Sport Tourism:

Developing and Promoting Cricket in Finland

Maskey Amrit, Chaulagain Madhu Kumar

2013 Kerava
Sport Tourism
Case: Development and promotions of Finnish cricket

Maskey Amrit,
Chaulagain Madhu Kumar
Degree Programme in Tourism
Bachelor’s Thesis
December 2013
The aim of this bachelor’s thesis is to provide adequate information about Finnish sport tourism, where research and observation were carried out by case study ‘Cricket’. The purpose of the survey was to understand the potential of the cricket in Finland and the consumer’s point of view on it. The research includes statistical figures and development projects took place in the past and the performance of the Cricket in tourism business inside Finland. This can be the very first step in a continuing process to develop and integrated cricket with other sports in Finland, where researchers have tried to emphasis on sport tourism and how this particular sport can affect travellers’ behavior. As an assessment Finnish cricket, cricket club and the role of Finnish national cricket association has been written down. Developmental and promotional plans have also been taken into account.

The first section of the research consists of what sport tourism is, what are event sports and how they influence the behavior of public. Definition of cricket, its brief history and types of games are presented with figures where people can easily understand how cricket field looks like and how the actual cricket pitch is shaped and the formation of the players. The author of present thesis are quite sure that the definition of each terms are highly important in order to know about the games in depth, knowing the differences between games, rules and regulation. To some extent, brief introduction on equipment and kits are given. Then introducing history of Finnish cricket, when it was started follows the research, how people found it is an interesting game. Finnish national team selection criteria, responsibilities of a player, responsibilities of Finnish Cricket Association and how a club can be registered are being described further. Finding the strengths and weaknesses of FCA, explaining how a webpage plays a vital role in promotion and getting attention of public, improvement suggestions and how webpage can be upgraded in future are being carried out.

Key words: Sport tourism, Finnish Cricket, Marketing and Promoting Cricket.
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>FCA</td>
<td>Finnish Cricket Association</td>
</tr>
<tr>
<td>UNWTO</td>
<td>United Nation World Tourism Organization</td>
</tr>
<tr>
<td>WTO</td>
<td>World Tourism Organization</td>
</tr>
<tr>
<td>OCGC</td>
<td>Office of Commonwealth Games Co-ordination</td>
</tr>
<tr>
<td>ICC</td>
<td>International Cricket Counsel</td>
</tr>
<tr>
<td>KCC</td>
<td>Kerava Cricket Club</td>
</tr>
<tr>
<td>ECB</td>
<td>England and Wales Cricket Board</td>
</tr>
<tr>
<td>ECC</td>
<td>European Cricket Club</td>
</tr>
</tbody>
</table>
# TABLE OF CONTENTS

1. Introduction ........................................................................................................... 7  
   1.1. Purpose of the thesis ......................................................................................... 7  
   1.2. Research method ............................................................................................. 7  

2. Sport Tourism ......................................................................................................... 8  
   2.1. Portraying sport tourism .................................................................................. 8  
   2.2. Categories of Sport tourism .............................................................................. 9  
      2.2.1. Active sport tourism .................................................................................. 9  
      2.2.2. Event sport tourism ................................................................................. 11  
      2.2.3. Nostalgia sport tourism ............................................................................ 13  
   2.3. Categorization of sport events ......................................................................... 13  
      2.3.1. Local or community events ....................................................................... 15  
      2.3.2. Hallmark events ....................................................................................... 15  
      2.3.3. Mega events ............................................................................................. 15  

3. Future of Sport Tourism ......................................................................................... 16  

4. Tourism Products .................................................................................................... 17  
   4.1. Attractions ....................................................................................................... 18  
   4.2. Accommodation ............................................................................................... 19  
   4.3. Amenities ......................................................................................................... 19  
   4.4. Accessibility ..................................................................................................... 19  

5. Cricket ..................................................................................................................... 20  
   5.1. Types of Cricket matches ................................................................................. 21  
      5.1.1. Test matches .............................................................................................. 22  
      5.1.2. One day matches ...................................................................................... 22  
      5.1.3. 20-Twenty matches .................................................................................. 22  
   5.2. Equipments ....................................................................................................... 23  

   6.2. Finnish Cricket Association .............................................................................. 25  
      6.2.1. Internationalization .................................................................................... 25  
      6.2.2. Finnish Cricket Association vision and mission 2013 .............................. 25  
      6.2.3. National Team selection criteria FCA 2013 ............................................. 26  
      6.2.4. National Team Responsibilities ................................................................. 26  
   6.3. Kerava National Cricket Ground. ................................................................. 27  
   6.4. Finnish Cricket Association webpage study ................................................ 28
6.5. Webpage suggestions ................................................................. 31
7. Survey Findings ........................................................................... 33
8. Finnish Cricket development plan ............................................. 35
9. Promotional plan ........................................................................ 39
10. Marketing .................................................................................. 41
11. Media relation’s campaigns ..................................................... 42
12. Conclusion ................................................................................ 44
13. References ................................................................................ 46
   13.1. Literature ............................................................................. 46
   13.2. Electronic sources ............................................................... 47
14. APPENDICES ............................................................................ 50
1. Introduction

Cricket has a very long history and it is believed that cricket was played during Saxon and Norman time as a means of entertainment. Birley Derek, 1999 ‘A social history of English cricket aurum.’ This thesis is just a small segment of sport tourism where research report has tried to be specific about what is sport tourism, its impacts and overall market share it has contributed under sport tourism. At a same time report has also tried to improve and implement the effective ideas that could increase in the numbers of players as well as make people aware of Finnish cricket. The research paper was undertaken to promote Finnish cricket and also to find out the potential market Finland do have and how they will be able to attract tourists under sport tourism for example (numbers of visitors from Russia during Ice hockey 2010. This research is designed in multidisciplinary way where the ideas can be implement in other sports just then cricket. The beginning of the thesis defines the cricket, rules and regulation as an introduction and then followed by its impact in economy, society and environment. Research has also mentioned the Finnish cricket history and current progress as well as developing ideas and promotional methods. The research is done in collaborative method where both qualitative and quantitative methods were used in order to get validate data and also to make research more authentic.

1.1. Purpose of the thesis

This research is widely concerned with Finland and the Finnish cricket. So research paper is more concerned on making people aware of very basic rules and regulation and what kind of sport cricket is. The first segment of the thesis is about the general issues of the game and then followed by its rule and regulations and how it has influenced people and to identify travellers behavior after knowing cricket and understanding if they have travelled to some other nation to see cricket games. Understanding how cricket as influenced Finnish society, identifying significant markets and major target groups are key term that has been taken into this research paper.

1.2. Research method

According to Creswell (1994) “Quantitative research is a type of investigation that is detailing phenomena by simply collecting mathematical facts which might be analyzed applying mathematically based approaches for example statistics”. Those statistical data can be analysis in the form of questionnaire surveys, form of observation involving numbers. ‘Veal 2006, 40.’
Quantitative method is a set of particular questions that appear immediately appropriate to being answered. For make research much more distinct along with illustrative quantities numbers usually statistical data’s are used. Quantitative methods are usually generalizable study, and this can be applicable to some other populations additionally.

Where, qualitative research methods are predicated on the tents of the qualitative methodology. A qualitative methodology is associated with the holistic-inductive paradigm. The main methods of data collection were interview, participant observation, focus groups, case studies and documentary methods. There are also other biographical methods which studies and reports of a person’s life. Gayle 2001.

Hence, the research is carried using both qualitative and quantitative methods. Where one set of questionnaire with two sections were asked to the cricket experts and to the players. One set of questionnaire was asked to a native Finn to gather how they see Cricket and to get development ideas. Interview was taken to FCA board member and ideas are been described in the research paper.

2. Sport Tourism

Sport and tourism are interrelated in today’s culture and have positive impact in the society. According to Pitts, Fielding & Miller 1994, Sport is an activity, experience or other business enterprise focused on fitness, recreation, athletics or leisure. Before sport was merged into tourism, it was only physical activity which is governed by the certain rules and regulations.

Since 1960’s, sport industry is able to catch the attention of media, money and political awareness. This is a huge international matter and also success in terms of bringing people and nations together. Additionally tourism has become the largest and fastest growing industry. When tourism and sports were combined it has brought lots of changes in sport tourism industry as well as it has employed many people. Sport and tourism are interrelated and contributing opportunities and facilities in order to development. Tourism industry has become one of the most important sections to enlarge local events and facilities and contributing opportunities. “Sport tourism is a social, economic and cultural phenomenon arising from the unique interaction of activity, people and place”. Weed & Bull, 2004, 37.

2.1. Portraying sport tourism
Sport tourism means travel from one place to another in order to participate into events. This varies through hard sport tourism to soft sport tourism. According to UNWTO ‘Tourism relation travelling along with staying exterior a long-term surrounding for just a certain timeframe without outperforming a consecutive year’. Sport tourism is a type of product with a series associated with changes in the course of its lifecycle. It has been growing quickly since people realize sport is usually a medium to get healthier, smarter along with stronger, which influence visitors to travel and also to indulge in different touristic activities. Among plenty of sport routines, the particular one together with uniqueness along with values would be the one. In the context of developing countries, sport tourism plays a vital role on economy that contributes 45% of total services exports and over 80% of key export UNWTO 2010.

2.2. Categorisation of Sport tourism

There are four different types of sport tourism, which includes hard and soft tourism, active sport tourism, event sport tourism and nostalgia sport tourism. But hard and soft sport tourism are overlapped with active sport tourism and event sport tourism. Nevertheless, “Sport tourists” prefer to classify them as hard or soft participants. A ‘hard’ sport tourist is a person who travels for either active or passive involvement in competitive sport. Hence, their prime motivation for travel is sport. The ‘soft’ sport tourist is someone who is primarily involved in recreation or leisure more so than the competitive activity (Gammon and Robinson, 1997, 3). So the remaining three are the main categories of sport tourism. Concerning to these classification of categories Kurtzman 2000 broaden of sport tourism by suggesting five different categories.

2.2.1. Active sport tourism

Active sport tourism refers to the people who participate in the events or the sports. It consists of skiing, bicycle touring, adventure tourism, and the active participation events, such as Master games or other sporting tournaments. According to WTO (2001) noted that favourite physical activities on active holidays ranged from skiing and snowboarding in winter to hiking, mountaineering, climbing, water sports (scuba diving, swimming) and also cycling in summer. The active sport tourism market consists out of people who pursue to be physically involved in competitive or non-competitive sports. Hinch and Hihgam, 2004.
Kurtzman 2000 elaborate the categories of the sport tourism by expanding it into five different categories:
• Sport tourism attractions
• Sport tourism resorts
• Sport tourism cruises
• Sport events tourism
• Sport adventure tourism
Sport Tourism: The breadth of sport tourism categories and activities.

<table>
<thead>
<tr>
<th>Kurtzman’s (2000) sport tourism categories</th>
<th>Natural or man-made settings and activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractions</td>
<td>Himalayas</td>
</tr>
<tr>
<td></td>
<td>Blue Mountains, Australia</td>
</tr>
<tr>
<td></td>
<td>Sport heritage site (e.g. birthplace of Rugby Union, Rugby, UK)</td>
</tr>
<tr>
<td></td>
<td>Halls of Fame (e.g. Baseball Hall of fame)</td>
</tr>
<tr>
<td>Resorts</td>
<td>Winter ski resorts (e.g. Whistler, Canada).</td>
</tr>
<tr>
<td></td>
<td>Summer ski resorts (e.g. Thredbo Resort, Australia)</td>
</tr>
<tr>
<td>Cruises</td>
<td>Transportation for participation in sports tourism (e.g. travel to Great Barrier Reef for snorkelling)</td>
</tr>
<tr>
<td></td>
<td>On-board sports facilities</td>
</tr>
<tr>
<td></td>
<td>Hosting of sports personalities/conferences</td>
</tr>
<tr>
<td>Tours</td>
<td>Tour of sport stadia, halls of fame, sport theme parks, unique sports facilities, sport matches</td>
</tr>
<tr>
<td>Events</td>
<td>Mega, hallmark, major or local sporting events</td>
</tr>
<tr>
<td>Adventure Tourism</td>
<td>White water rafting</td>
</tr>
<tr>
<td></td>
<td>Cycling tours</td>
</tr>
<tr>
<td></td>
<td>Mountain climbing and hiking</td>
</tr>
</tbody>
</table>

Figure 1: This table explains what are called sport tourism and sectors includes into it. Source: Krutzman, J. (2000) The PAARC Continuum- Sports Tourism Potentials Identified.

2.2.2. Event sport tourism

Event sport tourism is actually known as travelling with the aim of participating or watching the event. For example: Olympic, each year during the Olympic games, it attracts enormous
amount of people. It is all about the reputation and the presence of the great personalities. The definition of the sport tourism may differ from various writers. During the event tourism there can be the mega and minor occasions. Major event can present high status and prestige. It is able to attract a big mass of men and women from various nations inside the specific location. Whereas, Minor events symbolizes some ethnic situations that are in the area presented. This kind of celebration is usually in small size and also not expected to get more tourists compare to super event. Kurtzman & Zauhar, 2003: 44.

The model below illustrates the breakdown of event’s definition.


Unplanned

Planned

Major
Attract enormous crowd, high status and prestige, comprehensive media attention, encompasses other festivals, expensive to stage, leave legacies,

Minor
Attract less or no audience of local interest, cultural background.

Hallmark
Occasional, International profile, permanent Venue

Mega
Temporary, International profile, switching venue

Figure 2: Small-scale events are also as important as large-scale events. Small-scale events are important to develop the national or regional as well as to provide the marketing and economic development for the small areas.
2.2.3. Nostalgia sport tourism

Nostalgia sport tourism consists of visits to the sports hall of fame and venue, whereas interaction with the sport personalities also on a vacation basis. But this category of sport tourism has less impact in travelling than other categories. Thus, admiration for the past activity vacation tries to go over various activity vacation groups, which includes:

- Sports hall of fame and museums.
- Sport tourism tours to famous sporting circuit or facilities (for example: Twickenham for rugby union, Lords for cricket)
- Sport theme vacations on cruise ships or at resorts with sporting professionals.

Among the different concepts of worship, heritage, pilgrimage and even religion may be associated with the sporting fan ship that motivates tourists to visit such destinations and attractions.

2.3. Categorization of sport events

Events exist in various forms but they may differ in size and volume. The main purpose for hosting might be different but aspect is always same, they are limited in duration. Over the past years the growth of sport event tourism has been demanding. There is no doubt having an opportunity in the process of development for the hosting destinations and as well as for the country.

Worldwide, events have been recognized as a strong component of sport tourism that draw people from different places Getz, 1997; Gammon & Robinson, 2003; Penot, 2003; Sofield, 2003; Zauhar, 2004 and are becoming an integral and major part of tourism development and marketing strategies Tassiopoulos, 2005. Nowadays, big mass of tourists travelling for watching the sport has been rapidly growing. Sport tourism events refer to those sport activities that attract tourists of which a large percentage are spectators, they have the potential to attract non-residents, media, technical personnel, athletes, coaches and other sporting officials” Kurtzman & Zauhar, 2003: 44, with the primary purpose for travel being participating in or viewing sport Turco et al., 2002.

From the above definitions it shows that sport event tourism is fairly different. Getz 2003 considers the following special characteristics:
- Many sport events are biddable, they can be attracted to a destination.
- Special events can attract more people than regularly scheduled games.
- Corporate sponsors love sport events.
- Major sport events can be catalysts for new facilities and infrastructure.
- New sport facilities, become permanent event venues.
- There is a potential for various sports events year round.
- Sport events appeal to everyone, regardless of age, gender or physical ability.
- Sport events can assist in destination branding.
- Sport events can benefit to tourism in rural areas that might have limited attractiveness otherwise.

Figure 3: Events can be categorized by their size and scale. In the figure below is illustrated the categorization of event in terms of impact in tourists.
2.3.1. Local or community events

This event is also known as small-scale events. In other words it is described as minor events as well. Actually these types of events are based in community or in the city areas. This type of event is no longer than 1 or 2 days. In each and every town or city they held their small-scale annual sports, which have limited time period.

Local community events may be defined as “an activity established to involve the local population in a shared experience to their mutual benefit” Berridge, 2007.

Instead of having a big company to organize this event, they are organized by a group of people so called volunteers. These events can be held for the purpose of community development or some other instant messages. Local events have the potential in fund raising for school, some charity or sporting clubs. Besides that, local or community events are also held for fun.

2.3.2. Hallmark events

In the above figure hallmark events is listed as second. Some local events are also grown up as hallmark events. For example: the Notting Hill Carnival. It has now attracting more and more visitors in comparison to past years. This has become one of the largest street festivals in the world. Hallmark events are held in the same destination so that people can easily know where the event is held. This is large event but will not be attended by as many people as mega events.

(Allen et al., 2005) described Hallmark events as, “those events that become so identified with the spirit or ethos of a town, city or region that they become synonymous with the name of the place and gain widespread recognition and awareness”. For example: Dubai Rugby Sevens, Hong Kong Rugby Sevens, Great North Run. Because of the same destination most of the volunteers who work in hallmark events return year after year. This is also known as a potential event that generates large numbers of visitors repeatedly.

2.3.3. Mega events

Event that affects the whole country economy is known as Mega events. This event is bigger in size and also the tremendous impact in the society in terms of development and economy. According to Allen et al. 2005 definition, “Those are so large they affect whole economies and reverberate in the global media which includes Olympic games and world fairs.” In addition
Getz 1997:6 also suggest that these type of events should be able to attract more than one million visitors, capital costs of at least US$500 million and a reputation as a 'must see' event. He also added mega events are those which yield extraordinarily high levels of tourism, media coverage, prestige or economic impact for a host destination. During the event it affects every aspects of life for example: transport, healthcare, industry. So that mega event requires large numbers of people to work under this process and during the event as well. Mega event does not occur in the same destination like other deed. This is highly reported in the universal media with having both positive and negative impacts. Examples are Olympic games, Commonwealth games, FIFA World Cup, World Fairs and Expo’s.

According to an economic impact analysis of the commonwealth games in Melbourne in 2006, ‘over a twenty year period, the holding of the commonwealth games in Victoria is estimated to support 13,000 person years of employment in full time jobs and in 2006 create some 22,000 casual jobs’ Office of commonwealth games co-ordination, OCGC, 2006:39.

3. Future of Sport Tourism

It is fact that Sport is regarded as the world’s largest social event and Tourism is world’s biggest Industry. Sport tourism is one of the fastest growing sectors of the global travel and tourism industry. According to Statistics sports-related travel generates around 182 billion dollars and 47 million hotel rooms per year.

If the recent research is to be considered, the sport ranks as one of the top 10 reasons for travelling. If we look towards the future of sport tourism and its potential impacts on lifestyles, changes are on the horizon, in particular to sport tourism happenings and expectancies. For sport tourism, the possibilities are beyond imagination, as the games of today will be realities of tomorrow for sports enjoyment, satisfaction and fulfilment Kurtzman and Zauhar, 1999. We must also remember that development of technology has made it possible to enjoy all sport events at your home place through TV screens and Internet. However, technologies may eventually change the whole operational systems and structures, not to mention their philosophy Gibbs, 1998. Natural terrain destinations, such as trekking and climbing the mountains in Nepal, tubing in the Grand Canyon, rafting in the white waters are becoming more attractive and appreciated by people worldwide.

To conclude about the success of sport tourism and its state in the future we can take an example of Summer Olympics held in Beijing, China in year 2008. More than 500,000 foreign
17
tourists arrived in China during this event and it injected more than 5 billion dollars in Beijing's economy. Olympics review

Future opportunities and potential of sport tourism are based on current trends, findings and creativity of everyday life styles and opportunities. In an attempt to keep informed with rapidly changing technology, to understand human purpose and fascination, and looking for meaning in the activities of people globally, customary series and tendency movement, expectation and prediction of values and benefit of sport tourism are recognized, characterized and interpreted in terms of incorporated social forms. All aspects of the world society are acknowledged, unprecedented opportunities are being challenged, personal and collective values are evolving. As such, value components related to sport tourism are integrative and interdependent Gammon, S. and Kurtzman, j. eds.2002. Presently, fantasies and curiosity feed people’s experiences. And composite values are gradually gaining acceptance and admiration. Sports and Tourism, Ritchie, Brent W. 2004.

As an industry, sport tourism must respond to rising societal elements impacting upon destination experiences within the different categories such as sports tourism events, sports tourism attraction, Sports tourism tours and cruises as well. A response is needed allowing potentials and opportunities to be realized within the structure of future forms of sports tourism. The people today are greatly affected by tourism and they prefer different kinds of sports. This makes chances of sports tourism to be even flourished in future days possibly making it one of the most important reasons to travel.

4. Tourism Products

Generally sport tourism can be categorized into four different sections, which are

- Attraction
- Accommodation
- Accessibility
- Amenities
4.1. Attractions

In tourism industry, the most initial requirement is the attractiveness. The services or the destinations should be attractive in terms of the visitors. If they fail to apply this services then there is no future of tourism and its industry. Nobody will be there to visit the place and as well as to consume the services. Attraction itself is one package, which helps visitors to rely on it. Chris Copper, John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhil Tourism: Principles and Practice 305 2008.

Natural attractions: Natural attractions contain geographical features or other natural features relating with the interest of tourist. For example: National Parks and Wildlife reserve, flora and fauna, lakes, beaches, caves, etc.

Built (man-made) attractions: The human beings in terms of creating these attractions to attract visitors. For example: Eiffel Tower Paris, The Great Wall China, etc.
4.2. Accommodation

Secondly, accommodation is also important in this industry. In tourism, proper lodging and feeding is the principle whereas tourism subsists of overnight stay. Nowadays there are different types of hotels, lodges, resorts, hostels etc. This is all because of the visitor’s demands. Some of them can afford expensive and some not, so hotels are also in different rankings. According to customers demand hotels have various types of outdoor and indoor facilities. Chris Copper, John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill Tourism: Principles and Practice 305 2008.

4.3. Amenities

This has also great role in tourism. This refers to the facilities and the services provided in the destination because tourism is known as the service industry. So that to get enough visitors and to make the place more popular well facilitated and attractive services should be accommodated. Chris Copper, John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill Tourism: Principles and Practice 305 2008

4.4. Accessibility

Finally accessibility is the remaining one. Tourism itself is travelling from one place to another because to stay at your own place and using the services which are being provided does not mean tourism. To be a part of it, transportation plays a vital role. Without proper and reliable accessibility the act is not successful. Hence, 4As in tourism are like the crucial body parts, which cannot be separated, and without this tourism become good for nothing. Chris Copper, John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill Tourism: Principles and Practice 305 2008.

Tourism itself is a 4 A’s. To make it more clear, when a person is travelling somewhere the very first thing he/she thinks about what can be done in that respective place then where am I going to stay, what kind of facilities and services are provided and how accessible the place is. Reason researcher has emphasis on these 4 A’s in context of Cricket in Finland is already mentioned above. First attraction is cricket then followed by place to stay, services and facilities in that surrounding and how accessible the place, stadium and also for the players.
5. Cricket

Basically cricket is bat and ball game played by eleven players each side where substitute is kept in case of player gets injured or if he/she is ill. Basically ground is circular or it can be played in football field also but the pitch should be tough enough in order to bounce the ball. In the game cricket pitch consists of the central strip of the cricket field between the wickets 1 chain or 22 yards (20.12 m) long and 10 feet (3.05 m) wide. Ground so called surface is usually of short grass where the actual cricket pitch can be different, it may be covered with carpets or only the hard objective like gym floor. Each team will be given a batting chances where they should try to accumulate as many run as possible, while the other team will field which means they will try to prevent the opponent team to make runs. One member of the fielding team known as the bowler delivers the ball to the batsman down the length of the pitch and then batsman tries to strike the ball, the higher and further he strikes the ball he scores more. There are also certain boundaries where runs are calculated accordingly; it usually starts from 6 (the highest) 4 (moderate) and then depends upon the batsman who may feel to take runs running from batting side to the baller side respectively. Each batsman may continue batting until he is dismissed once ten batsmen from the batting side have been dismissed, the team is said to be “all out” and the two teams change roles. A person who plays cricket is called a cricketer. ‘Dimensions for cricket 2008’ Government of Western Australia.

Cricket Field Sample.

Figure. 5: Cricket Field (Dimensions for cricket 2008, Government of Western Australia.)
A cricket field is a roughly elliptical field of flat grass, ranging in size from about 90 to 150 meters ‘100-160 yards’ across, bounded by an obvious fence or other marker. There is no fixed size or shape for the field, although large deviations from a low-eccentricity ellipse are discouraged. In the center of the field, and usually aligned along the long axis of the ellipse, is the pitch, a carefully prepared rectangle of closely mown and rolled grass over hard packed earth. See figure 5 for the cricket ground layout. ‘Dimensions for cricket 2008’ Government of Western Australia.

Cricket pitch.

Figure. 6: Cricket pitch layout with its length, width. (Dimensions for cricket 2008’ Government of Western Australia.)

5.1. Types of Cricket matches

According to the ICC (International cricket council) there are three kinds of game namely test match, one-day match and 20-twenty match. The traditional version of the game, test match cricket, has been rivaled in popularity by shorter more spectator friendly versions of cricket in since past few years. As well as the concept of one day match is been popular among young since it is not five days long game. ‘An explanation of cricket 2009’
5.1.1. Test matches

The word "Test" originated with the notion that sports matches played between national representative teams were the ultimate test of sporting ability. International matches in several other sports are also referred to as "Tests", such as rugby union, rugby league, netball, and field hockey generally sports popular within the Commonwealth. ‘An explanation of cricket 2009’

5.1.2. One day matches

The one-day cricket game has evolved from its beginnings around the time of the World Series cricket of the 1970s and is now the most watched and most exciting form of the game. Teams currently play fifty overs each. Book of Hinch, Thomas Highman, James E.S “Aspects of Tourism, Sport Tourism Development” has defined one-day cricket match. They have mentioned that one-day cricket was actually developed for the purpose as a shorter, more exciting version then traditional five-days long game. ‘An explanation of cricket 2009’

5.1.3. 20-Twenty matches

A new style of game has taken the cricketing world by storm. It is a whole new ball game, an enhancement of the one-day game to make the game fast, furious and instant. It has had effect of bringing a new audience to the sport. It is full of action and appealing to the younger crowd. ‘An explanation of cricket 2009’

Rules and regulations for 20-Twenty match

There are twenty overs only per side. Each over consists of 6 balls.

Bouncers are restricted into 4 overs at the maximum.

Fielding restrictions in the first six overs - two fielders outside circle with a minimum of two stationary fielders.

Fielding restrictions for overs 7-20 - maximum five fielders allowed outside of circle.

A 'no-ball' is worth 1 run, and the batsman gets a free hit after a no-ball.

Each side has just 80 minutes to get through their 20 overs. There is 15 minutes between innings.
There are run penalties for each over, which hasn’t been bowled, in the allocated time.

The next batsman has 90 second after the fall of a wicket to get to the crease.

5.2. Equipments

Cricket ball

It is hard, cork and string ball leather covering the outer layer alike a baseball, but the leather covering two hemispheres are thicker. The circumference is between 224 and 229 millimeter’s ‘8.81 to 9.00 inches’ and the ball weights between 156 and 163 grams ‘5.5 to 5.75 ounces’. Cricket balls are usually in red color but nowadays-white balls are also used, to increase the visibility during night light games. ‘An explanation of cricket 2009’

Cricket bat

Cricket bat is made of wood, which is flat on one side and knobbled on the other side to increase the strength, attached to a sturdy cane handle rounded by rubber cover in order to protect hands from slipping. Blade has approximately width of 108 millimeters (4.25 inches) and the length is 965 millimeters, which is 38 inches. ‘An explanation of cricket 2009’
Wickets/Stumps

Stumps are made of a wood. There are three pieces of same sized of stumps, which are 25 millimeter's ‘1 inch’ in diameter and 813 millimeters ‘32 inches’ high. They have spikes extending from their bottom end and are hammered into the ground in an evenly spaced row, with the outside edges of the outermost stumps 228 millimeters ‘9 inches’ apart. This means they are just close enough together that a cricket ball cannot pass between them. ‘An explanation of cricket 2009’

Bails

Bails are two wooden crosspieces, which are placed on the top of the stumps, when a ball strikes into the stumps they drop easily in the ground. ‘An explanation of cricket 2009’

6. Case: Finnish Cricket

Cricket was first played in Finland in the 1960s, but it was not the official. Very first club in Finland is Helsinki Cricket Club where other clubs were founded after couple of decades. The Finnish Cricket Association (Suomen Krikettiliitto ry) was set up in 1999 to develop and organize the game of cricket in Finland. The increase of public participation in the game, Finland felt of establishing Cricket Association that controls overall game of Finnish club. FCA (Finnish cricket association) was established in year 1999. They got affiliation with ICC (Europe) in 2000. Cricket is creating an attention of people inside the country and there are officially 10 domestic teams in Finland, altogether 300 males and 30 female players where over 30 are qualified umpires and 20 ECB (England and Wales Cricket Board) qualified coaches. Since the team is participating in different league inside the country as well as various levels in European tournaments. Finland has played ECC (European Cricket Council) game in year 2000 and they won the tournament in year 2002 and runners-up in year 2004. Finland was not able to perform that well in year 2005 that placed them in Division four, luckily year 2006 was generous for
Finland that they won the tournament and were upgraded to Division 3 in year 2007. ‘Finnish Cricket Association 2013’

6.2. Finnish Cricket Association

Finnish Cricket Association also known as Suomen Krikettiliitto ry is the main organization working on Cricket in Finland. The FCA undertakes clubs games, ground and registration of the club. It has been believed that Finnish Cricket has long history. It has been played since 1960s by ubiquitous and mysterious Palmerstone society where Helsinki Cricket Club was formed back in 70’s as a formal cricket club, oldest existing club of Finland. It is also mentioned that they have played several games between British before the end of the Cold war. In 90’s several development plans were proposed to develop cricket as a result Turku, Vantaa cricket club emerged to challenge the monopoly of Helsinki Cricket club. As a significant progress in Cricket with the fine players FCA got affiliation with ICC International Cricket Council in year 1999. The Finnish Cricket Association is hectic on increasing all areas associated with Finnish cricket such as a junior and women cricket targeting schools throughout Helsinki and further. FCA has been also working to build national cricket ground where ground fences and clubhouse is been built in Kerava. ‘Finnish Cricket Association 2013’

6.2.1. Internationalization

In 2006, Finland topped the ICC European Division 4 championship. The team was lead by Timo Ilva, who has been a consistent performer in the domestic scene as well as in European Championships. Other notable performers included Amrik Bhatia, who won the player of the tournament award. This success gained it promotion to division three the following year, but it won just one out of three games to find themselves relegated straight back to Division four. Its 2009 European championship division four campaigns in Cyprus was another disappointment as it won one match out of five to finish in fifth place. Source: Finnish cricket association 2013.

6.2.2. Finnish Cricket Association vision and mission 2013

To make cricket better known amongst the regional Finnish inhabitants while also developing foreigners involvement and advertising them in a mass may increase the interest of people. Where FCA is working on building a national cricket ground which is located in Kerava, southern Finland. As they also have been promoting it amongst juniors/youth and to create a road from schoolyard to outside cricket floor for years to come. To allow the Finnish national team to
participate abroad they have been providing fine training, which allows players to perform at a professional level. FCA has been working on promoting them through different media in order to increase social attention and aid incorporation for foreigners into the Finnish community. Source: Finnish cricket association 2013.

6.2.3. National Team selection criteria FCA 2013

There have been significant changes in number of participants in the game for the past few years, many found the game interesting and the number of clubs is increasing. Even if a player is good at field still there are certain boundaries that he/she can be entitled into national team. Finnish cricket association board member decides whom to pick up in a national team seeing his/her performance into the game. Player must have passed physical fitness training, continuous involvement into the game, acquaintance with the rules and regulation as well as enthusiastic and motivated in the game and has completed a year squad training program, sound health condition, available for selection trails, generous behavior, follower of game ethics and ability as a cricketer; including technical, tactical, physical and mental characteristics. These are the key components that a player should have in order to be selected in national team. ‘Finnish Cricket Association 2013’

6.2.4. National Team Responsibilities

Maintain regular training attendance and participate in wellness, health and fitness test/training sessions, actively work on injury prevention or recovery and make a role as allocated by the team leader. Support and get into fund raising events including school trips, public relation events and younger training or guidance. Respect towards teammates and the leadership and treat official team kit and equipment in a proper manner. ‘Finnish Cricket Association 2013’

Kerava cricket ground is located in southern part of Finland and a part of Uusimaa region, it is also known as national ground of Finnish national cricket team. This is the only grass ground that Finnish Cricket associations have at the moment. Kerava cricket ground has approximately 137-138 meters (Diameter). Currently Kerava cricket ground has two bay practice net facilities and Kerava Cricket Club (KCC) owns the ground and hosts games.

Kerava cricket ground is in continuous development. In year 2012 fences were built and the following year clubhouse, which will be ready for the next season. Clubhouse includes two changing rooms with WC and shower. FCA is still looking forward to develop infrastructure for example, sitting arrangements for visitors.
6.4. Finnish Cricket Association webpage study

In this research paper, an example of Finnish cricket association website is chosen to show how an accessible website should be and the tips for future web development are been mentioned above. Nowadays many websites does not contain the exact information that a visitor is willing to see. Many unnecessary advertisements and flashing text moving around the webpage makes harder to a visitor. From general point of view webpage containing advertisement are not taken as authentic website and are usually called fake websites. Here are the some examples of the good website.

User Friendly website:

Being simple to use can have big impact on the performance of a website. Thus, Creating a website effectively and effectively enhance the usability of website. It means that, website
should be able to fulfill the visitors perception. For example simple content, updated information’s. ‘Meher Jessica Website ‘must have’ for driving traffics, leads and sales.’

Navigation:

Navigation is one essential key to functionality. Some would say it’s the most essential key. Customers need to be able to discover what they are looking for easily and with at the least attempt on their aspect. Studies have proven that most web page users are not willing to keep around and determine a complicated navigational plan. If webpage selection framework is not user-friendly, it will reduce the customer. ‘Meher Jessica Website ‘’must have’’ for driving traffics, leads and sales.’

Here are just a few navigation errors to look at out for:

Hard to discover navigation: The customer should not have to search for a way to get around through the website. Menu button should be noticeable and their objective should be apparent.

Odd shortened forms in the selection: Prevent abbreviations and shortened forms unless the meaning is apparent. Sometimes information, which a web editor can see, may not be visible to the customers so we have to keep in mind what they can see and what we can.

Multiple levels of choices: How many sub-menus must the customer go through before he or she is capable of doing the process or get the details that they came for. If we see on FCA webpage there are main headings and under that sub-headings which allows viewer to choose what they looking for.

Eye appealing appearance: Web page must be designed in such a way even a surfer went there by mistake he will spend few time. Web page with acquaintance information but barely made web page may not give a favorable response than a colorful page can.
Readability

Readability is another key aspect that makes a website user-friendly. A customer should be able to understand the information on the website easily and with very little attempt. Here are few things that Finland cricket association needs to enforce on. ‘Meher Jessica Website ‘must have’ for driving traffics, leads and sales.’

Color

For a website to be understandable, there should be fine color combination for example FCA webpage background is white so there is a possibility to make it colorful where main heading and sub-heading can be in different color so people would easily feel the difference. As a follow up social media are in black and white, they can be kept as their own color. For example, Twitter and Facebook. ‘Meher Jessica Website ‘must have’ for driving traffics, leads and sales.’

Font

In common, easier typeface is easier to study. Create styles developed to look like program or made up of special figures are less scalable. Uses of different font in a same webpage may not look professional. ‘Meher Jessica Website ‘must have’ for driving traffics, leads and sales.’

Formatting

The written text on a page should use style methods such as news, bulleted details, and bolding to improve scan ability. Long sections of unbroken written text are less likely to be studied than small sections of written text. ‘Meher Jessica Website ‘must have’ for driving traffics, leads and sales.’

Accessible Website
When applied to a web site, accessibility generally means content should be easily accessible by visitors with impairments such as blindness, deafness, learning disabilities, limited movement, speech disabilities and photosensitivity. The extent to which accessibility issues need to be taken into account depend on the target audience of the website. However all websites should cater to the visually impaired using standard HTML markup which makes them more accessible to electronic text readers. Since the technology has done so many progress into the field of accessibility.

6.5. Webpage suggestions

FCA website have their own domain and it is easy to find in the Internet but there are few missing things that can be upgraded in the future. FCA webpage have blank borders on each side of the page, which can be filled with colorful pictures of batting, bowling or related to cricket stuffs. Color combination of the page, main page is white, sub menus are blue and general text are in black, it can be in different colors so, the differences can be easily noticed. Follow up social media options can be in their own color. For example, Facebook, You tube, Twitter, etc.

![FCA official twitter page. FCA twitter, 2013](image-url)
For people with disabilities e.g. who cannot see small text there is no enlarge or text reduces options. A good webpage always has more than two different language options. It seems FCA page needs to add some more language options whereas Swedish is also their official language.

Figure 14: Homepage comparison between two countries official cricket website. (Finland and Scotland)

Researcher has found an example of how a webpage should look like. Taken example of website is from Scotland, Cricket Scotland homepage looks eye appealing than Cricket Finland
though it also has to develop some other issues. If we look carefully between these two websites we can see the differences and also the main noticeable thing is Cricket Finland has more text in homepage. In the webpage of Scotland they use all the spaces with attractive colors whereas Finland has to take into consideration.

7. Survey Findings

This survey was conducted among the FCA board members and cricket players of Finland. Most of the participants were from Uusimaa region, which includes Finnish residents and foreigners. For customer survey objectives and questions were developed and sent to the players. A set of questionnaire was constructed in such a way that it would give the players perception to the game and to measure the player’s motivation throughout different factors. The survey questionnaire consists multiple choices questions where respondents were given to choose numbers from 1 to 5. 1 that stands for strongly disagrees, 5 stands for strongly agree where 2,3 and 4 stands for disagree, neutral and agree respectively.

Mostly the questions were designed to study the background information about cricket in Finland, their present situation, player’s point of view regarding the suggestions for the development and promotion for upcoming days. During the survey the researcher had analyzed the Cricket Finland Website and also the Kerava National cricket ground.
Figure 15: Motivation study of players

As figure no 15 illustrates, the highest percentage is on I need support from audience to get motivation, whereas I need support from my family to get motivation has got the least percentage. Others are in average percentage, which means to get motivation and enjoy the game audience plays a vital role. Likewise Financial support, friendly match among clubs and countries, advertisement in different media and also Schools and college should motivate their student to be a part of it occupy 14% are followed by the Government support and
infrastructure should be developed by 11%. This statistical figure is taken from the respondent players. At objective questions were asked to measure the factors that were affecting player’s performances. Most of the respondents had emphasis on public support to get motivation in to the game. Financial support, media advertisement are secondary factors.

8. Finnish Cricket development plan

![Diagram of Finnish Cricket Development Plan](image)

**Figure 16: Development ideas for Finnish Cricket Association, ‘Dale Reidar, Development planning 2004.’**

**Strategic planning**

Strategic planning is a powerful tool, which helps a cricket association or the club to do better as there is an old saying failing to plan means planning to fail, so a strong planning is needed. It is a road map that helps to keep track of what is further plan and how to deal with it at a success rate. The strategic planning states a cricket club’s overall purpose and sets important
goals to be achieved over years. On the other hand strategic planning itself is not the end rather it is a means to achieve the purpose. It has to be simple, concise and ordered, so there is a high chance to be successful. To make it more clear the advantages of strategic planning is that it clarifies purpose and the direction as well as keeps the performance in track, develop teamwork off and in the field where strategic planning can be categorized into four sections mission of the plan, goals, objectives and action plans. Mission is a purpose explaining cricket club and association and the outcome is what a club wants to achieve. A goal are to whom it is for, for example providing opportunity for participation in cricket by all member of the community from seniors to juniors, women to people with disabilities. ‘Dale Reidar, Development planning 2004 15-30’

However setting strategic does not mean work will go straight as planned and there will be success everywhere so there should be always alternative way to find the solution so objectives should be always wider. Developing a strong and sustainable relation with local school, universities within the cricket club.

Cricket leadership for junior and women

Cricket in the secondary school curriculum may increase the number of participant’s into the game. A case study done in New Zealand shows that they have a different curriculum for those students who wants to begin their career as cricket player so they have offered a course under ‘cricket leadership course’, which takes sixteen lessons that deals with the theoretical and practical areas of leadership, coaching along with officiating. Cricket is the theme of the course and the main finding is to upgrade the skills and encourage them to take part into the game more actively. ‘New Zealand community Trust 2013’

Building Infrastructure

Building infrastructure is other important task that needs to be done in order to have a regular game with maximum participation. Clubs own house where players have facilities to change their clothes and leave there belonging safely. Emergency aid services, accessible surface and easy to find place are key components that needs to be taken into account. Regular inspection to the ground and proper maintenance are also important for a club in the long run. ‘New Zealand community Trust 2013’
Coaching and practice

Training and coaching are most important aspects in a game. Qualified and experienced coach may lead a team to success. In Finnish cricket it is more like seasonal game because there is not much indoor stadium particularly for cricket and the pick season is summer because there are outdoor grounds. If professional player gets enough training during all seasons, may be their performance would be better in coming days. In order to get popularity, Finnish Cricket National team must organize some charity event to get attention from the public and also from media. People are unknown about cricket, but still they looked enthusiastic when they found some people who are playing cricket. Watching this sport, starts talking about it increase the participation of new comers and FCA has a chance to find the best players among good players. ‘New Zealand community Trust 2013’

Clubs in School

As mentioned above about the junior and women cricket, if we start promoting cricket in different schools and try to form a school team, in the future Finland will get qualified and professional players. At the same time there must be something as a reward for the best players or for the team who wins certain league or game that motivates juniors to continue playing cricket as their career. For example when we talk about football game players they have been playing it for so long and they are given some amount when they start to perform better in the game. Nowadays we can see many football players who are transferred to some other clubs they are paying huge money on them. For example Indian, Australian and English cricketers are paid high so the coming generation are motivation and do not hesitate to began there career as Cricketer.

Strong media relation

From the questionnaire that authors have developed, most of respondent’s has emphasized on television broadcast of the game. Since television is most crucial part in promotion plan. Many respondents want Finnish television to play international matches and the final matches between Finnish cricket preferably Finnish T20 match.

When analyzing the media relation of a large company such as AIDEX, they have large numbers of visitors and participants throughout the world. During their promotion more then 30000 thousands email were sent. Finnish cricket association can also adopt the similar process where FCA does not have to send mails and invest huge amount of money. Some cost-effective
program such as fair show with Cricket tools and kit could also be better options. When doing promotion, cricket representative can hand flyers and leaflets with brief introduction of Cricket, key organization, clubs information and contacts information to get into the game. It is a long process and will take time but results will be purely positive and outcome can be analysis at the end of the year to see how effective those stands and tents were.

Street 20 cricket

Cricket in Finland is a growing sport and Finnish cricket association is making lots of effort to develop them. Things are challenging here in comparison to other countries because of the extreme cold weather. So, FCA is getting more active in the summer time to held the different types of tournament as well as training programs for the youngsters, women and also for the new comers. In this case the best alternative would be the “Street20” cricket whereas this event was launched already in Finland. In terms of media attention also for the youngsters it is completely interesting, fast and also innovative in a way.

![Street20 Suomi](image)

**Figure 17: Street 20, Finland. Cricket Finland, 2013**

“Street20” cricket is known as fast moving game, this game was first practiced in the UK’s inner cities under charity Cricket4change in order to increase the number of participants and because of the lack of proper equipment’s. This form of cricket is perfect for the Finland whereas it is growing in many countries. In cricket history test matches is the longest version, which is played for 5 days. Then one-day cricket came which got more popularity than test
matches but now T20 matches is the most popular among them. “Street20” is a very short version among all cricket matches which does not require much equipment’s either perfect pitch or ground. It can be played practically anywhere for example, in a car parking, basketball court, and tennis court or in a beach. Cricket ball, bat and stumps are enough to play this version. Basically this game lasts for 20 deliveries per team and played as six-a-side but the number of player depends on how many people are available right then and there. Source: Cricket Finland 2013.

Finnish street 20 cricket is more interesting and it is the easiest way to get enough young players and teach them the actual cricket slowly. Best side about this version of cricket is this game can be played in any seasons. To extend this the FCA is one of five organizations in Europe receiving fund from ICC. In order to enhance the short form of Cricket called Street20. Cricket Finland 2013.

9. Promotional plan

“Promotion is the process of marketing communication involving information, persuasion and influence. Promotion has three specific purposes. It communicates marketing information to consumers, users and resellers” Hundekar, S.G. Appannaiah H.R. Reddy, P. N Principles of marketing. Promotion can be done in different ways but the ultimate aim would be to attract more customers to the product where Cricket would be the product in this research. Since Cricket is not an actual good to have incentives such as price off, premium or offer to the retailer but still it can be promoted. For example free tickets to the Cricket match, free t-shirts, pens, bags. ‘Hundekar, S.G. Appannaiah H.R. Reddy, P. N Principles of marketing.’
Public relations

“A management function, which tabulates public attitudes, defines the policies, procedures, and interests of organization followed by executing a program of action to earn public understanding and acceptance.” Ivy Lee and Edward Louis Bernays 1900 Public relation.

In other word, public relation is the practice of managing the flow of information between individuals, it is to expose to the public, try to meet their requirements and verify the needs. Understanding the public behavior, investors, partners, and employee. “Direct Marketing is a form of advertising that reaches its audience without using traditional formal channels of advertising, such as TV, newspaper or radio”. “Business communicates straight to the consumers with advertising technique such as flyers, catalogue distributions, promotional letters and street advertising.” Promotion and Marketing Communication, Mattson, Estevan 2012 25-28.

Advertising

“Advertising is a form of communication intended to persuade an audience viewer, readers or listeners to purchase or take some action upon products, ideas or services. It includes the name of a product or services and how that product or service could benefit the consumer, to persuade target market to purchase or to consume that particular brand” Promotion and Marketing Communication, Mattson, Estevan 2012 04-06.
Promotional activities:
- Sponsorships for special events
- Participation in community projects and boards of directors
- Trade shows
- Fairs
- Give-away
- Coupons and free samples
- Conducting contests/games

Give away would be a better idea to promote the event since the organizer can give audience some sort of goods, for example t-shirts, Cricket mugs or balls etc.

10. Marketing

Marketing is an essential aspect of every business organization to be successful. An effective marketing effort is based upon information, which can be used in terms of developing sound business strategies, increase your return-on-investment, allow of more successful innovation, and lead to better branding efforts, increase the effectiveness of your promotional efforts and strengthen your marketing efforts. Fojt, Martin, Marketing 3. When it comes to marketing Cricket in Finland, researcher has found less participants and dominance of Ice hockey. It was even tougher to approach them who would like to play Cricket and those who travel to other countries. So an effective marketing campaign may lead to the growth in number of participant’s.

Marketing analysis: “Marketing research is the systematic gathering, recording and analyzing of data about marketing problems to facilitate on decision making,” Marketing research is a tool of marketing information system which has become an important function of management.” Mishra, M.N Modern marketing research 2008 3

Marketing collateral
- Brochures
- Newsletters
- Flyers
- Posters
11. Media relation’s campaigns

Since media has been a strong means of communication and conveying information to the general public in a mass volume at a time, it has great influence on people with the emergence of new technology and social sites. ‘Mishra, M.N Modern marketing research 2008.’ Growing number of social media user has been increased since last couple of decades. Communication systems are getting faster and easier as well as reachable to most of the audiences. It may differ from developed and developing countries but still the media has great and significant impacts on people. Some may listen to radio for the broadcast where some may use Internet sites or some may watch television.

In additional, media has been time and cost effective. Everyone gets into touch because of emerged media sharing sites for example Twitter, Facebook, and LinkedIn etc. ‘Mishra, M.N Modern marketing research 2008.’

- TV broadcasts
- Public service announcements
- Press release
To promote and get attraction of public to specific game or service; media campaigns play a vital role. An organization or a company can reach to the public through different means of social media. To promote cricket in Finland these means of social media can be used.

Press release and television broadcast

A press release or a news release is written announcement directed at members of the news media, explaining much about the event. It could be one effective medium plan to reach to the public. Different types of advertisement in television have influenced to people to buy facilities and services throughout different sources. TV broadcast will be an effective and efficient to promote cricket in Finland where most of the people have access to television.

‘Agresta, Stephanie, Bough, B. Bonin, Miletsky, Jason J 2010’

Objectives

Social media is a potential tool, which enhances awareness to the public, provides information of the product/services, enables commenting, reviewing and rating. It also engages fans and advocates, makes bonds strong between clubs and the fans.
12. Conclusion

To conclude this research paper, there were two sets of questionnaire developed to conduct the research about promoting and developing cricket. First set of questionnaire were indented to cricket players stating that how motivated they are towards the game and what are the factors that have been affecting them in their participation into the game, whereas second set of questionnaire were asked to Finnish Cricket Association to know the future plan for developing cricket.

This research was conducted in the field of sport tourism, as a main field of research was carried out through a case study ‘Cricket in Finland’. The contribution field of the research paper is cricket and Finnish Cricket association. Introducing cricket from the very beginning level, explaining how it is played what are the equipment needed for the game is the main theme of the research paper. Research and surveys were conducted to get enough and adequate information and to know the players perception about the cricket in Finland.

Undertaken their strong suggestions, authors of the research found out that the name of Finnish cricket clubs should be kept in local names. Whenever promoting cricket game in junior public schools, name may have an impact, which is clearer from the psychological point of view. In empirical part, survey was carried out by sending questionnaire to the players and board members of FCA, where objectives of questionnaire survey has been shown in the figures and the answer of questions feedback has been used as a suggestions. The above process is described in development and promotion plans.

Street20 cricket seems to be more applicable in context of Finland, demonstrating them in some fairs and illustrating them will influence people to take part in the game. Public marketing would be better options for handing leaflets and brochures. It can be done in a volunteer basic that a representative from the Finnish cricket association or the club representative can suggest their players to allot them in Helsinki central railways station. In similar to that those who are representing Tampere for instance, they can allot leaflets in the Tampere railway station since those are the places where the flow of people are relatively high then in some other places. To extend this, whenever cricket events take place, posters advertisement would be a reasonable option. It is cost effective and less time consuming. For instance there are Helsinki events and happenings in Helsinki area in a week, a major cricket event can also be listed. It creates more opportunity, for example that visitor from other
countries who are in Helsinki for leisure activities could find the game interesting and go to watch.

Cricket is a popular sport in different countries and is able to attract many visitors. Finnish cricket is also getting popular these days. Players are keen to have more audience in their tournament, which gives them strength to continue and participate in cricket more actively. Researchers has made a comparison between Scotland and Finland Cricket association website. It seems that Scottish Cricket association are more on making attractive webpage. Finnish sites look common and simple whereas it can be made more colorful and use the icons in the original color. Using all the empty spaces with some cricket player’s pictures or related pictures with cricket. To develop cricket in Finland, appropriate planning and infrastructure is very important. FCA has been working on building infrastructure where they are building clubhouses, fences, sitting arrangements and looking forward to make more. FCA needs to volunteer in different schools and make a training session to get the attraction into this game. Clubs in school could be the initial steps towards the promotion and a milestone to get new talents.

Direct marketing is another means of advertising where governing body of cricket would pay a direct visit to school and consult with the tutors which may include few lectures on cricket and forming the clubs perhaps some demonstration also. It is the most efficient way to promote cricket amongst juniors. Promotional plan have been highlighted since other sports as Ice hockey is already in existence in Finland where cricket was heard by very few. The promotional and development plans above that have been built up are intended as demonstration objects to show the new abilities that have been added to cricket. There is a huge potential market of cricket, it takes time to gain huge popularity but this is just a beginning.
13. References

13.1. Literature

Agresta, Stephanie, Bough, B. Bonin, Miletsky, Jason J 2010. Perspectives on Social media marketing, Course Technology USA.


Higham, J and Hinch, T, 2009: SPORT AND TOURISM: Globalization, Mobility and Identity, UK, Elsevier Ltd


Turner Jamie, Shah Reshma, How to Integrate Social Media into Your Marketing Plan
13.2. Electronics

Birley Derek, 1999 ‘A social history of English cricket aurum.’


Ivy Lee and Edward Louis Bernays 1900's Public relation.

Meher Jessica Website ‘must have’ for driving traffics, leads and sales.

An explanation of cricket 1 Dec 2009 Viewed 19.09.2013
   http://www.cs.purdue.edu/homes/hosking/cricket/explanation.htm


Brochure marketing strategis. Viewed 15th January 2013
   http://www.psprint.com/resources/brochure-marketing-strategies/

What is Newsletter marketing? Viewed Viewed 15th January 2013
   http://business.hibu.co.uk/knowledge/articles/what-is-newsletter-marketing/

Poster Marketing Strategies. Viewed 19th January 2013
   http://www.psprint.com/resources/poster-marketing-essentials/

Using Flyers to Market business. Viewed 19th January 2013
   http://www.mspbusinessmanagement.com/blog/using-flyers-market-your-business

Cricket Resources. Viewed 12th March 2013
   http://www.blackcaps.co.nz/content/grassroots/resources/resources-cricket-re/default.aspx
AIDEX 2013 Brussels

This is Cricket Viewed 12th March 2013
http://www.youtube.com/watch?v=C9STtcwo0xE#t=225

Street 20 Finland. Viewed 19 September 2013
http://www.cricketfinland.com/street20.html

http://businessbarbados.com/articles/tourism/sports-tourism-set-travel-industry/

http://www.crickethelsinki.com/

http://www.cricketmozambique.org/developmen_more.php?goto=5%20years%20developm%20program

Rovaniemi. Activities and Excursions in Rovaniemi, Accessed: 13.03.2013
http://www.visitrovaniemi.fi/in-english/activities/winter

http://www.slu.fi/eng/finnish_sports_federation/sports_in_finland/

This is Finland. Life and Society: Sports, Accessed: 19.04.2013
http://finland.fi/Public/default.aspx?contentid=221456

Cricket in Finland
http://www.cricketfinland.com/

Cricket in Scotland
http://www.cricketscotland.com/
List of figures and tables

Figure 1: The breadth of sport tourism categories and activities
Figure 2: Sport Events
Figure 3: Event categorization
Figure 4: 4 aspects of tourism
Figure 5: Cricket Field
Figure 6: Cricket pitch
Figure 7: Cricket ball
Figure 8: Cricket bat
Figure 9: Cricket Stumps
Figure 10: Cricket bails
Figure 11: Kerava Cricket ground
Figure 12: Finnish Cricket Association homepage study
Figure 13: Twitter page study
Figure 14: comparison study of webpage
Figure 15: Survey analysis
Figure 16: Development plan
Figure 17: Street 20 games
Figure 18: Promotion
Figure 19: Marketing
Figure 20: Uses of social media in a promoting cricket
How to develop and promote Cricket in Finland?

Case: Finnish Cricket

This questionnaire is a part of the bachelor’s thesis of Laurea University of Applied Sciences. The goal of the research is to find out the potential market of cricket in Finland and also to find out how it can be developed and promoted further. All the responses will be kept anonymous and used confidentially.

The questionnaire may take 10 minutes.

Thank you for taking part!

Maskey Amrit, Chaulagain Madhu Kumar
Degree Programme in Tourism
Laurea University of Applied Sciences

Section: 1

To promote cricket in Finland what rating you give for following statements.
For Finnish Cricket Association Board members:

1. Finnish sport is dominated by ice hockey. On this note do you think sport loving Finns accept cricket and increase popularity. If yes please give reason.

2. What are the major Challenges you are facing in promoting and developing Cricket in Finland?

3. Is the Ministry of Sport supporting Cricket?

4. From your experiences how will you define Finnish cricketers motivation to the game?

5. Is there any development plans for further extension of infrastructure for Cricket?

6. If you have any suggestions, please specify.
For Players:
Section: 1

To promote cricket in Finland what rating you give for following statements.
Choose the most suitable alternative regarding each statement.
(5=Strongly agree, 4=Agree, 3=Neither, 2=Disagree, 1: Strongly Disagree)

<table>
<thead>
<tr>
<th>Statement</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>To develop cricket in Finland infrastructure should be developed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I need support from my family to get into the game</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I need support from audience to get motivation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I seek government support to remain enthusiastic to play this game</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial support adds energy to me to play this game</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friendly match among clubs and countries will develop my skills and increase my self-confidence</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement in different media help to draw attention of audience towards the game</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schools and college should motivate their students to play cricket</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Section: 2

1. As a Cricketer how you see Finnish cricket compared to Ice hockey?
2. What kind of support do you get from Finnish Cricket Association?

3. How motivated and enthusiastic you are in this game?

4. Please list the points that need to be enforced in order to develop Cricket in Finland?