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NATIONAL DAY AT DEXI RESTAURANT

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National Day at DeXi restaurant		36 pages 4 pages of appendices
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<p>Abstract</p> <p>The main goal of the thesis is to introduce the Finnish food culture to XAMK international students. To achieve this goal, the following objectives were set: identify gastronomic events as an important issue in people’s food culture, develop a National Finnish Day event in the context of coronavirus pandemic, and demonstrate that the cooking video is a great way to present food culture to XAMK international students.</p> <p>The first part of the research provides theoretical data about the event organization, the types of online events that are relevant to conduct during the COVID-19 pandemic, information about the food culture of Finland and its iconic national dishes.</p> <p>The second part of the thesis is shown qualitative research that was used. There were conducted three interviews with representers of XAMK, who participated in the event organization at the university earlier. Based on the results of the interview, a menu was formed from the traditional Finnish dishes as Karelian pasties, Finnish salmon soup, and Finnish blueberry pie.</p> <p>The third part of the research is focused on video planning and implementation. Shooting and editing videos is a creative and enthralling process, although very time-consuming and meticulous.</p> <p>Quantitative research was used in the research as a survey. The survey was aimed at evaluating the first impression of the video “Let’s cook with Daria”, collecting the feedbacks. The results of the survey showed that the video was made successfully, it reveals the topic of the food culture in Finland. All of the respondents enjoyed watching the video, highlighted the well-chosen Finnish dishes, the ease, and usefulness of the information provided.</p> <p>In conclusion, the research shows how much the Finnish people appreciate and are proud of their food culture, dedicating holidays to the national Finnish dishes.</p> <p>For future videos, it is recommended to add voice comments, and cooking tips to the video. To increase the video quality, it would be great to have special shooting equipment to make a video from different angles.</p>		
<p>Keywords Food culture, national Finnish cuisine, cooking video, online event.</p>		

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1 INTRODUCTION

Organizing events is a complex and time-consuming process. It is necessary to thoroughly plan the event and entertainment program, consider the details and subtleties.

Nowadays, due to coronavirus restrictions, many events are held online. This has become problematic and challenging for event organizers. It is very difficult to keep the attention of the target audience online, develop an entertainment program.

The International Week event has been organized for several years and is aimed at international cooperation, acquaintance with the cultures of other countries in an amusing and thrilling way. The International Week events were also forced to be held remotely this year.

The commissioner is DeXi restaurant, which is located on the Mikkeli campus of South-Eastern Finland University of Applied Sciences (XAMK). The address is Patteristonkatu, 3, Mikkeli. The contact person of the restaurant is Margit Neuvonen.

The goal of the thesis is to introduce the Finnish food culture to XAMK international students.

The objectives of the thesis are:

1. Identify gastronomic events as an important issue in people's food culture.
2. Develop a National Finnish Day event in the context of the coronavirus pandemic.
3. Demonstrate that the cooking video is a great way to present food culture to XAMK international students.

2 THEORY

2.1 Event and event management

An event is a planned public occasion, and it is often of an entertainment nature. An event usually has a customer and an event organizer.

In the Cambridge English dictionary, an event is “anything that happens, especially something important or unusual”. (Cambridge University Press, 2021) To find the meaning of the word “event” the Cambridge English dictionary was chosen because it is one of the most popular sources where all meaning and definitions of words are given.

An event has different categories, which shows that it could be large-scale for thousands of people or humble and small for a limited circle of persons. Table 1 shows event categories and examples.

Table 1. Event categories (John Cousins, David Foskett, Andrew Pennington, 2011)

EVENT CATEGORY	EXAMPLE
PERSONAL	Weddings, birthdays, anniversaries
LOCAL	Village fairs, local drama clubs
COMMERCIAL	Conferences, exhibitions, trade shows
FESTIVALS	Book fairs, carnivals
PUBLIC	Festivals, concerts
SPECIAL	National Day celebrations, cultural performances
SPORTING	Tennis open, Singapore grand prix
GLOBAL	Royal weddings, Live Aid
MEGA	Olympic, Paralympic Games, FIFA World Cup

In table 1 there is information about event categories that are divided by quantitative criteria. Some of the small-scale events are personal and local occasions. The large-scale events are global and mega-events. Based on the table’s information, the National Day event is a special occasion.

Event management is a process which starts from creating a concept of an event, substantiation of the idea, planning, coordination, control of realization, and in the end implementation and receiving feedback. (Younts, 2020)

2.2 Customer entertainment

When the organizers plan an event, they should definitely think about the entertainment program.

Planning entertainment for the customer audience is one of the key issues in the event management. The key planning steps are shown in Figure 1.

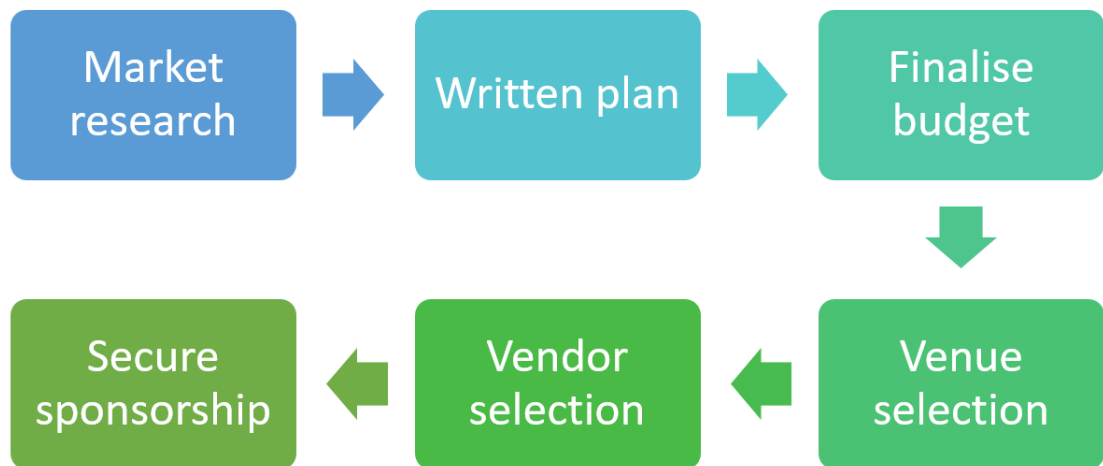


Figure 1. Event planning

Firstly, event organizers have to think about customer audience. They need to know more about customers' lifestyles and preferences. It is easy to define by online surveys, in which the audience can provide all essential information.

Secondly, they should keep an eye on the budget of the event, as entertainment programs can be costly. It is necessary to think through every detail of the entertainment, in order to avoid unexpected and unplanned expenses.

Moreover, organizers need to be focused on event goals, in order not to lose the main concept of the event.

When event organizers have defined the target group and customer needs, the main concept of the event, its goals, and objectives that will need to be completed, it is necessary to focus on creating an incredible and exciting pastime. (Colston, 2018)

OFFLINE AND ONLINE

COMPARING THE 2 TYPES OF EVENTS



Figure 2. Offline and online events

All events are divided into 2 types: offline and online events (Figure 2). In Finland, most of the popular and successful offline events are outdoor events, where people can go out, eat open fire food, feel how snow crunch under their feet, and do some winter activities such as skiing, ice skating, ice floating, etc.

Nowadays, due to the coronavirus pandemic, most of the events are conducted online. This is quite complicated and laborious for event organizers because it is difficult to attract the target audience and involve them in various activities remotely. Due to the current circumstances, this issue is acute and relevant. Event organizers are trying to devise more and more variable events for consumers, which can be entertaining and easy to conduct online. Examples are provided below. (Copans, 2020)

- Live competitions

Virtual competitions are one of the ways of online entertainment. It allows conducting live games and contests between the audience, attracting participants and observers. In addition, the organizers have a great opportunity to invite sponsors to virtual competitions, which will attract more audience and get a profit.

- Online concerts

Although concerts and other mass events are prohibited due to the current situation, this is not a reason to refuse entertainment and recreation. Music and dance concerts can be perfectly organized online, and the audience can get incredible pleasure and experience from such virtual events.

- Health and sport sessions

Virtual sport and health sessions are quite popular due to the COVID-19 pandemic. People are forced to stay at home and significantly reduce contact with people, their daily activity decreased dramatically, and health problems began to appear. Online sports and wellbeing programs have become increasingly common to prevent these problems. People can do sports or their own wellness activities at home online in a fun and exciting way.

- Cooking classes

People have become more likely to cook homemade food due to the coronavirus restrictions when all cafes and restaurants are closed. To conduct such an event, event organizers will only need a great and sociable cook and a stable Internet

Seasonal products are divided into four types, depending on the season: winter, spring, summer, and autumn. Let us look at each of them.

– Winter

Fish

In Finland there are a lot of gorgeous small lakes, that will give people an unforgettable and fantastic experience. Winter fishing is one of the most popular activities for Finnish citizens. The lakes of Finland are rich in valuable fish, which is why they are so attractive to tourists and fishermen in the winter. In the lakes, there are fish such as salmon, walleye, pike, perch, and others. In addition, winter fishing is so popular in Finland that fishing spots are equipped with bio-toilets, garbage containers and places where they can drink hot tea and warm up.

Venison

Venison is a real delicacy with unusual taste properties. Venison is the purest and most eco-friendly meat because deer eat only natural and environmentally friendly products, such as moss, the foliage of trees, shrubs, and lichens. Moreover, this is high-protein meat, rich in vitamins and substances that help to remove carcinogens, and harmful things from the organism.

Rye flour

Rye flour is widely used in Finnish cuisine, for instance, in such dishes as rye pies with rice or potatoes, or sometimes with carrots, and various rye tortillas.

– Spring

Asparagus

Asparagus is a vegetable that is low in calories, although it has a lot of useful vitamins and minerals. The composition of asparagus is dominated by folic acid, which helps in the formation of new cells, and vitamin K, which improves the quality of human blood and plays a significant role in the formation of bones.

Celeriac

Celeriac has medicinal properties on human health, it has a positive effect on the state of the cardiovascular and digestive systems. Celeriac is often used in the preparation of a diet menu because it is low in calories and promotes weight loss.

Liquorice

Liquorice is one of the symbols in the Finnish cuisine, it is used in various dishes such as pastries, confectionery, sweets, sauces. Liquorice has an unusual and specific taste, but despite this, every tourist should try this traditional Finnish delicacy.

- Summer

Summer is one of the richest and most fertile seasons for products, when people can find a variety of berries, fresh fruits, and vegetables.

Potato

Potatoes are widely and popularly used in the Finnish cuisine. The potatoes are often served with herring or with butter and dill or caviar.

Blueberry

Blueberries are widely used in Finland in cooking, medicine, and even in cosmetology. These berries are rich in vitamins, macro and microelements, antioxidants, and other valuable substances. Vitamins K, C, and fibre prevail in the composition of blueberries to the greatest extent. In Finnish cuisine, blueberries are often used in baked goods and beverages (for example, in "berry soups").

Cloudberry

Cloudberry is an unusual, original, and unique Northern berry that grows in swamps. This berry is one of the symbols of the Finnish cuisine, it is also called

"royal berry". Cloudberry is often served in Finnish dishes, one example being Lapland cheese with cloudberry jam.

- Autumn

Mushrooms

Finland is rich in mushrooms, and the most valuable and favorite ones of them are chanterelles. In the Finnish cuisine, people can find such dishes with mushrooms as traditional mushroom soup with chanterelles, salad with oyster mushrooms, sauce with wild mushrooms, pie with champignons, and shiitake mushrooms.

Lingonberry and cranberry

Lingonberry and cranberry are also traditional Finnish berries, which often use in desserts, baking, beverages, and soups. These berries have a lot of valuable vitamins and useful substances. (Tero Kallio, Kimmo Saira, 2008)

2.3.1 Iconic Finnish dishes

Each country has dishes that are associated with certain national holidays and seasonal features. Finland is no exception. In Finland in the wintertime people usually eat fat meat and fish, in spring they would like to taste first fresh vegetables. In the summertime, Finnish people often cook a lot of dishes from Finnish berries and mushrooms, for instance, pies or pasties. In the autumn they prefer to eat Northern Finnish berries, such as cranberry and lingonberry, and to cook game meat.

Finland has many national holidays that honor the memory and highly appreciate the history of Finland. One of these holidays is Runeberg Day, which is celebrated on February 5. Johan Runeberg was a poet and author of the Finnish National Anthem. Every year this holiday is celebrated in Finland because people widely recognize the contribution of Johan Runeberg to the history of the state.

Let us discuss some traditional national Finnish dishes, which are dedicated to the national holidays of Finland, and besides, dishes that are symbolized with a certain season in Finland. Figure 4 shows some of the traditional Finnish winter dishes.



WINTER

ICONIC FINNISH CUISINE

Figure 4. Traditional Finnish winter dishes

- Runeberg Day

As mentioned earlier, Runeberg Day is the day of the author of the national Finnish anthem. It is celebrated on February 5, the birthday of Johan Runeberg. A few weeks before the holiday and a couple of days after it, people usually buy Runeberg cake in shops and coffee shops. A special feature of Johan Runeberg's favorite cake is the combination of almonds, cardamom, and rum.

- Laskiainen (Fat Tuesday)

“Laskiainen” translates to “Fat Tuesday”. This holiday is celebrated by the Finns seven weeks before Easter on Tuesday. The traditional food is creamy pastries and thick pea soup. “Laskiaispulla” (fat bun) is a pastry that is stuffed with a large amount of whipped cream and a layer of jam. Previously, it was believed that if people eat a lot of fatty food on Fat Tuesday, then the year will be fertile and there will be a lot of harvests.

- Salmon soup

There is no national holiday for this dish, but in winter, Finnish people often cook salmon soup, as it allows them to keep warm in cold and harsh weather conditions. The main ingredients of the soup are potatoes and salmon. The main feature of the soup is that cream is added to it. The soup has a sophisticated and delicate taste.

- Joulutortut (Traditional Finnish Christmas cookies)

“Joulutortut” is a traditional Christmas pastry that resembles the shape of a star. The basis of the cake is puff pastry with plum jam. This cake can be found on the shelves of coffee shops at Christmas time.

- Glögi (Christmas Finnish beverage)

Glögi is a traditional Christmas Finnish beverage. It can be of two types: alcoholic and non-alcoholic. An alcoholic beverage is prepared on the basis of red wine, and a non-alcoholic one is prepared on the basis of cranberry juice. A lot of spices, cinnamon are added to the drink. It is often served with ginger cookies.

In the spring Finnish culture has many holidays and national events: the Easter, Day of Spring and Day of Students. Figure 5 provides information about some of the traditional Finnish spring dishes.



SPRING

ICONIC FINNISH CUISINE

Figure 5. Traditional Finnish spring dishes

- Mämmi (Traditional Finnish Easter dish)

It is a traditional dessert of Finnish cuisine, which is prepared during the Easter period. Mämmi is a unique and unusual delicacy, the main ingredients of which are rye flour and licorice. In addition, there are notes of orange in the dessert. Finnish people recommend eating it with milk or ice cream.

Finnish people celebrate Day of Spring and Day of Students on May 1st. On this holiday Finnish people usually cook “Munkki” (Finnish donut) and “Tippaleipä” (crispy brushwood).

- Tippaleipä (Funnel cake)

Tippaleipä is crispy brushwood with sugar powder. It is a traditional May Day dish. In appearance, Tippaleipä resembles narrow strips of sweet dough that are prepared deep-fried. It is often made at home, as it is very easy to cook.

- Munkki (Donut)

Munkki is a Finnish donut that is often supplemented with berry jam. Munkki is a national May Day dish. Previously, it was believed that the shape of the dessert resembles the hairstyle of a monk during Lent. Now the tradition has been preserved and the Finns are happy to enjoy the traditional Finnish donut on the First of May.

Figure 6 presents information about some traditional Finnish summer dishes. The description is provided below.



SUMMER

ICONIC FINNISH CUISINE

Figure 6. Traditional Finnish summer dishes

- Mustikkapiirakka (Finnish blueberry pie)

Northern berries have a high value and are very useful for the human body. For this reason, in Finland, pastries are often made from Northern berries: blueberries, cranberries, and lingonberries. One of the most popular Finnish berry pies is blueberry pie. The peculiarity of the Finnish blueberry pie is that it is filled with sour cream sauce, which gives it a pleasant creamy taste.

- Juustoleipä (Cheese bread)

Juustoleipä translates to "cheese bread". A special feature of the national Finnish dish is the method of preparation, the cheese is made in the oven, like bread. Cheese is made from cow's or deer's milk. It is notable for its unusual, toasted crust. The cheese has a delicate sweet taste and a soft consistency. The dish is served with cloudberry jam.

- Licorice

Licorice has a specific taste, to which it is impossible to be indifferent. Some people love licorice, while others try to avoid dishes with this ingredient. Nevertheless, in Finland, it is extremely popular, and it is added to many desserts. Midsummer Day is celebrated during the summer solstice, celebrated in

nature by burning a bonfire. One of the symbols of Midsummer Day is licorice candies.

Finally, Figure 7 shows the iconic Finnish autumn dishes.



AUTUMN

ICONIC FINNISH CUISINE

Figure 7. Traditional Finnish autumn dishes

- Karjalanpiirakka (Karelian pasties)

Karelian pasties are one of the most famous Finnish national dishes, which the Finnish people are very proud of. Karelian pasties are baked from rye dough with different fillings. The most popular fillings are rice porridge, potatoes, and berries. These pasties can be found in every grocery store or coffee shop. In addition, they are also very easy to prepare. Finns usually eat them for breakfast with coffee or tea, spreading sour cream or butter on them.

- Kalakukko (Finnish fish pie)

Kalakukko is the national Finnish fish pie with lard. The basis of the closed pie is rye dough. The pie uses a small fish, such as grouse or smelt. For the holidays, when choosing fish for a pie, preference is given to salmon. Previously, this dish was cooked for the autumn harvest festival. This dish is even dedicated to a song called "Flying Kalakukko".

- Korvapuusti (Cinnamon roll)

This is one of the most popular traditional Finnish dishes. These are delicious soft buns with cinnamon, cardamom, and sugar. Finns adore these buns that even have own national holiday, celebrated on October 4.

The provided information was taken from the official Finnish website, which called "VisitFinland". This website helps people who would like to visit Finland to prepare their trip in advance and get acquainted with Finnish culture. (VisitFinland, n.d.)

3 RESEARCH METHODOLOGY

3.1 Planning of the research method

In the process of research, three interviews were conducted with the representatives of XAMK, who participated in the event organization at the university earlier. The purpose of the interviews is to collect information about the previous experience of organizing events and to hear the respondents' opinions about the importance and necessity of informing foreign students about the food culture of the host country. Besides, it is necessary to create a menu for the planned event, based on the recommendations of the respondents.

The main themes of the interview were the previous experiences of the event organization, what event entertainment programs were used and conducted, and what do respondents think about the food culture. The respondents were Rico Martikainen, Jaakko Pitkänen and Marjut Kasper.

Rico Martikainen is one of the representatives of the Student Union Kaakko, who has experience in organizing events for university students. Jaakko Pitkänen is a lecturer in the department of Tourism, Hospitality and Youth Work. He teaches the basics of event management and everything related to the organization, planning, and implementation of occasions. Marjut Kasper is the Senior Lecturer of Hospitality Management, who works in the department of Tourism, Hospitality and Youth Work. She has experience in event organization for international students and it was essential to aware of her previous organizational practices.

The questions of the interview are provided in Appendix 1.

3.2 Interview description

The first part of the interview was about their previous involvement in the event organization before the coronavirus pandemic. Marjut Kasper said that Student Union Kaakko had organized some events for international students. The goal of these events was to get together and socialize in Mikkeli. Rico Martikainen as a representative of Student Union confirmed it but clarified that due to the coronavirus pandemic most of the events were cancelled. Moreover, Marjut Kasper mentioned that the International Week event was organized every March, and it has been a very popular and successful occasion. It has participated in more than 70 partners, students, and teachers, whose aim was to get more cooperation, to learn more about different cultures and national cuisines. During International Week, they had a cultural corner where students could get acquainted with their national cultures, for instance, German, Russian, Belgian, and others. The International Week event was held offline before the coronavirus pandemic. This year the occasion also took place in March, but in the remote mode.

Each respondent answered the question about the main secrets of a successful event differently. Jaakko Pitkänen paid attention to event planning because it is the basis of a felicitous event. Furthermore, he noted that the segmentation of the audience is a key, event organizers have to know their customers, what they want and what they need. Marjut also noticed that the most important part is what happens before the event or in other words it is planning. Due to the coronavirus situation, Rico Martikainen and Marjut Kasper mentioned that the place of the event should be safe and comply with the coronavirus restrictions.

All of the respondents unanimously agreed that the best way to measure the success of an event is to conduct a survey where they could ask their consumers for feedback.

The main topic of the second part of the interview was event entertainment. It was necessary to gain information about it because nowadays it could be quite complicated to have an entertainment program due to the coronavirus restrictions.

Marjut Kasper claims that an online event is rather complex, it is a new way for them to conduct an event. In my opinion, the most challenging thing is to communicate with the audience and to be active on the network. Online entertainment needs to be developed because it is quite complicated to hold customers' attention and concentration. One of the suggestions of online entertainment is to conduct a cooking class in the International Week event.

Jaakko and Marjut said that before the coronavirus restrictions the most popular activities were out-door events, where customers could feel the snow, how it is crunching under their feet, walk in the forest, eat open-fire food, have cozy conversations near the fire, and play some group activities.

Finally, the third part of the interview contained information about the key topic of the thesis – food culture.

During the conversation with Marjut, she discovered that no events were organized to introduce international students to the food culture of the host country. She noted that it could be a great experience for them. Moreover, Marjut mentioned that they were responsible to talk about the Finnish food culture and share information about different types of food. Jaakko Pitkänen noted it would be interesting to tell people what Finnish people eat and what they do. He suggested having a dinner where they could eat something local.

All of them recommended to include Karelian pasties, Karelian stew, and a sweet pie with Finnish berries into the menu. I totally agree with them because they are the most popular traditional Finnish dishes, and they are associated with the Finnish food culture.

In conclusion, these interviews allowed to know more about the previous experiences in the event organization, how to achieve success in organizing occasions. Moreover, respondents confirmed the importance of event planning and correct segmentation of the audience. In addition, they shared their experiences in today's coronavirus event environment and agreed on the significance of the event which is aimed to introduce the food culture of Finland.

Furthermore, all respondents confirmed that it is essential to conduct an entertainment program at events. During all International Week events, various types of entertainment were organized to diversify the event and learn more about the culture of another country in a playful way. The participants of the event came from different countries, and most of them were in Finland for the first time.

Unfortunately, this year the International Week event was organized online due to the coronavirus restrictions. To support the event and add something new to the program of the occasion, it is possible to offer the creation of a culinary master class, which will be aimed at getting acquainted with the Finnish cuisine and their food culture.

4 COOKING VIDEO AS AN ALTERNATIVE OF “NATIONAL DAY” EVENT

International cooperation is a significant part of XAMK's profile, since XAMK offers studies in English in many various study fields and a lot of exchange students from different countries study every year. This fact allows organizing events which will focus on international cooperation. Due to the COVID-19 pandemic, these events are being canceled, and event organizers have started to solve this problem by creating online events. One of these events is the Online International Week event.

Due to the interview, it is known that earlier in the International Week event there were no days dedicated to the Finnish national cuisine. In my opinion, it is necessary to educate international students, many of whom are in Finland for the first time, about the national traditions and Finnish cultural features, including the food culture.

With the pandemic, all activities are currently being conducted online. To support the event and take part in it, there is a proposal to create a cooking video that can be shown in between some cultural seminars of the International Week event, as part of the entertainment program. The video clip will be informative and entertaining. Based on the results of the interview it was decided to make a video about traditional Finnish dishes.

The goal of the video is to present three traditional Finnish dishes educationally and engagingly, introducing the audience to the food culture of the land of a thousand lakes.

4.1 Planning

Creating a video is a complex and laborious process, in which it is necessary to think in detail about the script, and decorations, and prepare all the required equipment. The work was started by developing a scenario of the video and the selection of certain traditional Finnish dishes.

Three traditional Finnish dishes were chosen based on results of the respondents' recommendations and research of the iconic Finnish dishes, which were already mentioned:

1. Karelian pasties
2. Finnish salmon soup
3. Finnish blueberry pie

Karelian pasties are one of the most popular pastries in Finland, which can be found in any grocery store or coffee shop. All of the respondents of the interview named this dish as one of the most iconic culinary Finnish dishes.

The Finnish salmon soup is a fish soup with a delicate creamy taste. In Finland, the diet of people includes salmon and other redfish. In addition, the Finnish salmon soup is one of the favorite dishes for Finns and it can perfectly become one of the representatives of the Finnish food culture. Therefore, the choice was made in favor of this particular dish.

Finland is an astonishing country that is rich in delicious and healthy Northern berries: blueberries, lingonberries, cranberries, and cloudberry. That is why Finns often prepare these "food riches". For this reason, the Finnish blueberry pie was chosen, which looks great in the frame and it is easy to cook.

"The devil is in the details", so the aesthetic side of the video is very crucial. The background should be carefully designed, it is planned to use pretty flowers and attractive napkins as a decoration.

After selecting the dishes, preparing the necessary products and equipment, it was possible to start shooting the video.

4.2 Implementation

The execution of the video was planned in two stages: shooting and editing the video clip. Before shooting each recipe, research was conducted to find the appropriate and perfect one. The first video recipe was a recipe for "Karelian pasties".

In the beginning, Karelian pasties seem like a complicated and time-consuming dish. In practice, it was prepared very easily and quickly. Difficulties arose only when rolling the dough since rye dough is not the most plastic and it does not simply change the shape.

The results of the cooking Karelian pasties are shown in Figure 8.

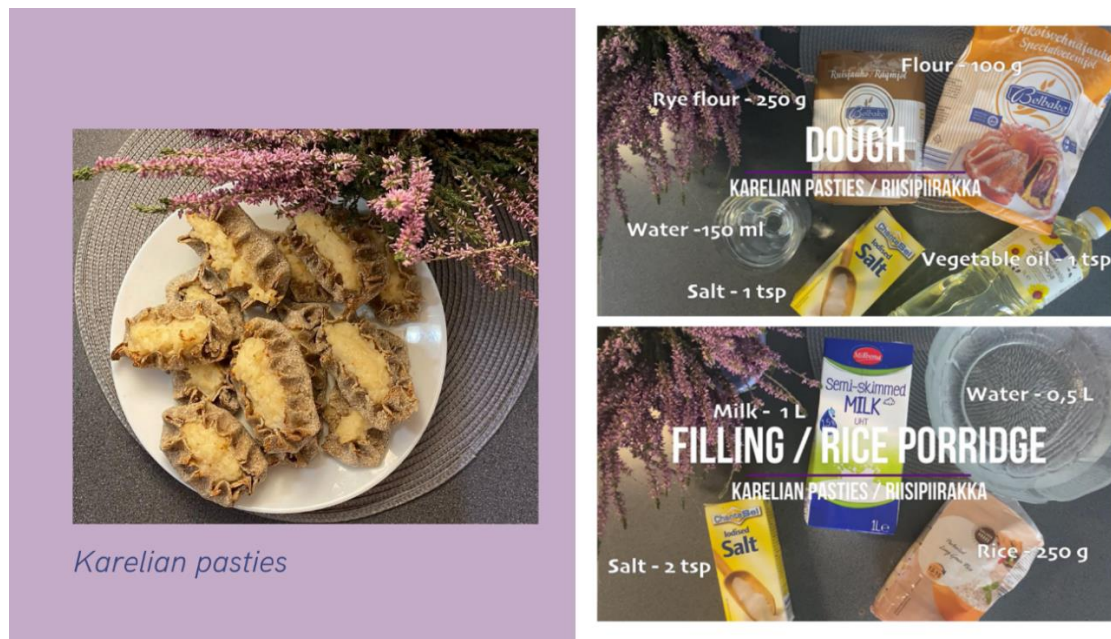


Figure 8. Karelian pasties with ingredients

The Finnish salmon soup was the second video recipe. The painstaking part of the cooking was cutting all the ingredients, for this reason, shooting the video took the most time. Nevertheless, the video of the recipe is dynamic, with a quick change of frames, colorful and saturated.

Figure 9 shows the result of cooking the Finnish salmon soup.



Figure 9. Finnish Salmon soup with ingredients

The final recipe was the Finnish blueberry pie recipe. It is the fastest and easiest to prepare among the other two recipes. The cooking process was enjoyable and uncomplicated.

The results of cooking the Finnish blueberry pie can be found in Figure 10.

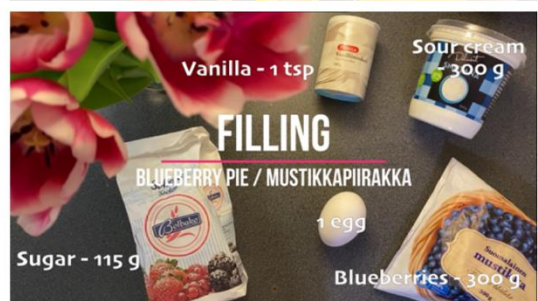
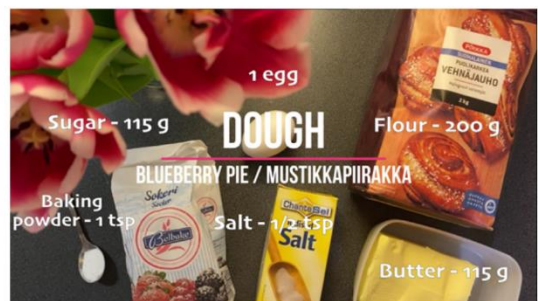


Figure 10. Finnish Blueberry pie with ingredients

After the creative part of the work – shooting the video, it was possible to proceed to a more painstaking and laborious part, the editing. The video editing took about 10 hours of continuous work.

The last stage of editing the video was the selection of musical accompaniment and final edits. As a result, shooting and editing the video took three days.

YouTube link to the video “Let’s cook with Daria”:

<https://www.youtube.com/watch?v=D2u5IR35XT4>

Cooking Finnish dishes brought a lot of pleasure and new knowledge about the Finnish food culture, shooting and editing videos allowed to be creative and inventive, as well as get aesthetic delight.

The next stage of the research is to collect feedback by the online survey.

5 COLLECTING FEEDBACKS

To collect feedback from the cooking video "Let's cook with Daria", a survey was conducted to form a general opinion of people about the video, how it meets the purpose of the video, and is one of the ways to get acquainted with food culture online.

The survey was aimed at evaluating the first impression of the video “Let’s cook with Daria”, collecting the feedback and forming recommendations for future cooking videos. The invitation to participate in the survey was sent to the students by email. The survey invitation is provided in Appendix 2. The research was conducted by the online survey which was created on the Webropol service. The survey questions are presented in Appendix 3.

5.1 Respondent profile

The survey was attended by both International and Finnish students who participated in the Online International Week Event 2021, as well as exchange students. The research was conducted by the online survey created using the Webropol service. The population of the research was 70 people, which 40

students participated in the Online International Week event and 30 exchange students, 24 of whom took part in it.

There were representatives of 8 countries: Russia, Finland, Belgium, Germany, Lithuania, Poland, France, China. Both International and Finnish students participated in the survey from the following faculties: Tourism, Social Work, Environmental Engineering, Wellbeing Management, and IT.

5.2 Data collection

The data for the main study was collected by using an online survey. It was sent to the focus group by email. The survey included seven questions about the impression of the cooking video “Let’s cook with Daria”, helpfulness of information provided, and video quality. The response rate was 34%.

5.3 Results

The survey was conducted between International and Finnish students. The population of the research was 70 people, 24 of them took part in it.

There were representatives of 8 countries: Russia, Finland, Belgium, Germany, Lithuania, Poland, France, China. Students interviewed are studied at Tourism, Hospitality Management, Social Work, Environmental Engineering, Wellbeing Management, and IT.

The first question of the survey after the personal information was about the helpfulness of information which was given to students on the video “Let’s cook with Daria”, where 1 point was minimum, and 5 points – maximum.

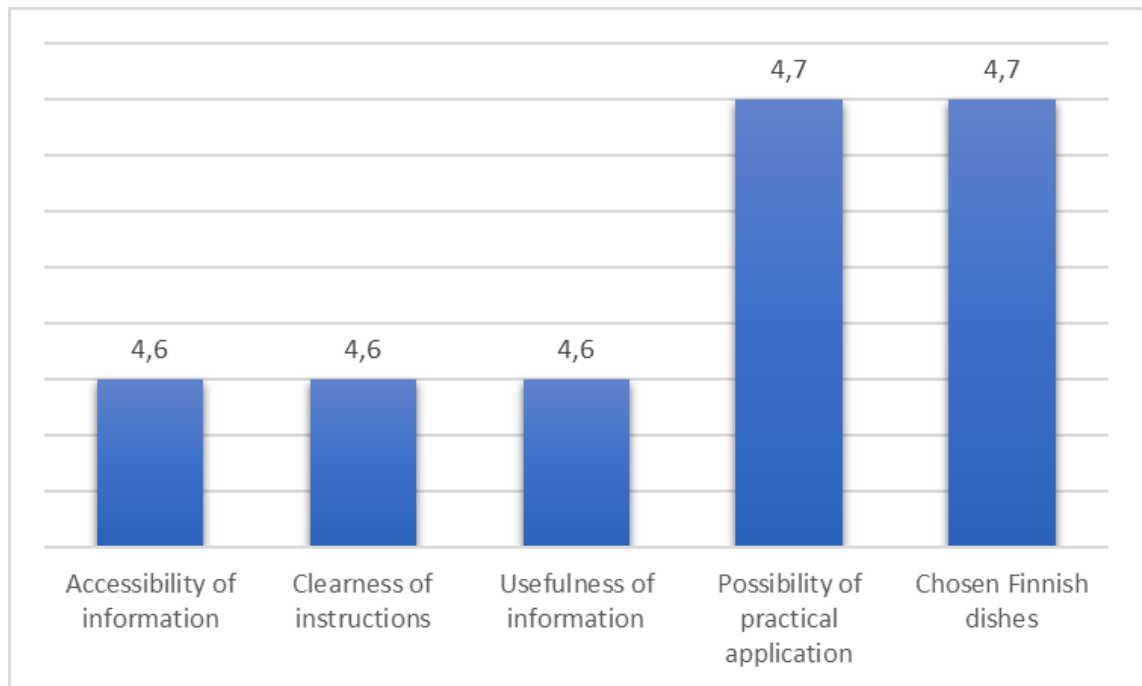


Figure 11. Usefulness of the provided information

The highest ratings were given to the following points: “Possibility of practical application” and “Chosen Finnish dishes”, both has the same rating 4,7 out of 5 points. The following criteria were rated slightly lower: “Accessibility of information”, “Clearness of instructions”, and “Usefulness of information”, the rating is 4,6 out of 5 points.

The results show that the students highly appreciated the information provided and were satisfied with the video.

Students rated the quality of the video in the second question of the survey.

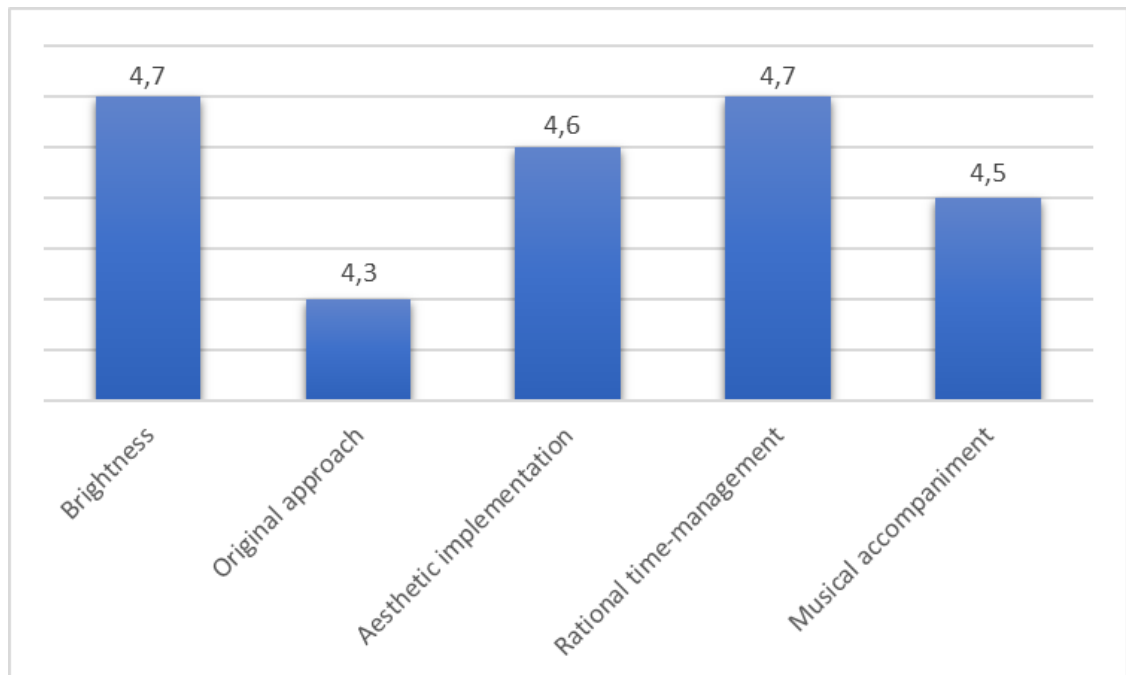


Figure 12. Video quality assessment

The following points had the highest rating: “Brightness” and “Rational time-management” both were rated as 4,7 out of 5 points, “Aesthetic implementation” (4,6 out of 5 points), “Musical accompaniment” (4,5 out of 5 points). Students interviewed were the least satisfied with the “original approach”, the rating is 4,3 out of 5 points.

The students highly appreciated the quality of the video produced, especially they enjoyed the brightness, saturation, and aesthetics of the image, the shortness of the video, and the well-chosen musical accompaniment.

The third question focused on achieving the main goal of the video: getting to know the food culture of the host country.

The respondents unanimously decided that the goal of the video was successfully achieved. The video allowed them to learn about some of the traditional Finnish dishes and get acquainted with the Finnish food culture by cooking these dishes at home.

Most of all, the respondents liked the carefully selected color scheme, the brightness and colorfulness of the images, and the way the video was shot. The

students noted an attractive aesthetic background with different flowers for each recipe. The informative content, easy presentation of the material, and the short length of the video also attracted students.

One of the last questions was about possible recommendations or changes to the video. Most of the students interviewed would not like to change anything in the video, it fully corresponded to the title, and they were completely satisfied with it. Some of them recommended adding some voice instructions, cooking advice, and the history of the dish.

At the end of the survey, all the students solidly replied that they would recommend the video "Let's cook with Daria" to their friends and other students. Some of them said that they would recommend this video even for their Finnish relatives and friends because the instructions were very clear and easy to follow. Another student claimed that he definitely would recommend it because the video allowed learning unusual dishes of the local cuisine.

5.4 Summary of the findings

The study collected enough information to draw conclusions and recommendations. The survey included questions about evaluation of the video quality and following the food culture.

Regarding the first question of the survey, the assessment reveals that in the video provided information was presented in an understandable and accessible manner, the cooking instructions were illustrated distinctly and clearly. In addition, the survey results confirm the possibility of using video easily in practice. The choice of national Finnish dishes satisfied the interviewed audience.

In the question about the video quality, the respondents were supposed to assess the following points: brightness, original approach, aesthetic implementation, rational time-management, and musical accompaniment. The minimum score was obtained for the "original approach". It was 4,3 out of 5 points. Most of the respondents were pleased with the original and creative approach of the video, they rated it as "satisfactory" giving it 4 out of 5 points.

Probably, they would like to add more individuality and ingenuity to the shooting style. Overall, the respondents highly appreciated the quality of the video.

The survey also showed that the respondents unanimously confirmed that the video allowed them to get acquainted with the food culture of the country. This fact makes it clear that the goal of making a video has been successfully achieved.

The survey revealed a very positive reaction to the video "Let's cook with Daria". The respondents were incredibly surprised by the quality of the video, the detailed script, the musical accompaniment, and the decorations. The video was aesthetic and appealing, colorful and vivid, and most importantly it was useful and concise.

5.5 Limitations

The validity of the survey is limited: only a third (34%) of the focus group responded to the survey. A possible reason for the small participation is that not all of the participants of the Online International Week attended the event and watched the cooking video. Only 10 students from among the participants of the International Week (40 students) watched the video and took part in the survey. The low percentage of participation in the survey can be explained by the new concept of the occasion. This year the event was organized online, due to the COVID-19 pandemic.

5.6 Recommendations for the future cooking video

For the future cooking video, the author would recommend adding voice instructions and cooking advice, which will allow a person who watched the video to know more about the cooking process. Moreover, it is necessary to talk about the dish's history, in which region of Finland it is more popular. It will let people learn more about the country's food culture and get to know the dish better.

6 LIMITATIONS

At the beginning of the research planning, the author decided to organize a National Day event in the DeXi restaurant. Margit Neuvonen, the head of the DeXi restaurant, approved the proposal. The goal of the National Day event is to introduce the food culture of Finland as part of the International Week event.

Unfortunately, all students and staff were informed in January that the DeXi restaurant was stopping its work for the spring, due to the coronavirus pandemic. The International Week event fell at this time, for this reason, the occasion was forced to be held online.

In this regard, the author quickly reacted and made changes to the research work. The National Day events will also be organized on the online platform. Creating a cooking video was the best solution for the presentation of the national Finnish cuisine, due to which students from different countries can get acquainted with the Finnish food culture and cook national dishes themselves easily and simply.

7 CONCLUSION

Taking everything into consideration, it should be mentioned that conducting events during the COVID-19 pandemic is a complex and challenging task that requires a lot of effort to attract and retain the audience's attention.

The International Week has been organized in XAMK for many years. The event is aimed at international cooperation and acquaintance with the national cultures of different countries. This year the International Week is faced a problem of event organization. Due to the coronavirus pandemic, the event is being held online.

One alternative solution to this problem is to create a cooking video where the audience can learn more about the food culture of the country and try to cook this dish at home anywhere in the world.

In this study, the key part of the thesis is the preparation and creation of the cooking video. To begin with, to realize the video idea, three interviews were conducted with XAMK representatives Rico Martikainen, Jaakko Pitkänen, and Marjut Kasper. The respondents were asked questions about their previous experience in organizing events and the value of the food culture. Based on the results of the interview, a menu was formed, which dishes were planned to be prepared on the video. The choice was made in favour of such traditional Finnish dishes as the Karelian pasties, Finnish salmon soup, and Finnish blueberry pie.

Then the main part of the study was the creation of the video. Before that, special equipment, decorations, and ingredients were prepared. Shooting and editing videos is a creative and fascinating process, although very time-consuming and meticulous.

Finally, the important part of the research is getting feedback from the audience. The survey was compiled using the Webropol service and sent international and Finnish students by email. 24 students participated in the survey. The results of the survey showed that the video was made successfully, it reveals the topic of food culture in Finland. All of the respondents enjoyed watching the video, highlighted the well-chosen Finnish dishes, the ease and usefulness of the information provided. In addition, most of the respondents noted the colorfulness and creativity of the video.

The goals and objectives of the study were successfully achieved. The cooking video made allows introducing the Finnish food culture to XAMK international, and Finnish students.

Furthermore, the study shows how much the Finnish people appreciate and are proud of their food culture, dedicating holidays to the national Finnish dishes, for instance, October 4 is the Day of Cinnamon Rolls, September 4 is the Day of National Finnish Cuisine, and so on.

For future cooking videos, it would be great to have special shooting equipment to make a video from different angles, it will significantly increase the quality of

the video. Additionally, it is recommended to add comments, and cooking tips to the video.

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Interview Questions

EVENT

1. Did XAMK international office organize any events for international students? What were they aiming at?
2. Have XAMK international office organized events that were dedicated to the food culture of any country? If yes, which cultures were represented?
3. How did you measure your success?
4. What would you like to improve in those events?
5. Could you formulate the main secrets of successful event?

EVENT ENTERTAINMENT

6. Were there any activities for your customer audience?
7. Which activity was the most popular and successful with customers?
8. Which activities would you suggest for online international event?

FOOD CULTURE

9. Do you think is it important to tell international students about food culture of the host country? Why?
10. What is main iconic Finnish dishes in your opinion? What is your favorite dish in Finnish cuisine?
11. What Finnish dishes would you recommend including into the menu?

Survey Invitation

Dear Student,

We are writing to request your participation in *Cooking video Feedback*.

This survey is conducted by double degree student Daria Osadchuk. The survey was created for educational purposes as Thesis Project to inform students about food culture of the host country. The cooking video was made to demonstrate national Finnish dishes.

YouTube link: <https://www.youtube.com/watch?v=D2u5IR35XT4&t=2s>

Your participation in this survey is completely voluntary and you may opt out of any question in the survey. All of your responses will be kept confidential. They will only be used for statistical purposes and will be reported only in aggregated form.

The survey will take 3 minutes to complete.

To participate, please click on the following link:

<https://link.webpolsurveys.com/S/9450D9CE3BD21811>

The link is available until March 25th.

If you have any questions about this survey, or difficulty in accessing the site or completing the survey, please contact me.

Daria Osadchuk cdaos001@edu.xamk.fi

Thank you in advance for providing this important feedback.

Sincerely,

Daria Osadchuk

Survey



You are welcome to participate in the survey!

This survey is conducted by double degree student Daria Osadchuk. The survey was created for educational purposes as Thesis Project to inform students about food culture of the host country. The cooking video was made to demonstrate National Finnish dishes.

Your participation in this survey is completely voluntary. All of your responses will be kept confidential. They will only be used for statistical purposes and will be reported only in aggregated form.

Thank you in advance for cooperation!

1. Personal information *

Home country

Degree programme

2. How helpful did you find an information given to you on the video? *

	1 very unhelpful	2 unhelpful	3 somewhat helpful	4 helpful	5 very helpful
Accessibility of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clearness of instructions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Possibility of practical application	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chosen Finnish dishes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. How can you measure the quality of the video? *

	1 very dissatisfied	2 dissatisfied	3 somewhat satisfied	4 satisfied	5 very satisfied
Brightness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Original approach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetic implementation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rational time-management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musical accompaniment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Does the video contribute to get acquainted with the food culture of the host country? *

- Yes
- No
- Other

5. What did you like most about the video? *

6. What would you like to change or add to the video? *

7. Would you recommend the video to your friends/other students? *