This is likely because citizens of the same country have easier access to the venue, and marketing the event within the country is simpler than international marketing. The graph also shows that the number of local participants is lower than the number of national attendees. The author suggests that people might be more interested in traveling far from their usual environment to attend music events in the same region. There were also few international tourists who attended the music event. Only 3 out of 33 participants are from a different country. It is possible that the host community paid less attention to promoting the event globally.



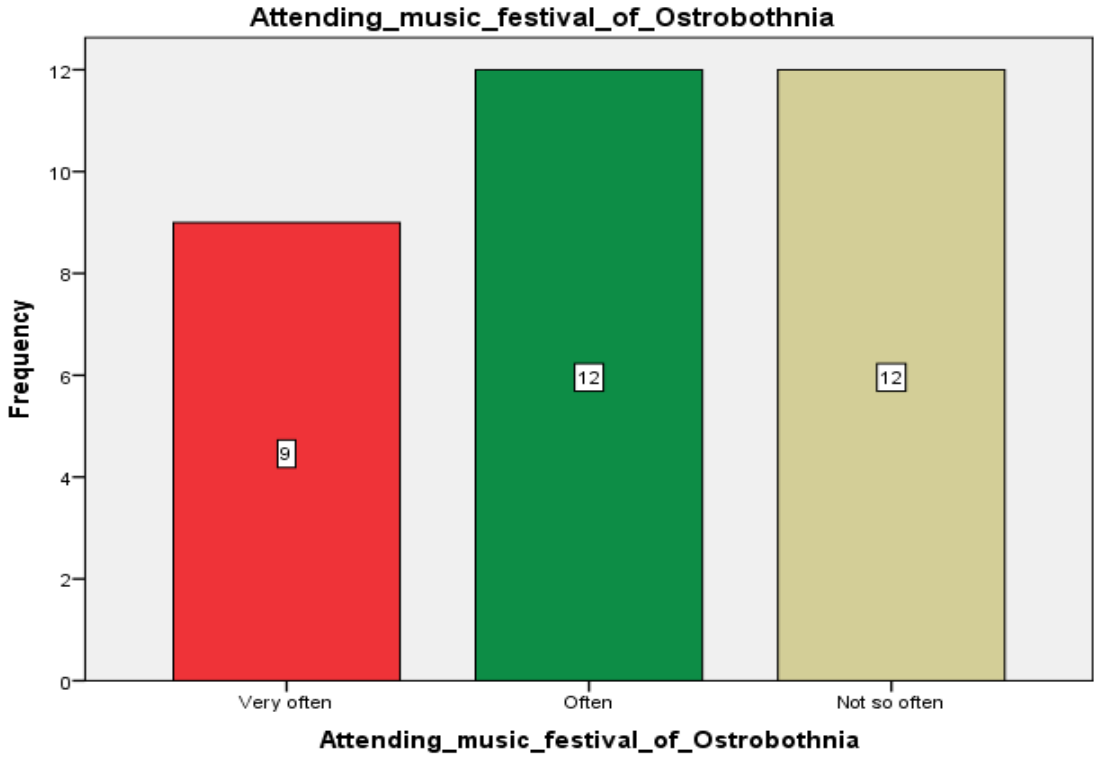
Graph 7: Importance of music festival

According to the graph above, most of the respondents, 16, 48%, of total respondents thought music event in Ostrobothnia was important. Whereas 11, 33%, respondents thought that it is very important to have a music event in the Ostrobothnia region. This result shows that most of the people thought that the music events are a core factor of tourism development. Only 18% of the people think that the value of the music events is neutral. This can mean that there is some other event also which might be developed as a tourism product. Further, this question does not have any negative vote at all.



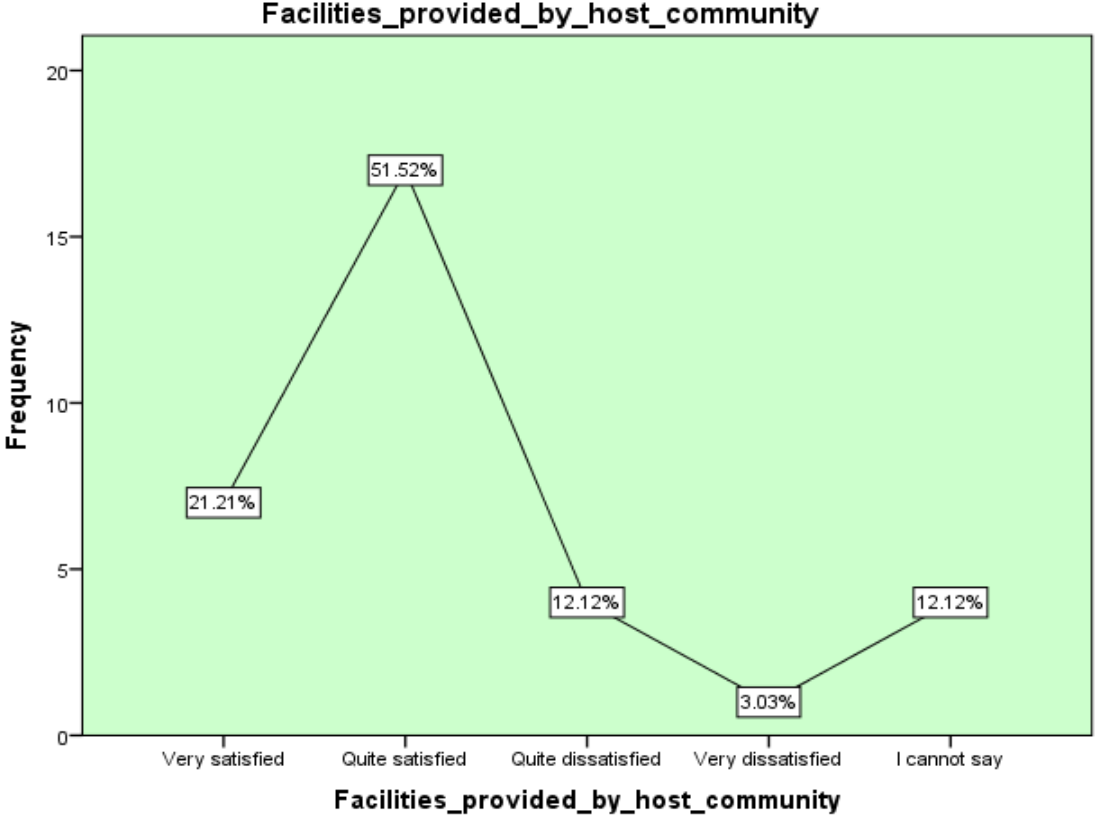
Graph 8: Satisfaction with music festival

The sixth question was about the satisfaction with music festivals. As shown in the graph it is clear that more than half of the attendees are quite satisfied with the music event organized in Ostrobothnia region. 57% of the total respondents are satisfied with the music event organized in Ostrobothnia region. Satisfaction of the audience is very important after organizing any kind of event. 15% of the respondents seem to be very happy with the music events of Ostrobothnia region. Similarly the number of dissatisfied people is equal to very satisfied people. Perhaps the audiences had more expectations in the event. Some of the respondents did not want to rate the satisfaction level.



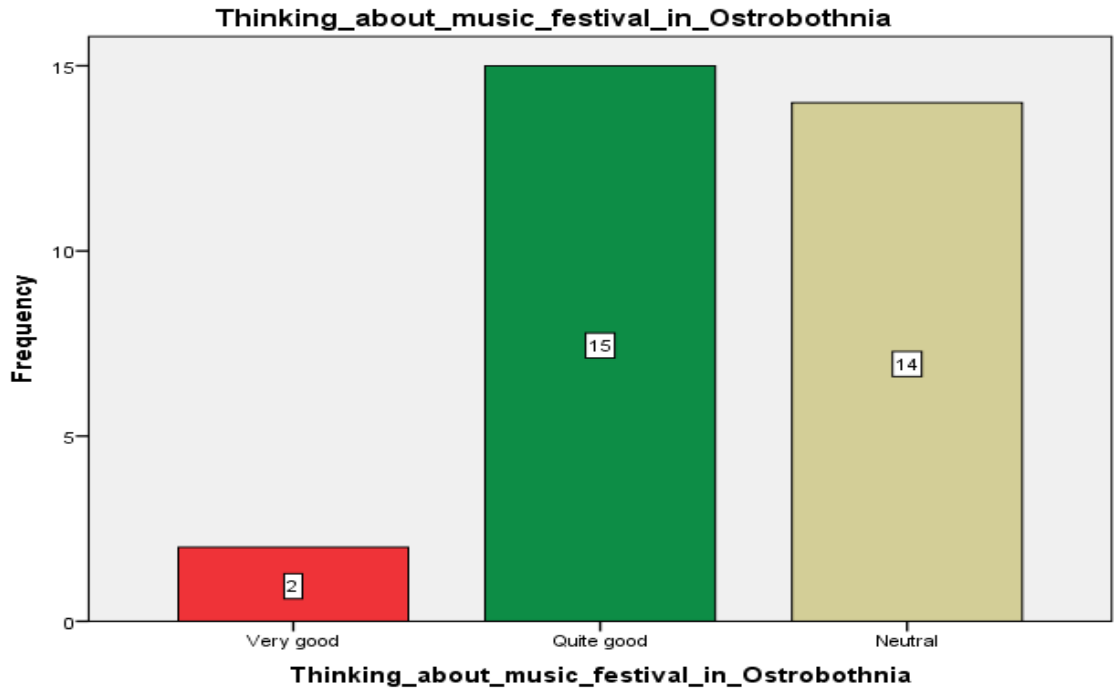
GRAPH 7: Attending music festival of Ostrobothnia

The survey contained the question about how frequent visitors attend music festivals. The whole idea behind including this particular question in the survey was to know the future potential of music events. The result was not that excellent as the author had thought because the number of the respondents who often visit music festivals is equal to the number of people who do not attend music festivals of Ostrobothnia that often. The result shows that 36% of the attendee to attend music festivals organized in Ostrobothnia and a similar percentage of attendees do not attend music festivals that often in Ostrobothnia. The result that attends music events of Ostrobothnia very often is not bad as well. 9 people among 33 people are a regular visitor of the music events in Ostrobothnia.



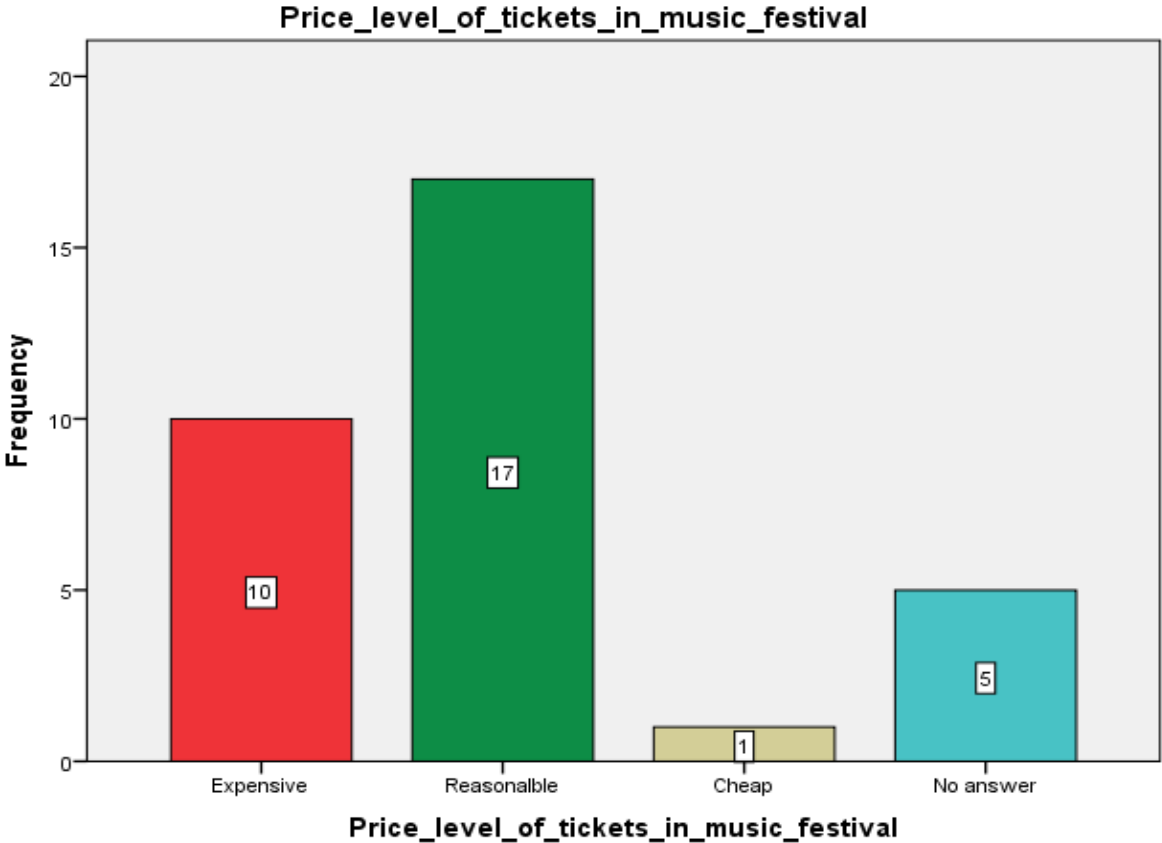
Graph 10: Facility provided by host community

It is always important to consider the facilities for the customers who visit the event. Facilities like parking, transportation and other requirements. As shown in above figure, more than half of the total attendees are satisfied with the facilities provided by the host community. The figure shows that people have voted more than 51 percent in quite satisfied option and 21% in very satisfied option. However, it is quite difficult to have 100% satisfied attendees. As we can see in the graph 12% of the attendees are quite dissatisfied and 3% were very dissatisfied. This means that there are some areas to be concerned about if a host community wants to satisfy all people. Some of the respondents (12%) did not want to rate the satisfaction level.



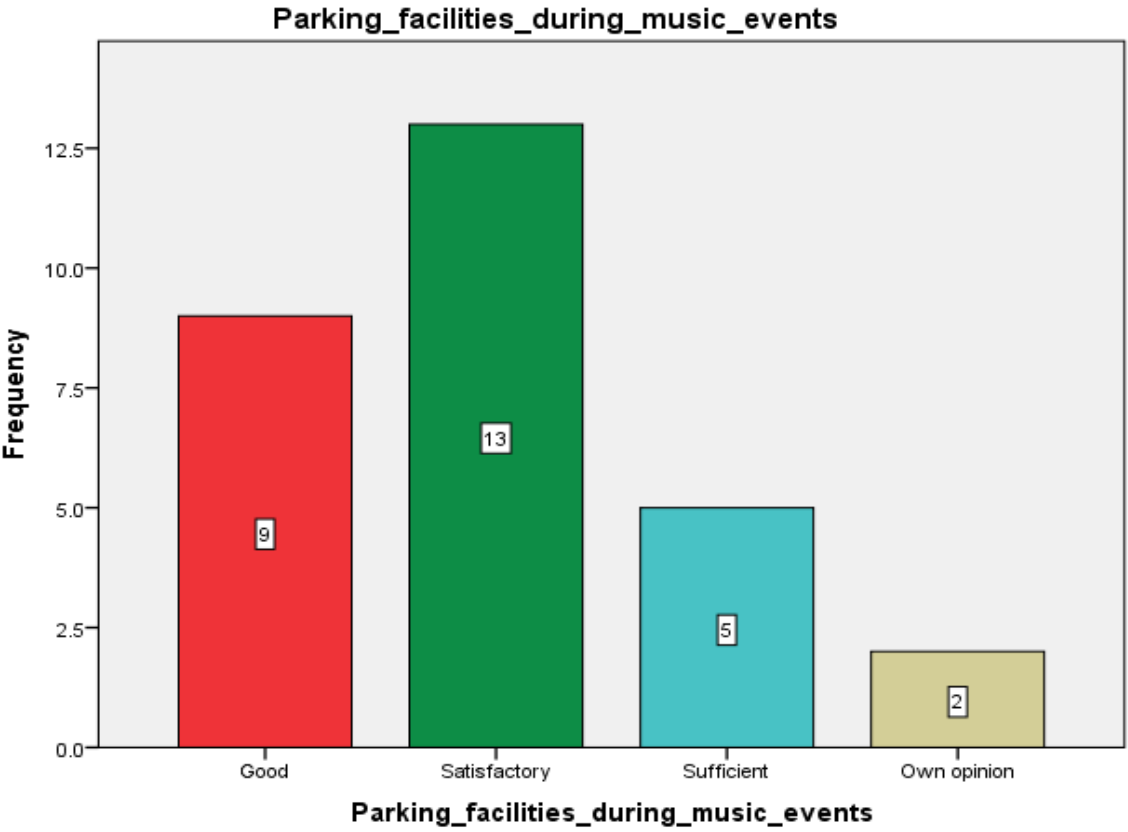
Graph 11: How good is a music festival in Ostrobothnia?

The above (Graph 11) shows that, among 33 respondents 15 of the respondents think that music festivals in Ostrobothnia are quite good. 14 people voted for neutral option, that means the respondent found the music neither good nor bad. However, the question did not have any negative voting option. Only 2 of the respondents seem to be very glad regarding to the music events of Ostrobothnia. A small amount of people determined the music festivals in Ostrobothnia are very good.



Graph 12: Price of tickets

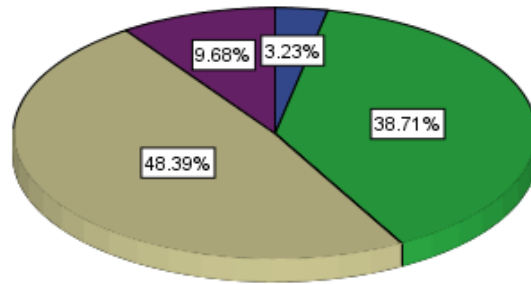
Respondents who have visited the music festivals of Ostrobothnia were also asked about the price of the tickets. Most of the respondents choose a reasonable option. Out of 33 respondents 17 respondents voted that the price of the ticket was reasonable. The respondents also thought the price of the ticket to be expensive. 10 respondents thought the price was expensive, whereas 1 respondent thought the price was cheap. The graph shows that 5 of the respondents didn't want to answer the questions regarding the price. It might be that some people do not want to count money for the entertainment.



GRAPH 11: Parking facilities during music events

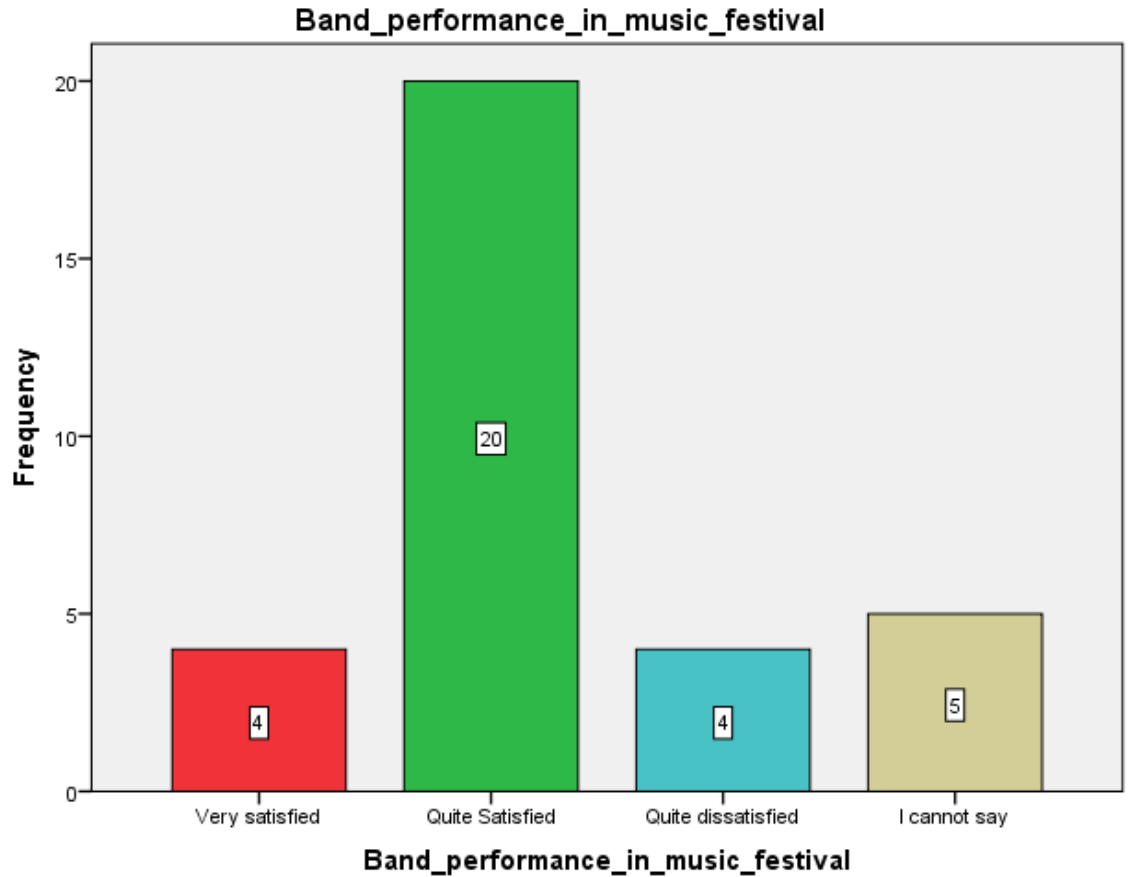
Since Ostrobothnia region do not have many public transportation as in Helsinki, most of the people prefer to have their own private vehicles. That is the reason why the author included the question regarding the parking facilities. Meanwhile, parking facilities have been one of the challenging aspects of event management. As shown in the graph the results of the parking facility seems to get a good response. Higher numbers of people (13) choose on satisfactory whereas 9 people out of 33 people found the parking facility better. However, some people might have faced trouble with parking because of late arrival. There were about 5 people who choose sufficient box regarding to parking facilities. 2 of the respondents had their own opinion on parking. One of the respondents answered that they used a public transportation to attend the music event where as other respondents respond that they did not use any vehicles to attend the music event because their hometown is nearby the venue.

Thinking_about_the_premises_of_music_events



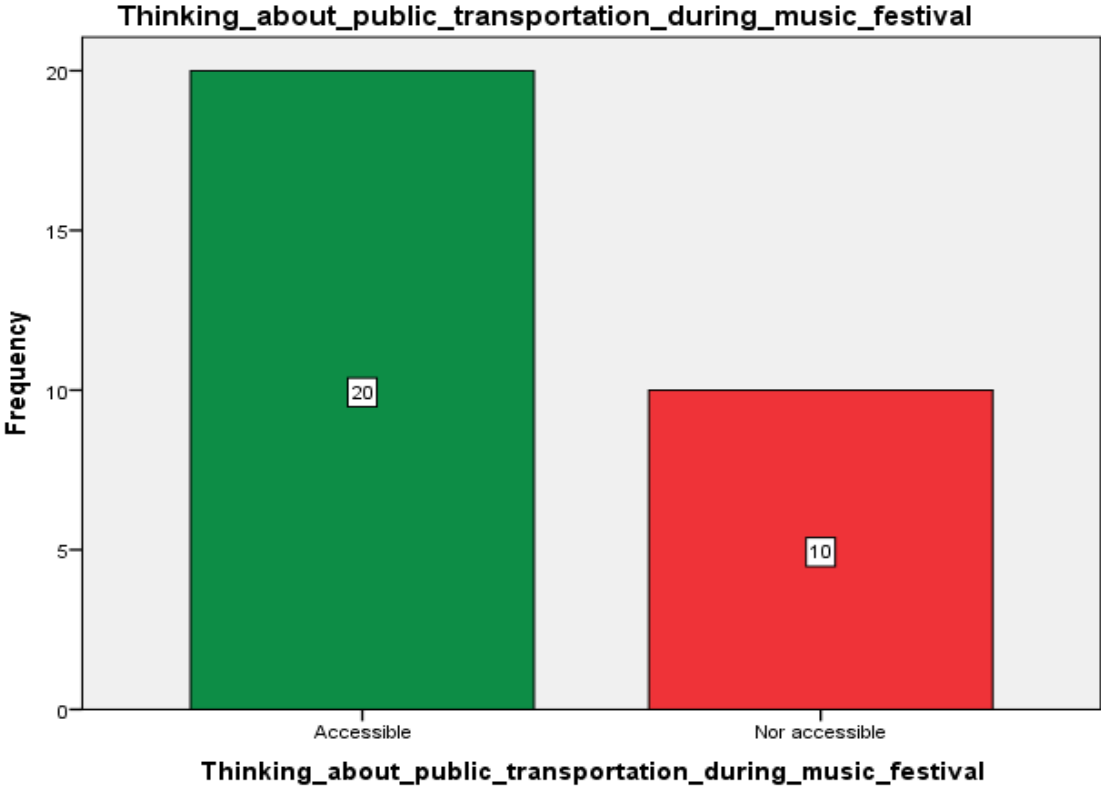
Graph 14: Premises of music events

Premises of the events are one of the most important elements to be considered while organizing events. A good premise gives a good destination image to audiences. The research consists analyze of the premises. As shown in graph 14, 48% of the audiences found the premises of music events better. 38% of the visitors thought that the premises of the music event are satisfactory. A premise of the event plays the important role in visitor attraction. The graph shows that the voting percentage for sufficient and excellent is 9% and 35 respectively, which are comparatively less than the voting on good and satisfactory box.



Graph 15: Band performance in music festival

According to the graph above more than 50% of the audience seem to be quite satisfied with the performance of the band. This explains that the event went quite well. It seems the host community wants to entertain the audience as far as they can. However, some of the audiences were not satisfied with the band performance. The number of quite dissatisfied and very satisfied is equal in number. This shows that there are always positive and negative parts in an event. Five people among 33 people voted on I cannot say. It can be that the respondents do not want to judge the performance.



Graph 16: Transportation Facilities

The next question asked was about the transportation facilities of the venue. During the festivals most of the visitors were found to use their own private vehicles. So the participant found that it was easy to reach to the venue through the vehicles. According to the graph, 20, 66 % of the audience in the survey thought the transportation facility is accessible and, 10, 33 % of the audiences thought the public transportation are not accessible. Since the accesses of the train are not in the city where the music event is organized some people thought the transportation is not accessible.

5.3 Open-ended Question

The last two questions on the questionnaire were open ended questions; “How should music event be developed in the Ostrobothnia region? And “Other Comments” where participants can write their own words regarding to the festivals.

Unfortunately, every participant did not write their opinion, but the participants who gave their opinion are admirable. The audiences gave a wide range of feedbacks. Most of them were satisfied with the music events in Ostrobothnia and they expect to have similar kinds of events frequently. The participant also thinks that Ostrobothnia has wide scope of music events. Furthermore the participants said that international bands and artists increased the taste of the music so the collaboration of international and national artist was good. Similarly the participants also felt that the marketing of the event is necessary since Finland is the best place for the music events.

Some of the international participants were hoping for the booklet and volunteers for the guidance. One of the participants said that folk music and folk dance of Kaustinen have created a good image of Finland. One of the students who participated the Korsholm Music Festival was excited to attend the music event. Meanwhile, he added that the special ticket rates for the student were appreciable. Many of the participants were impressed with the possibility and the concert venues and offers provided.

6 CONCLUSION

The description and theoretical investigation lead to the following conclusions. These days tourism is recognized as the fastest growing industry. At the same moment the music festival has played an important role to attract both national and international tourists. This is leading the country's economy to peak. From the statistics of Finland's music events, visitors at the beginning are limited but gradually the numbers increased. Large numbers of people are employed by this kind of events and festivals.

Taking into the consideration previous music festivals in Finland, they have meant a positive economic impact on the host community. People's income has increased after the deep economic recession of the 1990's; people appreciate leisure time with family, friends and want to decrease work stress by participating in music festivals, concerts and festivals. Music events helps in creating attractions that can fascinate new kinds of visitors from a touristic point of view. A music festival has a big contribution to establish a good image of Finland all over the world. Due to the suitable environment of Finland, large number of artists wants to have their performance in this country and this helps to give a better and more diversified image of the region and the country as an attractive destination.

The aim of writing this thesis has two points. One is to research the possibility of music events, which is one of the backbones of tourism. The other one is to know better and to have a close view about the music event organized in Finland. This thesis focuses mainly on theoretical part and research part. The most important findings of this thesis present that firstly event planners need to understand and determine clear objectives for their event. Planning in detail helps to determine the clear objective and achieve a targeted goal. Behind every event lie careful planning, analysis and evaluation. When it comes to a music events every element are meant to run smoothly without any obstacles and errors. However, avoiding mistakes and learning is another part. But this can affect the reputation of the music events.

In this thesis SPSS software was used to analyze the data. While doing survey different types of questions were constructed in an attempt to see the opinion towards the event. It can be seen from the research that the music event is a sector that has all the potentials of

developing any touristic destination. It is a tool that helps to build a destination image of a place and nation. The research also shows the strengths, weakness, opportunities and threats of the music events. Hosting an event is not an easy task, so the cooperation between the organizers, association and interest groups are very essential. Special focus and emphasis should be given to targeted groups so that the huge participants can be gathered. Focus on the wish of the audience and planning the music event thoroughly with the evaluation of the attendees, the environment, the event itself and potential competitors will surely produce a successful event.

Tourism is a large industry these days if a proper attention is given on the tourism products like a music event, a host community and a nation can benefit economically. Music event tourism is another way to create a brand image. Music event has positive and negative impacts so while organizing the event it is better to care for the sustainability of the environment and lots other elements.

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APPENDIX 1

1. Gender

Male Female

2. Age group

< 20 20-30 31-40 40 above

3. How important are events and music festival in Ostrobothnia region?

- Very important
- Important
- Neutral
- Not so important
- Not at all

4. Are you satisfied with the music and event festival organised in Ostrobothnia region?

- Very satisfied
- Quite Satisfied
- Quite Dissatisfied
- Very dissatisfied
- I cannot say

5. How often do you attend the music and festival of Ostrobothnia?

- Very often
- Often
- Not so often

6. What do you think about the facilities provided by the host community?

- Very satisfied
- Quite satisfied
- Quite dissatisfied
- Very dissatisfied
- I cannot say

7. What are the reasons for attending the events and music festivals?

For leisure Educational purposes Recreational Entertainment
 Other.....

8. What do you think about the Music and festival organised in this region?

- Very good
- Quite good
- Neutral
- Quite bad
- Very bad

9. How do you find the price level of tickets sold in the music events?

Expensive Reasonable Cheap No answer

10. What do you think about the Parking Facilities during the music events?

Excellent
Good
Satisfactory
Sufficient
Own opinion.....

11. What do you think about the premises of the music events?

- Excellent
- Satisfactory
- Good
- Sufficient
- Own opinion.....

12. What do you think about the music band performance in the music event?

- Very satisfied
- Quite satisfied
- Quite dissatisfied
- Very dissatisfied
- I cannot say

13. What do you think about the participant attending the event?

Local National International

14. What do you think about the public transportation service in this area during the music events?

Highly accessible Accessible Not accessible

15. How should music event be developed in this Ostrobothnia region? Write on your own words? ☺

16. Other comments?
