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**IMPACTS OF CULTURAL EVENTS ON TOURISM IN FINLAND**

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**ABSTRACT**

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<b>Name of Thesis</b> IMPACTS OF CULTURAL EVENTS ON TOURISM IN FINLAND		
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<p>The event industry is an immensely growing industry now a day. To celebrate any culture it is necessary to have events to cherish and to feel its existence. Events are also important for tourism. If tourists are attracted to different countries then there should be some events and festivals for their entertainment as well. By this we can promote the culture and tourism simultaneously. The residents can also get jobs through events.</p> <p>The main aim of the thesis was to find that how events can affect the tourism of Finland. Due to events the tourism in Finland can be increased or not. Ultimately if the tourism will be increased then there will be a rise in the economy of Finland as well. The objectives of the study were to determine whether cultural events have any impact on tourism of Finland and how cultural events can help in promoting tourism in Finland.</p> <p>The methodology which was adopted for this research was the qualitative analysis. A semi-structured interview was made which was answered by a tourism expert from the Finnish tourist board. It includes open ended questions in which the researcher has given the tourism expert an open window to explain each and every question in detail.</p> <p>The findings of the research revealed that events can increase the tourism of Finland in a positive way. When there will be more cultural display through events then there will be more ways to attract the tourists.</p>		
<b>Key words</b> Cultural events, event tourism, qualitative research, tourism		

## **ABSTRACT**

## **TABLE OF CONTENTS**

<b>1 INTRODUCTION</b>	<b>1</b>
<b>2 EVENTS</b>	<b>4</b>
2.1 Introduction to events	4
2.2 Events and tourism	5
2.3 Culture and tourism	6
2.4 New approaches in event industry	7
2.5 Social impact	7
2.6 Economic impact on community	8
2.6.1 Festivals draw cultural tourists	9
2.6.2 Support for festivals	10
2.6.3 Better branding required	10
2.6.4. Living the festival	11
<b>3 STRENGTHS AND WEAKNESSES OF TOURISM IN FINLAND</b>	<b>13</b>
3.1 Strengths	13
3.1.1 Accessible from Russia and other countries	13
3.1.2 Attraction for tourists	15
3.1.3 Diversity	15
3.2 Weaknesses	15
3.2.1 Awareness	15
3.2.2 Accessibility	16
3.2.3 High price levels	16
<b>4 RESEARCH METHODOLOGY</b>	<b>17</b>
4.1 Qualitative research method	18
4.2 Presenting the expert interview	18
4.3 Analysis of the expert interview	19
4.4 Findings	25
4.5 Reliability and validity	27
<b>5 RECOMMENDATIONS AND CONCLUSION</b>	<b>28</b>
5.1 Recommendations	28
5.2 Conclusion	32
<b>REFERENCES</b>	<b>34</b>
<b>APPENDIX 1</b>	
<b>APPENDIX 2</b>	

## 1 INTRODUCTION

The event industry is an immensely growing industry. To celebrate any culture it is necessary to have events to cherish and to feel its existence. Events are also important for tourism. If tourists are attracted to different countries then there should be some events and festivals for their entertainment as well. By this we can promote the culture and tourism simultaneously. The residents can also get jobs through events.

Events can attract more tourists and thus it can help in the rise of country's economy too. In Finland there are many events that are celebrated every year. What we can do is to make them more prominent and do the publicity all over the world to attract more tourists. According to a research done by event solution fact book records, the annual business is over \$400 billion. Mega events can cause a spill-over effect on country's economy. Events can be taken as a part of alternative tourism. The policy makers of tourism can propose that events can increase the tourism of any country. The demands of any mega event are accommodation, transportation, stadiums, lawns etc. Events have different impact on country's identity and image. According to Haider, Kotler and Rein places compete with one another for quality, people, investments and tourists to make the community prosperous and more livable (1993).

The researcher aims to find the impact of events and festivals on the tourism in Finland. The cultural events are very rich and they can attract thousands of tourists every season. According to researcher's point of view, greater marketing of events and festivals can increase the tourism and by this there can be a positive rise in the economy as well. More and organized events and festivals can catch more tourist attraction.

The main aim of the thesis is to find that how events can affect the tourism of Finland. Due to events the tourism in Finland can be increased or not. Ultimately if the tourism will be increased then there will be a rise in the economy of Finland as well.

The main purpose is to carry out a semi-structured interview to find out that events can be helpful in increasing the tourism of Finland. For this the study will be of Qualitative in nature. The researcher will interview a tourism expert to analyze the impact of cultural events on the tourism of Finland. The reason for selecting a tourism expert for interview is that the interviewee has remarkable experience in the field of tourism and can better explain that what kind of role does cultural event can play in increasing the tourism of Finland. The tourism expert can better tell the future events that are targeted to increase the tourism or what basically their strategy is to increase the cultural tourism. The tourism expert will be from Finnish tourist board.

The objectives of the study are to determine whether cultural events have any impact on tourism in Finland and how cultural events can help in promoting tourism in Finland.

Finland's heritage is inspirational and indigenous, the Finnish language and the sauna makes it beautiful and exciting. The history and geographical location makes it more unique from other European countries, as it is the blend of all the adjacent countries like, Germany and Baltic, even the dominant powers of past Sweden and Russia. This makes Finland a multi culture state and makes it unique and exciting. There is a vast culture difference across the Finns regions, due to accent and vocabulary difference, some if the minorities enjoy the status given by the state. People from different religion and culture can be seen in Finland like Russian, Jews, Swedish speaking Finns, making it more diverse. Urbanization is current trend in the country; people are more associated to the country side due to their love for nature.

Finland needs a more aggressive business trends as its traditional forest base industry is giving limited yield. The tourism industry is rapid in growth provides the country, with revenue, generates employment and builds up the image, contributing in overall wellbeing. Tourism in Finland in 2007 was on it verge of its growth generated a Tax of about 4 billion , contributed a

significant percentage to GDP of about 3.8 percent and generated employment for about 130,500 people. Events can also help in increasing the economy as well as they can provide jobs to many residents of Finland (Finland's tourism strategy up to 2020).

It cannot be denied that every research has to face some difficulties and problems. These difficulties and problems may act as an obstacle in the findings and results of the research. One of the major obstacles in this research that tourism expert would be interviewed depends upon the availability. The other limitation can be the availability of data related to events in Finland and other statistics. The thesis is categorized into 3 parts. The first part contains the introduction, the second part contains the theoretical framework and the third part consists of the empirical study. The first portion which is of Introduction explains that what are the aim, purpose, problem statement and limitations of the thesis.

The theoretical framework describes the event and tourism and how they can go together for the benefit of country's economy and other factors. The empirical study contains the administration of semi-structured interview to the interviewee, the findings and its analysis by the researcher. It leads toward the recommendations and conclusion of the research.

## **2 EVENTS**

### **2.1 Introduction to events**

Events industry is proven to be the most profitable industry now a days, it earns about 400 billion a year which was not expected from this industry some years back (event solutions 2002). This industry has occupied the central place in the market occupying the major departments such as marketing, human resource and many other generating jobs for enthusiastic youth (Goldblatt 2002, 3).

Events are sub divided into many other categories making it an individual industry having subfields like, tourism, civic, gaming, weddings, mega events, hallmark events and many others, there is no scientific formula for subdivision as many categories can be added (Goldblatt 2002, 23) the extensive growth in events industry proves that this has become one of the major industry (Allen, McDonel & OToole, 1999). Mega events imparts a lasting effect on the city and on the growth of the industry, though they are short term but imparts long lasting effect.(Mossberg L.1997, 748).

Short term events also impart a major economic effect on the industry, increase in short term events is raising the business and market for the events. The attention is drawn towards to this business is due to extensive profit margins. It does not only raise the profits, but also provides the literature and research material on the topic (Getz 1991). There are three basic needs of the people social, physical and interpersonal and events provide opportunities to people to exercise these basic needs. Spain has actively utilized their three major events and earns a huge business each year. Another example that can be quoted is of Gaum which used its famous event to raise its status from a rest area to the multi eventful tourism place (Cho 1999, 12).

## 2.2 Events and tourism

Events itself do not attract people for tourism, but it provides entertainment to tourists when they visit certain place, they look for attraction to visits and events provide them these attractions it creates a perception that any certain place is good for visiting and provides entertainment. An event provides freshness and newness to the traditional places, attracts more visitors and raises the business. There should be a policy to promote events for the promotion of tourism. Events affect the tourism and expand it from the usual seasons, sports, competitions and other events can expand the business and attracts the tourist. Most of the countries use events in the offseason to attract visitor (Getz 1991).

TABLE 1. The goals of event tourism (adapted from Getz 1991)

<b>Goals of Event Tourism</b>	
PLACE MARKETING	<ul style="list-style-type: none"> <li>• create positive images</li> <li>• improve quality of life</li> <li>• and the environment</li> <li>• attract residents and investors</li> </ul>
TOURIST ATTRACTION	<ul style="list-style-type: none"> <li>• attract quality tourists</li> <li>• spread demand</li> <li>• increase visitor spending</li> <li>• and length of stay</li> </ul>
IMAGE MAKER	<ul style="list-style-type: none"> <li>• for attractions, resorts,</li> <li>• destinations</li> <li>• create and enhance themes</li> </ul>



	<ul style="list-style-type: none"> <li>• combat negative imagery</li> </ul>
CATALYST	<ul style="list-style-type: none"> <li>• stimulate infrastructure</li> <li>• assist urban renewal</li> <li>• stimulate business/trade</li> <li>• support other attractions</li> </ul>
ANIMATOR	<ul style="list-style-type: none"> <li>• encourage first and</li> <li>• repeat visits at facilities,</li> <li>• resorts, attractions</li> </ul>

### 2.3 Culture and tourism

Festivals are the sub field of events and contributes it comprises of art, culture, drama and, many other things, it adds a lot to the events and tourism industry. It creates the culture and promotes tourism as well. Festivals are the symbol of recognition for any country and attract visitors to the place. European centre for traditional and culture centre consider events and tourism as one of the major attraction for tourism and culture (Richard, 1996). Small towns arrange festivals for attraction and for profit generation and to boost tourism in off seasons (Goldblatt, 2002, 15). When the unique attractions of the communities meet the visitors, they are being popularized and at the same times earn profit. Festival gives a firsthand residential experience to visits and exposure to the tourists (University of Minnesota, 1998).

## **2.4 New approaches in event industry**

Nature used to be the most attractive scenery for the tourists but now, the trends are changing people visit places to join any cultural festivals and events even. In past sightseeing was the consider to be the tourism and investments were made only to enhance the beauty of the sights, now special focus has been made towards arrangements of festivals and to encourage tourism through events festivals, arts, culture and drama today even traveler and perceptions are being changed they are generally educated and they take information before visiting the place. They want to add knowledge and adventure to their visit and events provides them the best opportunity to fulfill their experience with adventure and knowledge (Event Solution 2002, 13). Cultural tourism is now on its peak, people want to know about the cultures of other societies, they want to travel for experience. They want to explore the specialty of the tourism place (Cultural tourism 2002).

## **2.5 Social impact**

Economic impact is always accompanied with social impact, as events and festivals lasts a positive impact on community development. Successful events changes the image of the community and even it brands the city with that event. Barcelona was even more famous after International Olympics of 1992 and earned a lot of revenue and attraction for tourism (Park 2002, 197). National football league has also become a brand for the city and enhanced the image of Holland (Gessel 2000, 112). People from different cultures and cities join any event they bring in their culture and traditions which provides a chance for the local people to know a lot about other cultures and traditions this helps changing the image of the city and raising the economy (Mathews 1999, 21).

## 2.6 Economic impact on community

Events and culture largely impact the community and specifically its economy, now there are lot of academic research are being made on this topic, due to its large effect on economy. It is largely contributing to the economy (Events solutions 2002).

Events and festivals are truing the economic trends more towards service base industry than product (Ryan 2001). Investors who organize festive always want to earn more than they invest, for this they offer as many luxuries as they can.NFL national football league is one of the example where investor offers from a seat in stadium to limousine services and rental apartment, though it costs around 2 million but the profit they generate is far much higher than the cost (Catherwood & Van Kirk 2000). A single concert affects largely on the economics of the community. Events and festivals are used as tool for community development. The profit generated from the events can be utilized in several developmental projects.

Tribeca film festival was created to boost the economy; the organizer himself stated that the film festival was created to boost the economy and film making industry. Fund can also be raised through events and in those events manufacturers can present their products for marketing, this is how dual purpose can be served (Catherwood & Van Kirk 2000). Importance of events and festivals are far more for the developing nations, as it provides jobs, capital and attraction for the tourism (Guerrier, Y., Martin Robertson 1998). Events provides employment to many people in community through transportation, hotels, souvenir shops and many other small and large business associated to events. Media can play a vital role in advertisement of any national or local event, as it will reduce the advertisement cost of the organizer (University of Minnesota 1989).

Negative impact of a community can also be removed and can be made better though events and cultural festivals, this will help changing the image of a nation (Ali & Wall 1977, 43). The profit margins of the events are being measured though cost benefit analysis , but a simple profit and lose statement cannot calculate a true profit, there are many intangible benefits

associated with the measurable earning , like community development , image buildup, entertainment and attraction for tourists.

Every year there are many events that are planned to attract the tourists and other resident from all over Finland. Finland is a country that has a rich heritage. But to recognize this heritage by foreigners there is need for great advertising and publicity. Proper planning is required to convert all the events into mega ones. One more thing that should be kept in mind while organizing any event is that there should be some events that are targeted to children also. As children can be an influencing agent that can influence their parents to visit a place where exciting events and festivals are organized for them in special holidays like Christmas, summer vacations and etc. So by this not only adults will find Finland attractive, the children will be more eager to visit and experience the charismatic heritage of Finland through the festivals or events.

### **2.6.1 Festivals draw cultural tourists**

An impressive revelation of a land of festivals motivated the founders of Finland Festivals (FF) in 1968. At the time the festivals it was twisted for were still in the bloom. In that year only two operas were staged at the Savonlinna Opera Festival *Fidelio* and *Il Trovatore*. The Olavinlinna Castle courtyard lacked cover from the rain, so *Fidelio* was once mandatory to be performed in a rainstorm. The orchestra was replaced with a shaky grand piano played by a pianist who was huddled beneath a plastic cover shielding both piano and musician. Things were significantly different by the time Kai Amberla took over as FF Director in winter 2007. The organization now had 80 members. The style can be crystallized in a single word: professionalization (Finland festivals 2012).

The four-week Savonlinna Opera Festival has almost become a culture factory with considerable know-how about the arts and their marketing. Many of the other imaginative FF members have also become international events - eg. the Kaustinen Folk Music Festival , Pori

Jazz , Kuhmo Chamber Music Festival and Helsinki Festival. Other first-class national and local events have emerged to connect those pioneers (Savonlinna Opera Festival).

### **2.6.2 Support for festivals**

FF's aspire is to develop Finland's festivals. At the top of the record is at a halt lobbying with the Government, local authorities and the tourist trade. The idea of the FF chain is to endorse an image of volume and diversity. The third item on the outline is the media, the key target group being arts and travel journalists. The FF also features training, and there is now a shift to buy services from the universities and colleges providing courses in arts management or training people for the tourist industry. FF is a statistics and info centre figures divulge that Finland's festivals together netted about two million visitors in 2007 - in a country with the inhabitants of just over five million. In all, 700,000 passes or tickets were sold (Finland festivals 2012).

### **2.6.3 Better branding required**

The Director of the FF chain travels abroad a lot. The media folk specializing in music are up to date about Finland's festivals, while the knowledge of the travel editors may be astonishingly wobbly (Savonlinna Opera Festival).

“Finland has largely been sold as a country of beautiful, unspoiled scenery. The focus in the new scenario is more multidimensional: what do the Finns actually do amid these wonderful lakes? This is where arts events, architecture, lifestyle as well as the people themselves come in.” (Pizam 1980, 314 )

Helsinki Festival is inspired by the example of Edinburgh's festivals – is not the only way for a Finnish festival to succeed. Local factor may seem extremely alluring to international festival-goers, because it is something they will not find anywhere else. Up in the fells of Lapland you

can really realize the sense of silence. Even chamber music sounds different there from anywhere else (Finland festivals 2012).

#### **2.6.4. Living the festival**

The diminutive festival gems are usually the invention of a single fanatic for whom they soon become a way of life. But to endure, the festival needs an army of voluntary helpers.

This holds true of Vantaa Baroque, the founder of which, organist Håkan Wikman, is still its Artistic Director. The FF chain has singled out this first-rate Baroque feast as its carnival of the Year 2008 (Finland festivals 2012).

A large number of small, weekend events have also emerged in Finland in recent years. The lively, idiosyncratic Kokkola Opera Summer is truly such a festival: its leading light and Artistic Director, soprano Anu Komsu, is a native of Kokkola and her husband and second-in-command is ace Finnish conductor Sakari Oramo. The Kuhmo Chamber Music fiesta, Pori Jazz, the Savonlinna Opera Festival and the Kaustinen Folk Music Festival are examples of events that have put the whole town on the map (Finland festivals 2012).

Tampere is profiling itself via its festivals broaden over the year: the Tampere Film Festival in March, the Tampere Biennale festival of contemporary music in April, the Tampere Vocal Music Festival in June, the Tampere Theatre Festival in August and the Tampere Jazz Happening in this November (Finland festivals 2012).

Association between the city authorities and the Music Festival in the little coastal town of Naantali just north of Turku has worked extremely well. The verity that the festival endowment is fixed for the whole of the local council's four-year term in office is unique in Finland and makes long-term planning possible. The Naantali Music Festival is anchored on the town's strong icon (Finland festivals 2012).

Festivals also make a large input to the development of Finland's brand. The only problem is that the Finns are summer people who tend to lie dormant in the dark winter but in summer throw themselves wholeheartedly into sauna-bathing, swimming, staying up half the night - and doing the festivals.

The winter's festival potential is not browbeaten, despite the increase in winter tourism to Finland. A few fine breach winter gambits have, however, been made - good examples are two festivals in Ostrobothnia: Kokkola Winter Accordion and the Kaustinen Chamber Music Week. The Ostrobothnian Chamber Orchestra is a regular guest at both. The Särestö chamber music recitals at Levi in early spring are another event with possibilities and opportunities.

Cultural and event tourism is part of the cultural export project launched by the Finnish Ministry of Education together with the Ministry of Trade & Industry and the Ministry for Foreign Affairs (Finnish Tourism Strategy up to 2020).

Mentioned below are only few events which are organized in Sep-Dec 2012.

TABLE 2. List of events planned for 2012 in Finland (adapted from Finland festivals 201)

<b>Events planned for 2012</b>	
<b>September</b>	Helsinki Festival August 17 to September 2, 2012
<b>October</b>	Choir Festival in Espoo on 17 and 21/10/2012
<b>November</b>	Kaamosjazz Annual event held in Finnish Lapland, in Tankavaara Nov 22–25
<b>November</b>	TopGear Live Helsingin Messukeskus Nov 23–25
<b>December</b>	Christmas Market December 2012

### 3 STRENGTHS AND WEAKNESSES OF TOURISM IN FINLAND

#### 3.1 Strengths

##### 3.1.1 Accessible from Russia and other countries

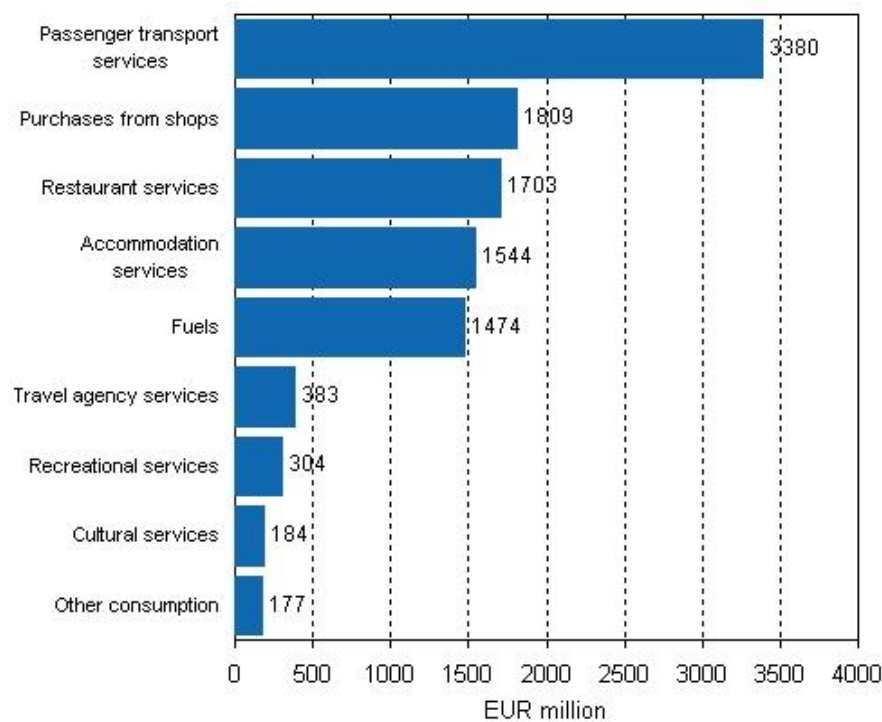
Russians are the most frequent visitors to Finland, easy access to Finland from Russian and its unique location right next to St.Petersburg makes it more accessible and viable for Russian tourists. The high speed Helsinki-St.Petersburg rail track makes it more competitive. So more events can attract more tourists from Russia and this will ultimately help in the rise of economy as well as tourism (Finnish Tourism Strategy up to 2020).

TABLE 3. Foreign passengers visiting Finland in 2006-2010 (Adapted from Tourism Consumption in Finland in 2010)

Country of residence	Year					
	2006 (1000 pass.)	2007 (1000 pass.)	2008 (1000 pass.)	2009 (1000 pass.)	2010 (1000 pass.)	Change 2009- 2010, per cent (%)
All visitors	5 345	5 736	6 072	5 695	6 182	9
Russia	1 737	2 070	2 331	2 192	2 561	17
Sweden	779	768	765	753	712	-5
Estonia	503	561	522	583	561	-4
Germany	369	350	376	332	363	10
Great Britain	317	312	316	267	263	-1
Norway	187	194	187	160	195	22
France	133	131	120	94	132	40
Spain	79	83	116	123	110	-10
Japan	89	103	105	142	109	-23



Above table is showing number of visitors visited Finland, around 6.2 million foreign visitors came in 2010. There is 9% increase in 2010 if compare with 2009 which is around half a million of visitors. They brought over EUR 2 billion to host country, which was roughly EUR 460 million more compare to 2009. Above data is taken from the Border Interview Survey by Statistics Finland and Finnish tourist board.



GRAPH 1. Total tourism consumption in Finland by product in 2007, total EUR 10,958 million (Adapted from Tourism Consumption in Finland in 2010)

The statistics of above graph can be increased by organizing more events and make them popularized all over the world. Events can increase the tourism and economy of Finland. Finnish tourist board and the local business companies and merchandizes should also shift their focus on organizing such big events that can not only attract the tourists from all over the world but also it can help in enhancing Finland's image at international level.

### **3.1.2 Attraction for tourists**

Number of attractive places makes Finland an exciting place for tourists, places like Helsinki, the Turku Archipelago, Finnish Lakeland and Lapland, including Kuusamo adds an additional factor to its beauty. Organizing events in such beautiful places with the name of cities can attract more tourists (Finnish Tourism Strategy up to 2020).

### **3.1.3 Diversity**

Finland pays a special attention to tourists and its tourism industry; it offers a wide variety of services to its valuable guests. Offers include transportation, rooms, skiing, various games, spas, theater and many others. These centers are located near Vantaa airport, Helsinki that makes it more convenient and accessible to tourists. These entire factors combine adds a competitive advantage to Finland in tourism. By offering discounts on all these activities in the days of events can also attract tourist's attention to visit and feel the beauty of Finland (Finnish Tourism Strategy up to 2020).

## **3.2 Weaknesses**

### **3.2.1 Awareness**

Finland is comparatively small from other countries, people usually do not know about the country as much. Finland has to make much effort to make it well-known among the tourists. Efforts should come into force to build image of the country in general and especially as a tourist destination. As Finland has some unique things which should be enlightened like nature, innovation and modernism, white nights, safety, northern lights etc. Cut down in the Finnish Tourist Board's budget could be one of the reasons for not improving the Finland's tourism image during last decade. (Finnish Tourism Strategy up to 2020).

### **3.2.2 Accessibility**

Finland if view from other parts of the world other than Russia is a far Island with difficult access from across the oceans. The flights and routes are generally not available from all the airlines. Finland should focus on charter transportation links and new routes from abroad for easy access. Affordable and reachable routes will be vital to Finland tourism. If the rates of tickets are decreased during the festival season, this might cause more tourists attracted towards Finland (Finnish Tourism Strategy up to 2020). One more aspect is very important that distance of Asian capitals e.g. Beijing is less than other European countries, means that access to Asia from Finland is easy.

### **3.2.3 High price levels**

Price plays a key role in making a decision for visiting any place. There is a notion though out Europe that Finland is a high cost country, as its labour and living is expensive. To earn maximum from this industry Finland has to reduce its prices and attractive cultural tourism packages should be launch (Finnish Tourism Strategy up to 2020). For instance, if we compare prices of Finnish tourism services with other European countries like Spain or Italy, we can easily conclude that Finnish tourism services are more expensive than others. Different sectors especially accommodation is really expensive in Finland. But it does not mean that Finland is the most expensive country in Europe, other countries like France or Denmark may more expensive then Finland.

#### **4 RESEARCH METHODOLOGY**

The methodology which is adopted for this research is the qualitative analysis. A semi-structured interview prepared which is going to be answered or filled by a tourism expert or any official from the Finnish tourist board. This semi-structured interview will be send to them via e-mail. It contains open ended questions in which the researcher has given the tourism expert an open window to explain each and every question in detail. The researcher is following intensive interview method.

The type of qualitative research method that is used in this study includes the interview method. The interview was conducted with a tourism expert. Hence, the research method incorporated data collection and analysis of quality information from the valid source rather than numerical data (Veal 2006, 193).

The researcher did a deep and thorough study about the events celebrated or organized every year in Finland. For this researcher visited different libraries and also conducted an online research about the events of Finland. The type of the research topic ascends to the type of interview to be used which is the semi-structured interview. This sort of interview is frequently used in qualitative research and; in view of the fact that the tourism industry is more eloquent in nature- the qualitative research method was preferred for this research.

The divergence between qualitative and quantitative method is that while the first one is normally used to analyze the qualitative information through observations and interviews and the second one is used as a foundation for statistical data collection and its analysis. The verity that this research work aims to discover how events can be helpful in increasing the tourism and what methods and ways can be suggested to increase and promote the cultural events all over Finland to improve the tourism and to attract more tourists from all around the world (Veal 2006, 197-199).

#### **4.1 Qualitative research method**

In Qualitative research method, the research yields qualitative information. The qualitative approach helps to collect plenty amount of information. Though, it can also deal with great number of cases. Qualitative research method can be used for practical reasons in cases where strict, quantified examination or research is not obligatory or not achievable.

“The research method is based on the belief that the people personally involved in a particular leisure or tourism situation are in the best position to describe and explain their experience or feelings in their own words, by allowing them to speak without an intermediary or any form of constraints”. (Veal 2006, 193)

This is the fact that this type of research method allows the researcher to get in to the depth of the study, making it the best alternative for this research. This helps in making a comprehensive report of the research and also it gives a better understanding to the reader.

#### **4.2 Presenting the expert interview**

The research interview was conducted with an expert from the Finish Tourist Board. The age of interviewee is 51. The conclusions will be extracted based on the qualitative research method that was used. The other information which the researcher got by different resources was also very helpful in knowing that what is the impact of cultural events on the tourism of Finland.

### 4.3 Analysis of the expert interview

The research interview conducted will be analyzed Question to Question which will give the deep insight about the expert's views regarding events and its impact on Finland's tourism.

According to the web-sites [www.festivals.fi](http://www.festivals.fi) and [www.mek.fi](http://www.mek.fi), your interest has been noticed in cultural tourism. Many websites are offering information about cultural events to tourist, and tourist found cultural events very attractive, but they don't offer any information about cultural tourism itself. What made you develop interest in cultural tourism?

Tourism in past was consider as seeing natural sceneries , which is equally applicable in today's scenario , but the trends are been changed and people are now more interested in knowing the culture , getting knowledge from around the world , knowing different people , making acquaintance ,for this sake they opt for cultural tourism , which can add something into their experience, that is why I opted for cultural tourism as I want to know the traditions and new happenings around the world, specifically Finland as it is a far region which is not much explored by tourists with respect to cultural tourism. It has the variety cultures and provides the opportunity to study about all these altogether in one trip.

By the above mentioned comment it can be analyzed that the expert has profound association with the cultural tourism in Finland. The expert also mentioned that Finland has a very rich culture which unfortunately hasn't been discovered yet by lots of tourists visiting Finland. Culture is the base of every country and every society. The culture of Finland is very vast and diversified. People should get indulge in Finland's culture to get the idea about its history and roots. Through cultural heritage and cultural events that totally focuses on the traditions and culture of Finland, the tourism can be increased.

According to me [www.festivals.fi](http://www.festivals.fi) and [www.mek.fi](http://www.mek.fi) only offer the information about cultural events but there is nothing that differentiate from other travel guidance tools like websites,

travel magazines etc. To attract more tourists, what kind of policy you are offering for making the cultural events and tourism more attractive?

To make cultural tourism more attractive for tourist and people visiting the website, the web site should offer some cost effective and attractive packages. These packages can be for single person travelling, couple, or a group package, should also include all the details about lodge and boarding, places to be visited, history and significance of famous places, cost effective and healthy restaurants, cultural events details, travelling within the city and across the city (along with fares and tax charges), details about currency exchange, shopping details and specialties of the country (along with charges and tax), international mapping for travelling across the country, maps, routes and guides.

One thing can be analyzed from the interview that tourism board of Finland is deliberately working on how tourism in Finland can be increased. From the above mentioned answer the researcher got to know that Finish tourism board is working on updating their website by providing ample amount of information about Finland's culture, events, history and famous places etc. Another important thing which the expert mentioned was the information about traveling within the city. So if any tourist is planning to attend any cultural event in Finland, he might be getting plentiful information about the in city travelling, food, local restaurants, tax, and places etc.

Don't you think that there is a requirement of an intimate relationship with cultural facilities like theaters, operas, dance festivals, museums, etc,. How does your board cooperate with them?

These activities are really encouraging for the tourism, such activities provides entertainment to the visitors and can be used as effective tool for promoting cultural tourism. Our boards will cooperate with all these activities. These are very effective for the promotion of tourism.

According to the expert, the cultural events can increase the tourism in Finland. The expert also mentioned that if there will be any cultural event then the Finnish tourism board will provide them every kind of support which will ultimately be helpful in increasing tourism in Finland.

Cultural tourism is getting trendy and famous in the world. It might be proven that it has a phenomenal effect on economy. How about Finland?

Tourism is one of the best growing industries in the world. It adds additional revenue for the country. Switzerland and many other countries earn their most of the revenue through tourism. There are many such countries which due to their rich culture and cultural events raise maximum of its revenue. Finland is a multi-cultural country, presenting vast variety of cultures. If this is used as a tool to attract visitors, this can be very fruitful for the country and revenues can reach to its maximum. The country only needs to advertise its cultures and events globally and should introduce more attractive packages for interested tourists. More routes should be open around the world.

This was a very important question that also reveals that tourism can be helpful in generating revenues that will ultimately increase the country's economy. The expert also shared some good piece of information that there are many countries like Switzerland who earn their most of the revenue through tourism. By arranging different cultural events and highlighting the rich and diversified culture of Finland we can earn lots of profit and revenue. According to the expert there is a need of offering different attractive packages to cater the needs of tourists and to grab their attention towards Finland. So it indicates that tourism can be helpful in generating revenues and it can boost up the Finland's economy.

Tourists may find heritage tourism really interesting because it gives a chance to tourists to differentiate their own culture with the culture of the country they are visiting. We can say that



tourism is an agent that acts like an advertisement for information and travel guide about the tourism country's or destinations culture. At this moment, I am wondering if tourists could listen to Savonlinna Opera and enjoy Pispala Schottische, what kind of assistance does "Finland" have from this kind of cultural tourism supplementary to economic impact?

Culture and heritage differentiates nations, people across the globe learns about other nations through their culture and heritage, living nations always keep and preserve their heritage, it is an asset that gives dual benefit. It earns recognition for the country and attracts tourists as well. It serves as a travel guide and provided information to the eager visitors who want to know other countries. Events like opera and Pispala which are the specialties in Finland would add an extra advantage for the support of tourism. If studied through economic point of view, these events can serve as an attraction for tourism and it can generate employment and revenue. These events provide people the opportunity for business, from transportation to boarding, from health services to tour guide. Moreover air travel industry can also be flourishing through tourism, relations with other foreign countries can be reinforced and foreign reserves can be increased. There are many industries which can be flourished by focusing on Tourism.

According to the interviewee, the tourism is moving towards a more positive direction, because musical, food and cultural events are now happening more frequently. She also mentioned that mega cultural events can not only be helpful in increasing countries economy but it can also be helpful in providing employment. She mentioned another advantage of organizing mega cultural events is that it can strengthen the relationship of Finland with other countries as well.

Cultural tourism is really attractive to tourists, and also residents. Can you tell me some socio cultural impact (positive/negative) of cultural tourism on the community and residents in Finland?

Cultural tourism is really effective in portraying the societies image, it can either positively enhance the image or can damage the image by false imaging of the culture. A positive and well crafted event reinforces the image of the country and even attracts vendors across the boards to invest in the event; Participation of international vendors shows how welcoming country is towards foreigners. The Hospitality and positive attitudes and behaviors of citizens also add a positive point to the event. Finland itself is a hospitable country and presents many cultures; each culture has its own uniqueness and beauty, which if presented positively to tourist can earn revenues and cultural respect around the globe.

The interviewee showed a very critical response to this question. She thinks that it can be either positive or negative both. If the cultural representation through any event is perfect and good then it will surely be a positive impact on Finland's image. She said Finland itself is a hospitable country which has so many different cultures and their representation in a good way can lead to attract more tourists from all around the world. According to her if there is a proper and high level advertising of Finland's events then this can cause other international vendors to invest in Finland's events that will ultimately help in building up the strong relationship at international level. This will also help in presenting a respectful image of Finland at global level.

In point of fact, big cities look very analogous to each other. The development of internet, media and cultural exchange has made these cities so identical. It has been noticed that big cities are more famous for tourism like Paris, London etc. may be because of the city culture. What do you think that what makes the city culture more popular? Can you tell me before making any event policy in a city what would you consider?

If we talk about the big cities and their presentation of the culture, this makes us very clear that they become famous and renounce to people is due to their excellent presentation. They realized their competitive edge in the very beginning when their economy needed a back support they took tourism as support and invested largely to

earn maximum of profits. A country, who wants to earn through tourism, needs to identify its competitive edge and has to mark the important locations events and cultural heritage as where to invest. If the investment decision is made on the right point then comes the advertisement, without advertisement nobody would come to know about your heritage and culture. Then air routes and access to the country should be on focus, if the access is easy then it's more likely that people would visit more often. Then comes attractive packages for groups and individual visitors.

The interviewee provided a comprehensive detail that how a country can support its economy through tourism. Her views have thoroughly covered all the aspects of a tourist industry and many other associated to it. It has rightly said that, tourism is one of the fastest growing industries in the world and many countries are boasting their economy through tourism. The respondent has given his positive input about giving a boost to economy by tourism. This industry requires a less input and provides a greater output. To boost the industry there is a need of an analysis about the country's natural location to rightly understand the competitive edge of the country, which can be developed to attract tourist, cultural events that can attract people across the world. Then there is need to focus on, air routes, travel guides, and advertisement of available resorts, places and famous events.

There are some international events with their city names and this makes them earn more profit from the events like Dubai shopping festival etc. what are you plans of organizing any mega event at international level?

Mega events are only successful when they are organized at state level and involvement of state and government is important. This is of imperative importance that mega events should be backed by government so that people across the country would know and take interest. Moreover if the event is organized at state level then it is considered as more authentic, safe and there are likely chances of an increase

participation from across the world. As in the question Dubai shopping festival is given as an example, there the answer lies within question that these mega events are famous and popular because of the state involvement. There are many such events like Paris fashion week and many others which are famous and accepted as the dignified events across the world.

The expert opinion seems a bit biased in the favor of state level events, it is true and state level events are given more importance than private events, but there are many events across the globe which are privately organized and are accepted among the nations. The participation level is as high as in the state level. It is true for the developed countries where the events are being organized every now and then. For the developing countries for those who are not famous for such events, there the government support is very important as rightly said by the expert.

#### **4.4 Findings**

The study examined the impact of events on tourism in Finland that how events can increase the tourism of Finland, what steps are taken by Finnish tourism board to organize more events to attract more tourists from all around the world and events have more positive effect on tourism. Various findings can be seen in the following paragraphs based on the analysis of interview.

According to the analysis of expert interview the researcher found that events can increase the tourism of Finland in a positive way. When there will be more cultural display through events then there will be more ways to attract the tourists. Culture is one of the basics of any country through which one can attract the people from other countries to visit any other country.

It has been realized in the recent era that now events has the capacity to create a huge profit and output when visitors and travelers across the globe attend them. Now the governments are

also paying attention for the promotion of such events and also in economic development, nation building and for the promotion of cultural tourism. Events are considered as an attractive tool to attract the visitors across the globe and it is a healthy exercise for image building and relationship building with other countries. As tourism is not just tourism it associates many industries with it like hotel, travel guides, rest houses, shopping malls and many others.

For the events and tourism the attitudes of the people have been changed and private as well government sector is paying special attention to the sector. Some significant development has also been seen during the past few years. Now the state has taken the key responsibility for state level events and for their promotions. Government with its changing attitudes have realized this big business resource and its imperativeness for trade and culture. With changing behaviors the trends in provincial and local governments have also been changed.

Now events are being organized on every local and international level to boost the business and for the economic support. Economic development impacts the host in several ways like infrastructure development, development in educational field social development image building trade development and many others. These associated benefits in previous years have not been evaluated, but since the government has realized these important sectors that can be flourish with tourism. The input has been increased by government and the private sector.

The researcher has evaluated an important fact that with music and culture the events have been boosted and promoted well, but it has also been seen that there are many countries having the musical and cultural events happening but due to low promotion and advertisement little or no development has been seen in those countries. It was an imperative finding that promotion and advertisement of the events has to gear up for real economic development

The findings are based on the qualitative analysis and the interviews conducted with experts. Events and tourism industry has grown well in past few but still there is a lot to be done in this sector in the field of communication, information dissemination , this will help in raising the festival's image profiling and recognition on international and national level.

#### **4.5 Reliability and validity**

It is significant to verify the reliability and validity of every research work conceded, irrespective of the method that was applied. If the research is proved to be reliable and valid then this will be of great importance.

Reliability refers to the fact that whenever the same research is carried out by any other researcher with a different sample and subject the findings or results would be the same. In a reliable research the research conditions are controlled that's why whenever the same research is repeated the results or outcome would be the same. Reliability of research is more efficient in natural sciences than social sciences because in natural sciences mainly human beings from different environment act as a subject. (Veal 2006, 41.)

This research is a qualitative study in which the researcher tried to find the impact of events on the tourism of Finland. The subject that was interviewed had ample amount of knowledge about the interview topic and purpose. The reliability got increased with the open information and response received from the interviewee. The interviewee herself is a tourism expert and working in the Finnish board of tourism. This is an indication that the interviewee is reliable and one can trust on the information which the expert has provided to the researcher. The responses of interviewee are valid, authentic and credible.

Validity is to find out that the information collected by the researcher accurately reflects the subject being premeditated. To find the validity in social sciences researches is difficult because they may involve people's attitudes and behavior (Veal 2006, 41). This research's validity can be relied upon as the conducted interview and it can be verified that the research is valid. The interview which was conducted by the researcher was entirely analyzed, well presented, from which results were extracted, then the recommendations were made and conclusions were drawn.

## **5 RECOMMENDATIONS AND CONCLUSION**

It is important to suggest the recommendations after carrying out a comprehensive interview, presenting and analyzing interview and stating the findings which are based on the interview. The recommendations can be useful in the sense that how more efforts can be made to improve and organize more events to increase the tourism of Finland.

### **5.1 Recommendations**

Every research has to face some difficulties and hurdles. The researcher had to face some difficulties too. Social sciences researchers should be provided with an easy access to Finnish tourism board. Sometimes they do not consider the letters sent to them by researchers and sometimes researchers cannot access them. There should be a forum through which researchers can contact them freely and ask them any query.

The Finnish tourism board website needs to be more attractive and interesting. The website should provide even the details of any small event taking place in any village or city of Finland.

Any event needs proper advertising all over the globe or at least in the neighboring countries from where people find easy access to visit Finland. Advertising can be done through radio, Television, magazines, posters, and newspapers etc. Local residents should be involved too. This can encourage the internal tourism. If any event is happening in Helsinki and people from Jakobstad or any other village should be invited to promote the event.

Public facilities should be improved like there should be proper infrastructure, good packages etc. Foreign investors should be given a chance to invest and host events in Finland. Olympics is such a mega event and whoever country becomes its host get extra fame and generate a lot

of revenue through tourism. Through this the event gets associated with the country's name and image.

A cultural tourism market concerned with an event that has an influential prospective. A cinema is an attractive and popular free time activity all over the world. Finland has natural beauty and resources however cultural tourism can boost the tourism in Finland. Fortunately Finland's 2020 tourism policy encourages cultural events. It would be a constructive and positive opportunity for the event and tourism industry. If the tourism industry works on the government plan ultimately event tourism would be supported by the government and also by the residents of Finland.

People attending such events are usually young, well paid, well educated, free time for themselves, and look forward to attending events involving the culture. Proper marketing strategies can promote tourism in a better way. Whereas a marketer should also target young people who do not have much income. Tourism Companies usually create a travel package as one of their lead marketing promotions.

Tourists are usually more attracted to the event involving a certain culture (Gessel, 2000). Package programs should also include museums, cultural centers, theatres, and local concerts rather than just providing transportation, accommodation and events tickets. The event organizers and the tourist's managers need to know the local events and the attractions. In order to improve the tourism market you must improve the infrastructure especially in the metropolitan's cities. The right developments can bring more space in the place and can make it more attractive (Getz, 1991). Also the local residents and the governments should insure that they stick to their cultural values.

Local individual businesses and community can create a lot of benefits from have events and festivals. business events, local events can create a lot of people visiting and bring flow in to the economy as well create the flow throughout the year rather than just for one season, encourage the visitors to visit again and also creates awareness for local attractions



and culture. It can also boost up the additional base developments required to help the community grow and create a lot more opportunities.

Below mentioned is the research on how to execute a strong and prosperous development of an event:

To develop a successful event regardless of whether it's a business event, local event or any other major event, it would mainly require a huge work in planning it out and also dedication from everyone involved. For the development of an event you should consider:

Creating a management committee to create and execute plan for the event. Queensland's Woodford is the perfect example of how important an establishment event committee is. For the event there should be a theme that should relate to the local culture and region. Should keep in mind all essential demand including, funding, sponsorship, promotion, facilities and equipment access (Getz, 1991).

Should make sure that all the other major stakeholders for the tourism are on the same page those include accommodations, transport and local attractions providers to boost and create a cooperative marketing.

It is very important to review profit that was generated by have the event. It mainly involves the economic side of it however you also consider marketing, demographic, and visitor satisfaction data to help with the improvement.

"Heritage" as not only landscapes, natural history, buildings, artifacts, cultural traditions and the like that are literally or metaphorically passed on from one generation to the other, but those among these which can be promoted as tourism products. He also suggested that heritage sites should be differentiated in terms of types of heritage: built, natural, and cultural heritage. The former is tied with visual attractions, performing arts, and festivals, whereas the

latter involves visits to historical sites, buildings, and monuments (Pizam, A. & Millman, A. 1993).

Heritage and event tourism are referred to as experiential tourism because visitors often wish to plunge themselves in the historical environment and experience. In her study of the association between heritage and tourism, It reveals three main reasons for visiting historic sites: to incident a different time or place, to discover land enjoy an analytical experience, and to share with others or teach children the history of the site. Heritage tourism is also described as a segment of travelers who are highly motivated by performing and visual arts, cultural exhibitions, and other related attractions (Pizam, A. & Millman, A. 1993). Tourists are becoming more urbane; their need to summon up the past has been increasing. Tourists have been visiting cultural/heritage sites more recurrently. Cultural/heritage or event tourism offers several reimbursements to tourists and residents, as well as governments (Virginia Department of Historic Resources, 1998).

First of all, cultural/heritage tourism protects historic, cultural, and natural resources in communities, towns, and cities. People become involved in their community when they can relate to their personal, family, community, regional, or national heritage. This connection motivates residents to safeguard their shared resources and practice good stewardship.

Second, cultural/heritage tourism educates residents and tourists about local/regional history and traditions. Through the research about and development of heritage/cultural destinations, residents will become better informed about local/regional history and traditions which can be shared with tourists (Virginia Department of Historic Resources, 1998).

Third, cultural/heritage tourism builds closer, stronger communities. Knowledge of heritage provides continuity and context for communities, which instills respect in their residents, strengthens citizenship values, builds community pride, and improves quality of life (Virginia Department of Historic Resources, 1998).

Fourth, cultural/heritage tourism promotes the economic and civic vitality of a community or region. Economic benefits include: the creation of new jobs in the travel industry, at cultural attractions, and in travel-related establishments; economic diversification in the service industry (restaurants, hotels/motel, bed-and-breakfasts, tour guide services), manufacturing (arts and crafts, souvenirs, publications), and agriculture (specialty gardens or farmers' markets); encouragement of local ownership of small businesses; higher property values; increased retail sales; and substantial tax revenues (Virginia Department of Historic Resources, 1998).

Tourists' Satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozark & Rimmington, 2000). Several researchers have studied customer satisfaction and provided theories about tourism (Bramwell, 1998; Bowen, 2001). For example, Oliver's expectancy-disconfirmation theory (Pizam and Milman, 1993), Sirgy's congruity model (Sirgy, 1984; Chon and Olsen, 1991), and the performance – only model (Pizam, Neumann & Reichel, 1978) have been used to measure tourist satisfaction with specific tourism destinations. In particular, expectancy-disconfirmation has received the widest acceptance among these theories because it is broadly applicable.

## **5.2 Conclusion**

This research has shown that by hosting different events with the names of cities and villages makes them popular globally like Cannes film festivals, Dubai shopping festival, and Paris fashion week etc. Such big events in Finland can also make it popular all over the world and can attract more tourists.

To enhance the respect of Finland globally it is necessary to promote its culture and heritage in a more positive and effective way. Another conclusion that can be drawn from this research is that events can enhance Finland's tourism. The economy can be increased. More revenue can

be generated and more employment can be provided to the people of Finland by hosting different events. If a chance would be given to foreign investors to invest in the festivals and cultural events of Finland then this can also help in increasing the tourism through proper advertising and marketing. As an overall research it has been proven that events can help in increasing the tourism in Finland.

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**Questions to Liisa Hentinen, Product Development Manager**

**Visit Finland – Finnish Tourist Board, MEK**

1. According to the web-sites [www.festivals.fi](http://www.festivals.fi) and [www.mek.fi](http://www.mek.fi), your interest has been noticed in cultural tourism. Many websites are offering information about cultural events to tourist, and tourist found cultural events very attractive, but they don't offer any information about cultural tourism itself. What made you develop interest in cultural tourism?
2. According to me [www.festivals.fi](http://www.festivals.fi) and [www.mek.fi](http://www.mek.fi) only offer the information about cultural events but there is nothing that differentiate from other travel guidance tools like websites, travel magazines etc. To attract more tourists, what kind of policy you are offering for making the cultural events and tourism more attractive?
3. Don't you think that there is requirements of an intimate relationship with cultural facilities like theaters, operas, dance festivals, museums, etc. how does your board cooperate with them?
4. Cultural tourism is getting trendy and famous in the world. It might be proven that it has a phenomenal effect on economy. How about Finland?
5. Tourist may found heritage tourism really interesting because it gives a chance to tourists to differentiate their own culture with the culture of the country they are visiting. We can say that tourism is an agent that acts like an advertisement for information and travel guide about the tourism country's or destinations culture. At this moment, I am wondering if tourists could listen to Savonlinna Opera and enjoy

Pispala Schottische, what kind of assistance does “Finland” have from this kind of cultural tourism supplementary to economic impact?

6. Cultural tourism is really attractive to tourists, and also residents. Can you tell me some socio-cultural impact (positive/negative) of cultural tourism on the community and residents in Finland?
  
7. In point of fact, big cities look very analogous to each other. The development of internet, media and cultural exchange has made these cities so identical. It has been noticed that big cities are more famous for tourism like Paris, London etc. may be because of the city culture. What do you think that what makes the city culture more popular? Can you tell me before making any event policy in a city what would you consider?

**Letter to Liisa Hentinen, Product Development Manager  
Visit Finland – Finnish Tourist Board, MEK**

Dear Madam,

I'm a student who studies tourism at the Central Ostrobothnia University of Applied Sciences. I need your help for my study. The purpose of this mail is to get some information about cultural tourism and events: how much events can affect the tourism of Finland. There are some specific questions about festival and Tourism related to Finland culture. I also will be glad if you give any kind of information in English, such as data, material, and articles. If it is possible to send some information by e-mail, please do that. However, if you have only paper materials, could you send them to me?

This mail has attached questions.

I hope that you give me a positive reply.

Regards,

Iatazaz Hussain