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**GLIMPSES OF NEPAL**

**Art Exhibition and Cultural Show at Music Café After Eight**

**THESIS**

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**ABSTRACT**

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<p>Globalization is a modern phenomenon of the human civilization and travelling in order to learn about others' culture is essential. This thesis introduces cultural tourism in terms of art and creativity. The main aim of this thesis was to successfully organize an event to celebrate the week against racism in Pietarsaari. The preliminary objective of the thesis was to unite multinational people living in Pietarsaari. Another important purpose of this thesis was to analyze if art and culture can upsurge the Nepalese tourism industry.</p> <p>In this report culture and art were focused on as forms of cultural tourism and portrayed as an important social, physical and mental element of our lives. The methodology used in this report is primary and secondary data analysis. Conduction of a questionnaire that was aimed towards potential target groups helped the authors to access the analytical part of the event and find the conclusions. Event planning, the management process and theories of marketing were used for analyzing the data. After the data was obtained by using a quantitative analysis method, the Statistical Package for the Social Sciences (SPSS) software was used to find reliable results. Nepali culture and art was examined in detail for better understanding during the show.</p> <p>Finally, assessment and conclusions were derived from the event. The study divulged that most of the visitors preferred the show performed in Music Café After Eight and promotion of Nepali culture was possible. It was known that organizing a variety of shows is challenging whereas it is interesting for the ones who want to enjoy different shows in one place.</p>		
<b>Key words</b> Art, cultural show, cultural tourism, exhibition, promotion		

## **ABBREVIATIONS**

<b>ALTO</b>	<b>Alternative Operators in Communications Sector</b>
<b>ATLAS</b>	<b>Association for Tourism and Leisure Education</b>
<b>CSS Forum</b>	<b>Civil Service of Pakistan</b>
<b>EU</b>	<b>European Union</b>
<b>ICOMOS</b>	<b>International Council on Monuments and Sites</b>
<b>UNESCO</b>	<b>United Nations Educational, Scientific &amp; Cultural Organization</b>
<b>UNWTO</b>	<b>United Nations World Tourism Organization</b>
<b>VFR</b>	<b>Visiting Friends and Relatives</b>

## **ABSTRACT**

## **CONTENTS**

<b>1 INTRODUCTION</b>	<b>1</b>
<b>2 CULTURAL TOURISM</b>	<b>3</b>
2.1 Defining culture	3
2.2 Concept of cultural tourism	4
2.3 Trends in cultural tourism	5
2.4 Cultural Planning for Regeneration	6
2.5 Pietarsaari as a tourism destination	7
2.5.1 Introducing Pietarsaari	7
2.5.2 Music cafe After Eight	8
<b>3 EVENT MANAGEMENT</b>	<b>9</b>
3.1 Procedures of the event management	9
3.2 Research and design	10
3.3 Financing	11
3.4 The selection of venue	12
3.5 Safety and security	12
<b>4 PROJECT - GLIMPSES OF NEPAL</b>	<b>13</b>
4.1 Project introduction	13
4.2 Determining objectives	14
4.3 Target group	15
4.4 SWOT analysis of the project	15
4.5 Project implementation	17
4.5.1 Event marketing tools	18
4.5.2 Preparation for staging the event	19
4.5.3 Event participants, receptions and hospitality	21
4.5.4 Staging the event	22
<b>5 CONDUCTING THE RESEARCH</b>	<b>24</b>
5.1 Structure of the survey	24
5.2 Quantitative analysis	25
5.3 Findings	26
<b>6. ASSESSING THE EVENT</b>	<b>39</b>
<b>7. CONCLUSION</b>	<b>41</b>
<b>REFERENCES</b>	<b>43</b>
APPENDIX I	
APPENDIX II	
APPENDIX III	

## **LIST OF TABLES AND GRAPHS**

TABLE 1. SWOT analysis of project “Glimpses of Nepal”

TABLE 2. Event Timetable

GRAPH 1. Venue Plan

GRAPH 2. Nationalities present at the event

GRAPH 3. Professions present at the event

GRAPH 4. Respondents’ length of stay in Pietarsaari

GRAPH 5. Respondents’ awareness of the event

GRAPH 6. Respondents’ satisfaction level for program schedule

GRAPH 7. Respondents’ satisfaction level with management of event

GRAPH 8. Satisfaction level of respondents with technical equipment

GRAPH 9. Cultural learning

GRAPH 10. Promotion of tourism

GRAPH 11. Satisfaction level of respondents with program

GRAPH 12. Impacts on surrounding area

GRAPH 13. The best part of the program

## 1 INTRODUCTION

We can barely imagine living fixed. Lying in one place or even continuous dreaming is not always meaningful for a human. The natural cycle of earth can only be possible through movement. This important feature has enabled human beings to rethink their mobility and journey begins. Modernization has changed people's standard of living. A successful life and career is not only the vital part of living. People need leisure time, recreational activities and celebrations which have led to an increase in the different kinds of events.

Tourism has become one of the biggest industries with its developed standardized package of holidays and market that were segmented into different niches throughout the 1970s and 1980s. One of the important segmentations of the tourism industry is the cultural tourism industry. Development of information technology with an increase in production, consumption and the issue of sustainability tourism is on the rise these days. Generally, highly literate people's trend to move toward cultural tourism is seen in different countries that has simultaneously shown the growth in this lucrative market. (Academia Education 2011.)

This thesis deals with an event that aimed to promote art and culture. Cultural events can be a very good means of promoting the culture and art of a certain place or a country. These kinds of cultural events can play a significant role in developing the tourism. Thus, one of the important sectors of tourism is cultural tourism which is combined with emotions and skills of people. In the present context, people are more enthusiastic about learning new things. New understandings and innovations are expressed through the arts. As a result various cultural backgrounds are benefited by the tourism industry and vice-versa.

This thesis was aimed at successfully formulating multiple cultural acts into a single event to celebrate the week against racism. The primary objective of the event was the manifestation of Nepalese cultural tourism for the international students living in Pietarsaari. Theoretical framework dealing with culture, cultural tourism and trends in cultural tourism in modern days are discussed in the initial chapters. Furthermore, the empirical analysis consists of survey

methods and findings after the data was collected during the show. After the data was processed with computer software, it was further analyzed to find the conclusions which was the main goal. The report conglomerates art with cultural tourism and also tries to find out if cultural events can boost the tourism industry. In the same way, the other purpose of the event was to attract the tourists towards cultural happenings.

The thesis was written by Sushil Giri and Bindeshwari Lama who intended to research the aspects of Nepalese cultural tourism by organizing an event in their school city where they are studying. Workload was divided according to the skill and willingness for the practical part. For written part of thesis, ideas of introduction and conclusion are combined together by both of the authors. Similarly, chapters of theoretical framework were written by Sushil whereas analyzing part was written by Bindeshwari. Subchapters for project, its introduction and implementation process were also added together by both of authors.

Event “Glimpses of Nepal” was organized at Music cafe ‘After Eight’ on the 21<sup>st</sup> of March 2014. Café “After Eight” is located at the heart of Pietarsaari and Pietarsaari is situated on the western coast of the Ostrobothnia region of Finland. The show was organized in co-operation of students and café symbolizes Nepali art and culture for multinational people living in Pietarsaari. The discussion throughout the chapters aims to mention the city as a destination for hosting cultural events.

Although society is skyrocketing in modern technology and ideology, still it is the need of a society to take its shape which is possible through art demonstration. Those shapes can only be molded with imagination and then be turned into a specific product. Thus, the scope of art and culture has the big purpose of changing the scenario of a tourism destination which was also the purpose of researchers to have the research in related field.

## **2 CULTURAL TOURISM**

This chapter is divided into subchapters to provide definitions of culture and cultural tourism. Also, activities and trends in cultural tourism are discussed. Furthermore, cultural planning for regeneration as a part of this chapter is also discussed. Pietarsaari as a city for hosting cultural event and Café After Eight as the venue for the event has been introduced below.

### **2.1 Defining culture**

According to the dictionary of contemporary English, culture is defined in a society or in a group. It states that the way of life, the beliefs, customs or art forms that are shared and also accepted by people in a particular society, is culture. (Dictionary of Contemporary English 2013.) Culture is the attitude towards beliefs about something which are shared by a particular group of people or organization. It is believed that culture is a system for differentiating between in-group and out-group people, where in-group are those living in the same community whereas out-group are those living separated from other communities, here meaning the system of living compared between them. Culture is communication, and communication is culture. (CSS Forum 2007.)

As Leslie (2000) suggests, in context of their relation with human organisms things or events are considered as behaviors, but in the case of not taking into account their relation to human organisms but the relationship to one another, it is defined as culture. In Kroeber's (2009) view, culture embeds the subjects ranging from "learning behaviors" to "ideas in our mind" and "a logical construct" to "defense of a psychic mechanism" and so on. Kroeber adds that "Culture can also hold the meaning to indigenous group or link to the art museums, galleries or institutions". The system held values as a collective programming of the human mind distinguishing the different group of human from one another is culture. (CSS Forum 2007.)

## **2.2 Concept of cultural tourism**

The movement that involves people exploring and experiencing different ways of life of other people with the reflection of social customs, traditions or intellectual ideas of their cultural heritages is the cultural tourism. In other words, centralizing on the culture of a destination is cultural tourism. There is involvement of visitors going to cultural sites and events with a self-motivation towards culture and cultural aspects. Cultural destinations need to have the arts, heritage, lifestyle, customs and leisure pursuits of the local population. (ICOMOS 1997.)

Cultural tourism is as an entertainment and educational experience connecting the arts with natural and social heritage, to history. Both tourism in urban areas that are historically important with cultural facilities, and rural areas which have the indigenous groups with their own values and customs, belong to cultural tourism. (Cultural Tourism Industry Group 2001) When defining cultural tourism, Smith (2009) says that cultural tourism is a global phenomenon which is more or less different in various regions of the world and the diverse nature of cultural tourism is reflected when people take in culture in different ways with different meaning. Different qualitative researchers done by ATLAS (Association for Tourism and Leisure Education) states that increased number of cultural holidays and rise in income and status of people are significantly changing the eagerness to experience new cultural tourism, which is leading to its popularity.

In Cultural tourism in general term refers to leisure travel which is motivated by one or more feature of culture in a specific area. (Dictionary of Travel, Tourism and Hospitality Terms, 1996)

Focusing of culture of local population of any destination that includes lifestyle, arts, industries, heritages and leisure pursuits is cultural tourism. (Office of National Tourism 'Fact Sheet No 10 Cultural Tourism', 1997) In the present world, systemized education and more availability of internet protocol are helping people to gather ideas and interest towards cultural places. New technology such as efficient and cheaper means of transport and also use of electronic devices has increased in recent decades making events and festivals more accessible in a short time. (Richards 2011, 8- 9.)

### **2.3 Trends in cultural tourism**

Attending theaters, concerts or other performing arts is significant of cultural activities. Similarly, visiting art galleries, art studios, workshops or museums can be other activities found under cultural tourism. In the same way, attending festivals, fairs and cultural events attending has also increased during the last decade. These days, experiencing aboriginal and indigenous sites or communities is also developing as another leisure activity in cultural tourism. Lastly, historical places and monuments are also important and come under leisure activities in cultural tourism. (Cultural Data 2001.)

Military heritages as battlefields, castles and military museums are other important sites to be visited. In terms of art and artistic heritage, attractions such as houses, landscapes and gardens of artists and writers have also been cultural tourism attractions in recent years. Furthermore, national parks, geological features, caves, cultural landscapes and coastlines are recognized as natural heritage attractions. Historic townscapes, architecture, historical buildings and archeological sites are the built heritage attractions. Other sites include mines, factories and mills as industrial heritage sites that people are interested in visiting. (Smith 2009, 79.)

One of the important developing niches under cultural tourism is VFR (visiting friends and relatives) tourism. (Richards 2014.) Major art exhibitions are now becoming more visible and this market is growing rapidly with more flows of tourists. Growth of interest for popular culture is one of the main qualitative drivers of cultural tourism. In 2007 spiritual tourism was identified by UNWTO as the fastest growing segment of cultural tourism (Academia Education 2014). Richards (2014) says that one of the important parts of cultural tourism is creativity. People these days can utilize leisure time and generate skills to develop their personality. Different courses teaching for instance as art, photography, gastronomy and linguistic skills are more on demand.

Another important driver is the increasing trend of visits to museums, monuments and heritage sites. Travelling with the aim of learning others' language is accounted as cultural tourism segment that is in growing trend. According to the trade association ALTO, it was estimated

that 375 million people were travelling for learning major global language which generated € 15 billion by language schools in year 2008. Giving more emphasis to art and architectures along with the development of technology is increasing the area of cultural tourism. In addition to that, growth in linkage between creativity and tourism has led to a newer segmentation in cultural tourism industry called “Creative tourism”. (Academia Education 2014.)

Carnivals, art festivals, circuses, music festivals, food festivals and religious festivals embedded with the locals and residents also attract tourists. These festivals are promoting local artists and performers as well as offering a high quality artistic activity. (Smith 2009, 132.)

#### **2.4 Cultural Planning for Regeneration**

Cultural planning is on the rise these days although it existed in the 1990s. Planning of culture aims to transform the physical and technical parts into benefits that can be brought back to the cultural community. Planning a destination for regeneration can be a complicated process if it lacks the local connection and its identity. (Smith 2009, 183-184.) Cultural planning helps in promotion of important destinations; improvement of quality of life of locals and inclusion of symbolic aspects of culture of the host community. Similarly, creativity and skills also help to develop the culture. Also, important places and characters of the surrounding environment can be understood. (Smith 2009, 183-184.) Smith (2009) suggests that involvement of locals helps the community in its national and international iconic representation.

In respect to that, Ploger (2009) explained that the better planning of culture helps to ensure true meaning and features of any city. Also he adds, cultural mixing that has bigger space for people of different races, castes or ethnic groups should be exercised.

Cultural differences should not simply be tolerated, they must be valorized, which requires a new kind of “Multicultural literacy”. This includes histories of “imagined communities” such as gays and lesbians, and women, as well as ethnic and diasporic communities. A more “discursive” form of planning may

help to ensure that the true meaning and significance of city space is not overlooked. (Ploger 2001: 64)

## **2.5 Pietarsaari as a tourism destination**

This chapter introduces Pietarsaari as a tourism destination including major events that can attract tourists to this place and also café where the event was held is introduced as well in brief.

### **2.5.1 Introducing Pietarsaari**

Pietarsaari is one of the cities in Finland located on the western coast of Finland. This city was founded by Ebba Brahe in 1652 at the harbor of Pedersöre. It has the rank of 58th largest city with a land area of 88.31 square kilometers and a total population of about 20 thousand. The Baltic Sea is in the western part of this city where it has easy access to Sweden to the west. In Swedish it is named “Jakobstad” after the military commander Jacob De La Gardie who resided in the city with the Swedish-speaking people. The city had the historical importance as Yachts and industrial products manufacturer in the past. “Pietarsaari” in Finnish has the meaning Peter’s Island. It is an important city from historical and a business point of view. Also, people from different parts of the world living here for study and work purpose has made Pietarsaari a cosmopolitan city. There are different Swedish and Finnish companies and workplaces where the international students are also working apart from their studies. (Jakobstad 2014.)

Besides, there are popular museums such as Malm manor, Tobaksmagasinet, The cottage of mother Westman and Runeberg’s cottage. Nanoq- the arctic museum, Chicory museum and Pedersöre local history museum are the valuable museums where the history of Pietarsaari area can be flashbacked. Botanical garden is a significantly important garden lying in the heart of the city with thousands of plant species whereas the seven bridges archipelago is the group of seven islands connected with bridges that encounters natural beauty of sea and forest for nature loving people. (Britannica 2014.) Although the city covers small area and population of Finland, several events such as welcome locals and tourists to this city from June to August. Villa sveden, Juthbacka Cultural Centre, Musikcafe After Eight and The Aspegren gardens are

organizing different events in Pietarsaari. These events attract huge number of domestic and international tourists every year. (Jakobstadsregionen 2015)

### **2.5.2 Music cafe After Eight**

Music cafe After Eight is located hundred yards from the city center in Pietarsaari which was founded in 1987. The café as a truly dedicated social promoter from Pietarsaari had been organizing different events including smaller concerts which is also known as culture club. The board of director of café is Mecki Andersson. Café provides lunch and breakfast facilities including summer time events targeted to local residents and visitors to Pietarsaari. Movie shows, photos and art exhibitions are the features of this café with a quality sound system and performing stage is separated at the front side for shows. The café has internal Finnish architecture with fully a furnished lobby and hallway which attracts visitors for foods and events. (After Eight 2014.)

As a social motivator and platform it is a well visited place in the city. Also, the café has the accommodation facility targeted towards local youngsters named as Hostel Lilja. Social projects which are organized for locals and students to use their leisure time is another important features of this café. Some of the popular events concerning different genres of music from hard core metal to smooth jazz and blues have been performed in this café in past years. As an active event organizers, the café had several events and projects being performed all year round that were funded by European Union (EU). (After Eight 2014.)

### **3 EVENT MANAGEMENT**

“Events are designer built packages to boost publicity, symbolize fraternity and heighten awareness.” (Rojek 2013)

The event management process and definitions of event and event management are dealt within this chapter. Also, having a successful event with different aspects such as venue selection, financing, research, design and safety required for a successful event are discussed in this chapter.

#### **3.1 Procedures of the event management**

An event or festival can be defined as a gathering of people of a community for program with a certain theme which held yearly or less frequently or in intervals of certain time. Festivals and events are widely accepted and recognized in local communities and build a bridge between people. These events entertain the residents and the visitors and also develop the unity among the people from different communities by bringing them together to celebrate their history or a culture of their place. (Raj, Walters & Rashid 2009, 2.)

There is a development of commercialization for celebrating festivals. People demand more entertaining, effective and organized ways of celebrating festivals and events which has led to the development of a sector known as ‘event management’. “Event management is the capability and control of the process of purpose, people and the place.” Concerning the fact, event management is a huge potential sector of tourism business. In every city or town, small and mega events are being created. In order to make an event effective and successful event management is crucial. There are various things which need to be taken care of during preparation, during the event and also after the event. A good event management can produce a successful event. If the event is big and there is the lack of ideas on how to deal with it then one can hire an event management company. This trend is getting more common these days. (Raj et al. 2009.)

The word “management” defines the activity of organizing a group of people to achieve a desired outcome. The development of bureaucracy where strategic planning, co-ordination, controlling, directing or making of complex decision are referred as management processes. (Olum 2004, 2.) Together the words “event” and “management” give rise to a new growing profession of event management. Various scopes, challenges and obstacles are also there in this field. Along with the rapid growth of the event industry there has been growing demand for greater collaboration between academic and event practitioners to increase the uptake of research findings (Getz 2000) and to develop professionals that will be able to handle the challenges of the industry in the future (Arcodia & Barker, 2003.)

Events enhance the community pride, generate ideas, awareness and entertain people. Different kinds of events and festivals not only develop unity in the community but also develop mutual co-operation. Events and festivals can be different according to the choice of the different groups of people and also in terms of religion, nationality, culture and society. There are certain tasks to be performed during the event management. The person who takes care of these issues is known as an event manager. The roles and responsibilities before and during the event are various and explained below.

### **3.2 Research and design**

Organizing an event is a challenging task. A clear vision of the core reason and specific goal is to be set when an event is designed. Research is the initial step to make this idea come true, as it is the search for knowledge about the matter at hand and the starting for all progress. A proper research develops a better understanding of the customers` and clients` needs. The feasibility of these needs and wants and the event manager has a higher chance of achieving the imagined outcome for the event. Thus, research will reduce the risk of not achieving the goals of an event. (Damm 2011, 23-24.)

To organize an event initially there is a need for a strategic planning. According to the nature of the event, the criteria can be differing but some fundamental issues are similar for all kinds of events which need to be taken care of while planning. All the different subjects like selection of appropriate venue, financing, marketing, ticket booking, safety and security and obtaining feedback should be divided and should be given equal emphasis to get the best result. (Watt 1998, 8, 25.)

### **3.3 Financing**

Finance is the main part of any event. The capital investment should be planned to cover every part of the event and needs a very careful expenditure. (Getz 2005, 150.) Depending on the nature of the event it can be profit-oriented and non-profitable. Some events like music concerts, food festivals art exhibitions have ticket systems. These can be categorized as profit-oriented events where the direct profit depends upon the selling of tickets. Basically, these events are broadly invested in a higher quality program. The organizer considers the comfortability of the visitors during the program.

On the other hand, some events are free entrance events which do not have a direct profit but they obviously create some difference in the local economy of the host destination. This not only promotes the economy of the city but also promotes the branding of the city. The finance or the budget of the event is a projection of expenses and profits of the event. The financial plan is basic but vital part of the event management which helps to evaluate the resulting profit or loss. By analyzing the possible expenditures and expected revenue, potential outcome of the event can be estimated (Leoisaac 2015.)

### **3.4 The selection of venue**

Depending on the nature of the event, selection of a venue is very essential. A wide range of research is required before finalizing the venue. A selection of venue should justify the theme of the event. For instance, various events such as musical events, sport events, food festivals, processions and conventions require venues with different criteria. A venue should be appropriate in terms of theme of the event, safety and security and sufficient enough to carry the volume of the visitors. Similarly, the entrance and exit of venue should be properly arranged with sufficient parking areas. The venue should be in the central location so that there is easy access of public transportation, restaurants, hotels and other necessary service providers. The centrally located venue in the city is mostly preferred in terms of accessibility, visibility and for various other factors (Getz 2004, 132-133).

### **3.5 Safety and security**

Safety and security is a basic factor for any successful event. It is always wise to follow the safety measures for the prevention of any possible incidents rather than facing the tragedy later. Assessment of the possible risks about the event is to be studied precisely to forbid its occurrence. A vulnerability analysis should be highly preferred (Leoisaac 2015). Fire extinguishers in appropriate amount are crucial around the venue. The necessary criteria should be fulfilled for the safety and security of the venue in order to avoid an event failure. To maintain peace, crowd management and traffic flow during the event, human resources such as police, security guards, volunteers are compulsory. (Getz 2004, 161).

Besides these, there are other vital factors that need to be taken care of and these are emergency response and accessibility for an evacuation process, comfortable stations such as toilets, water, and shelter from weather. A positive and welcoming attitude is required towards the visitors. The event should not cause any harm to the audience physically, socially and mentally. An honest presentation should be done without any exaggeration, misrepresentation and concealment. (Getz 2004, 161.)

## **4 PROJECT - GLIMPSES OF NEPAL**

This chapter introduces the project “Glimpses of Nepal” .The Project’s main ideas with event segmentation, objective and implementation have been described in different subchapters. Furthermore, the SWOT analysis was done for this project which is discussed in a separate subchapter under this chapter. Venue plan and schedule of the event day was briefly described under the subchapter project implementation.

### **4.1 Project introduction**

The main idea of the project was to compile different genres of art such as painting, dance, song and fashion walk into an event. Event was organized in March as planned between organizers and café management committee. The slogan “week against racism” was given as it was to be performed among multinational people. The event was themed as a Nepali cultural event which was portrayed throughout the event which was divided mainly into 2 segments as art exhibition and cultural show. Cultural show part was taken care by Bindeshwari Lama and Sushil Giri took the art exhibition part simultaneously.

One of the segments of the event was the “art exhibition”. This part was taken care of by Sushil. For art exhibition; hall capacity was taken care at first step. Arts were painted and collected by two artists. Total numbers of paintings were 16 according to capacity of hall in the Café. Based on Tourism of Nepal, the artists portrayed different artworks. Landscapes, cultural and some of the religious ideas prevailed in Nepal were painted. Afterwards, all the painting were collected at a place for framing which was completed by Sushil. For this part, entrance fee was also considered for student as it was oriented towards students. Then, it was decided to have free entrance for everyone who would come to the show.

The show was sub-divided into “cultural fashion show” and “music and dance show”. This part was taken care by Bindeshwari. Theme for the fashion show was cultural costumes of Nepal. Various traditional costumes and accessories were collected from Nepal. Wider range of cultural costumes were collected which were belong to many different ethnic groups living in different parts of Nepal. There were 19 different costumes where 6 of them were for male and 13 for female including the Nepalese bride and groom dresses. Those customs were brought and collected by Bindeshwari from her country. The fashion show had 19 participants voluntarily taking part for the promotion of custom culture of Nepal including bigger number of Nepalese and also student from Bangladesh and Finland. Pre-rehearsals had been done.

The other segment as “music and dance” was to present cultural dance and traditional folk music of Nepal. This part of the show was dedicated for promotion of Nepali dances and song. Also, a Nepali song was included in this segmentation. In this segment, one of the songs for unity by African student was practiced before the event day while a Nepali song rehearsal was done by 3 of the Nepalese students before the event. On the other hand, the task of handling and taking care of the electronic equipment and sound system was also separated for the shows among the volunteers of the show excluding participants in shows.

#### **4.2 Determining objectives**

For any project, practical limitations such as skills of the team, total budget required and time needed for the project may impact the objectives of the project. Getting the ideas of limitations and also helping to set the priorities are other features of determining objectives for any event. (Demand Media 2015).

The main objective of the event was to promote Nepalese cultural tourism in the city of Pietarsaari. Secondly, developing the multinational ties was the other objective of this event. Similarly, encouragement of people in Pietarsaari towards cultural happenings was another purpose of this project.

### 4.3 Target group

As the event was a thesis project, it was targeted towards students at Centria located in Pietarsaari which in itself was a main target group. Also the visitors could be the inhabitants of Pietarsaari who would love to see the art and cultural show of the foreign country. Likewise, the ones who were art loving and creative and were interested in fashion and cultures could also be part of this event. In terms of occupation, we anticipated that the number of students would be higher than professionals of Pietarsaari visiting the event. Besides, locals from children to elders were welcomed to the rest of the days where the painting exhibition would continue till the end of the month from which it started. The venue had regular visitors from different fields such as business, universities and officials working in Pietarsaari. They could be the art exhibition visitors after the inauguration day as discussed in previous chapters the entrance was absolutely free for them too.

### 4.4 SWOT analysis of the project

It is wise to analyze SWOT before the project. The successful projects can be possible through mind mapping, generating knowledge and finally coping with the problems.

Getz says, “Analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT) is a standard evaluation and planning tool” (Getz 2004, 105). Below is the SWOT analysis of our project which has been explained further.

TABLE 1. SWOT analysis of project “Glimpses of Nepal”

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>A recognized venue at the heart of city Pietarsaari</li> <li>A diverse cultural show in one place</li> <li>Well-equipped hall with technical support</li> <li>Adequate hall capacity</li> <li>Snacks and soft drinks</li> </ul>
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Easy accessibility
<b>Weakness</b> Lack of previous experience Inadequate budget Different shows in one place Short timings in between the variety of shows
<b>Opportunities</b> Robust Nepalese cultural promotion Celebration of week against racism in multinational community A platform for various artist
<b>Threats</b> Arrangements of furniture and art show in one place could be a challenge Inadequate preparation for technical part Technical errors

In the above SWOT-analysis, it can be clearly noticed that strengths are more than that of weakness. We are motivated by the previous events at popular venue in city that authors were familiar. Equipment and hall facility are advanced and could satisfy our guests and visitors. Apart from the facilities, the show is absolutely free and open to interested ones which is in weekend time must be easily accessible to the folks in Pietarsaari. In addition to that, the availability of free snacks and variety of shows in one place would possibly keep the visitors active and motivated during the event time.

Weaknesses that we foresight is mainly with the participants who are new to the type of event. The show lacks the previous understandings and mechanism. Additionally, small budget to the event could be another weakness. Here, the personal funds from organizers was only collected for the entire show. On the other hand, different types of shows in one place could disturb the flow of event which might be time consuming. The tightened schedule for the timing of various performances or the same performers in various shows could interrupt the flow of the show.

The venue itself is a good platform for the one who is willing to perform his or her skill voluntarily. As an additional opportunity, the show is the demonstration of Nepali culture among locals and international students who could celebrate “against racism week” at the same time. We expect unity in diversity and brotherhood among different races during and after the show.

Threats are seen before the event. There might be difficulty in running the show smoothly as variety of shows in one place. So, it might have errors when one show end and other starts because they all differ in term of space, number of participants or the equipment needed. It could distract the audiences and visitors. Technical problems could occur between shows. Handling the equipment perfectly could be another threat for our event.

Along these lines, taking special care to the possible problems and formulating them into better performance could possibly make the event successful. Thus, we are prepared for mitigating the factors of risk between the shows.

#### **4.5 Project implementation**

As dealt with in Chapter 3 about the management process of the project, it was also the need of our project to implement ideas into several steps. Awareness program was held for the students in Centria about the project. The lecture classes were also helpful to discuss about the event and management. Also, different social Medias were used to contact between organizers and participants. Interested fellow students were requested to contact Sushil Giri and Bindeswari Lama for the participation since they were taking care of the project as organizers.

Voluntarily, there was a total of 15 participants for cultural dance including music, art exhibition and fashion show. There were several meetings attended before the date of the event. We had the responsible café management committee members of café who appointed us the date and the time of meetings for discussing about the event.

For any event financing is the necessity. The meeting was organized in order to book the hall. Hall was absolutely free and was made available for project organizers to perform the shows. Likewise, Costs for the painting exhibition and its accessories were managed by authors themselves in their co-operation. The event is non-profitable with a total dedication towards tourism promotion and cultural sharing. Financing was done personally from event organizers. The total amount of budget collected by both of the organizers was three hundred Euros with equal shares.

#### **4.5.1 Event marketing tools**

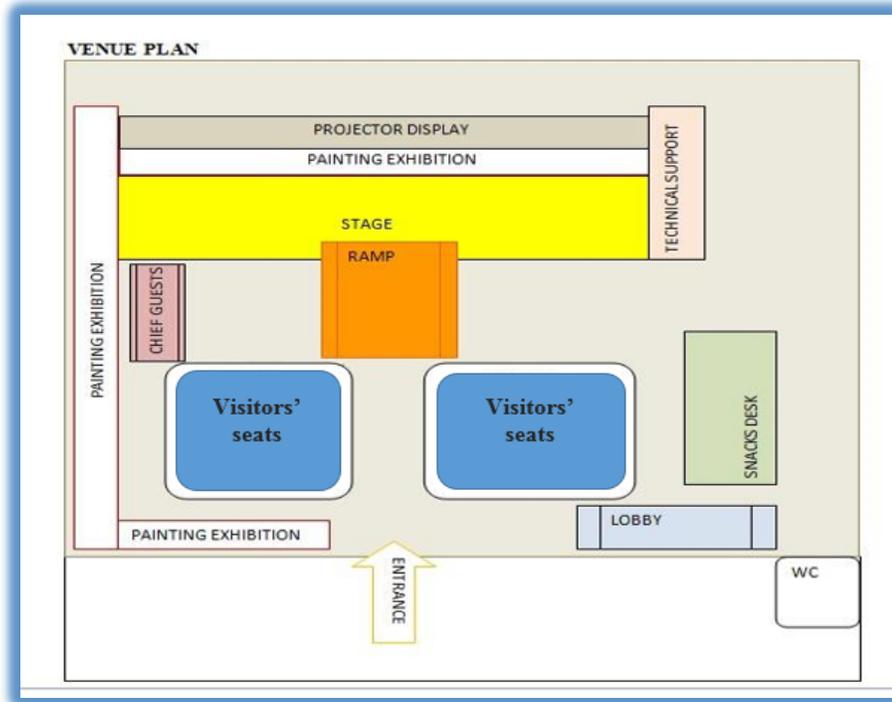
Marketing is essential for a customer's knowledge, need and satisfaction. We had to use different marketing tools to generate more visitors to our event. Social network was the greatest tool for us. For that Sushil made a project page for its promotion with the help of a fellow student and he also had an event page that was developed subsequently. From the same page we were able to find lots of visitors to the event. In addition to that, we used mailing system for invitation to our teachers and other foreign guests and friends. Likewise, posters were designed by Sushil. Secondly, flyer designs were color printed by the management committee member of café inside its lab. Colorful posters and flyers that would welcome the visitors to the event were pasted on different sites inside Allegro Campus including doorway of venue.

Similarly, organizer themselves prepared the cover picture for the Facebook page and also in event page which were displayed separately. The same flyers were color printed with the help of school administration. They were kept on every elevator belonging to Allegro campus and outside of café. Some of them were handed out to some of the mostly visited places in Pietarsaari. It could possibly provide information about the event to the ones visiting café and restaurants. Likewise, mailing system was used to reach the students of Centria. The ones who were willing to come to the show and were not aware about the details of program were provided with the invitation letter in handouts.

#### **4.5.2 Preparation for staging the event**

For the better decoration and management of venue, organizer team and managing team from Café attended a small meeting. After the opening hours of the café, preparation was done such as furniture arrangement and space management for the exhibition and cultural show separately. Ramp was made with arrangement of lights and a fine carpet needed for the cultural fashion show. The floor was maintained in such a way that performers could perform in a better way. Paintings were hung up on the walls on every corners and parts of walls in a way that are easily visible to the visitors. Windows were closed and curtains were kept down to maintain the level of darkness and brightness required for the painting exhibition. Flashlights were kept on which would glitter among the paintings. Besides that, technical arrangement was done with the help of café management members.

Digital equipment such as computer laptops and the projector screen were installed for the beginning of the show. Background music for exhibition was installed in hard disk of computer to play in sequence. A video featuring tourism in Nepal was another feature of the show which was possible on projected screen and it was installed at the background of stage. In addition to that, we had an idea of providing snacks to our visitors as part of the show where visitors could enjoy the show and exhibition together. Snacks were kept in storage and later on to be provided to the visitors. Other utensils such as paper plates, glasses, spoon, fork and hand papers were kept on snacks desk near reception for serving visitors.



GRAPH 1.Venue Plan

Illustrated above, 150 seats in the hall including lobby and the chief guests seating couch were managed well. It had sufficient space for entrance and exit. It was a big challenge to arrange the venue into multiple shows place in a short course of time as we had mainly two different shows and the cultural show that needed the stage (yellow block) including ramp (orange block) for cultural fashion show, cultural dance and song performance. Other parts of the venue was separated for painting exhibition inside the same hall. This part would consist of inauguration of exhibition followed by projection of video featuring Nepal's tourism. Instrumental play in background that would be taken care of by our technical support persons in the upper right corner. The snacks serving section was separated on the right side of the hallway where visitors could enjoy light finger foods and soft drinks. Alcohol was forbidden to the show as the café itself was the alcohol free zone.

### 4.5.3 Event participants, receptions and hospitality

During the event, there were visitors from different countries. Most of them were students from Centria University of Applied Sciences including chief guests. Besides, our fellow students were very much eager about the show. Most of them were female. For welcoming guests, the organizers themselves had been welcoming them before the show. The program started with the opening of the art exhibition and tourism video playing on the screen at the background of stage. Snacks were served simultaneously after the art exhibition was inaugurated. Foods were served with the help of café workers and volunteers in the show. A well-maintained washroom was there for visitors and cozy sofas and backside lobby were other features of the café. Below is the list of participants of event and their respective tasks during the event.

TABLE 2. Participants and Task division

Host	Niroj Regmi
Volunteer and technical supporter	Shiv Prasad Gautam, Binaya Poudel, Diwakar Adhikari Lisen Sundqvist (former café manager)
Observer	Dweej Moktan
Art Exhibition	Sushil Giri, Bindeshwari Lama
Singers	Odudu Equere (welcome song), Ankur Pradhananga (folk song)
Guitarist	Gopal Bhusal, Sabit Chettri
Cultural Dance	Anju Maharjan, Anju Regmi, Bindeshwari Lama, Kritika Tiwari
Fashion show	Abadh Ghimire, Anju Maharjan, Anju Regmi, Arjun Maharjan, Asha Gaud, Beena Mahat, Binaya Poudel, Bindeshwari Lama, Caroline Strandberg, Deepa Devkota, Eshita Purkayastha, Kritika Tiwari, Manju Ghimire, Prabin Gururng, Sabita Pokhrel, Santosh Chettri, Suna Phuyal, Sushil Giri, Uma Maharjan

Photography	Saroj Tamang , Kunal Bharati
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#### **4.5.4 Staging the event**

As scheduled, the event day was on 21st of March 2014. Around 18:20, the show started with welcoming of guests and visitors followed up by lightening of candles. It was the opening of the show by chief guests Mr. Martin Sweins and Mr. Lusa Kai who were honorable teachers of Tourism degree of Centria University at Applied Sciences .The show was hosted by our fellow student Niroj Regmi who took the lead of the show till the end.

Afterwards, visitors were allowed to move around the hall where paintings were exhibited. Paintings depicted prospective of Nepal. At the same time, free snacks were served at the reception table where visitors could freely enjoy with the instrumental music from Nepal played in the background. Successively, about 5 minutes tourism promotion video from Nepal was screened on stage with the help of our fellow students responsible for technical part.

Similarly, after that first English song for unity was performed by our fellow student Odudo as we had the slogan "against racism", a Nepali cultural dance followed up by Nepali song were performed by Nepali students. A fashion Show by various nationalities including Nepal, Bangladesh and Finland was performed walking on the ramp. Nepali cultural dresses from different ecological regions were worn for this part. Before the end of the show, a requested dance performance from guests was done by Anju Maharjan in typical dress from Nepal.

TABLE 1.Event Timetable

11:00	Arrival at café
11:15-11:30	Preparation of ramp, clearing the wall for paintings, separation of changing room and storing foods
12:00-12:15	Stage rehearsal
16:00-17:30	Preparation of exhibition hall, furniture and space arrangements
17:45-18:15	Welcoming guests
18:20-19:30	The show “Glimpses of Nepal” Inauguration of exhibition and tourism promotion video Song for unity Traditional dance Cultural fashion show Nepali cultural dance Nepali group folk dance Nepali song Closing
19:40-20:30	Cleaning

As illustrated in the table 1, we had work division for the show. All the participants, organizers and volunteers took care of the show. The show ended after about a couple of hours with a survey. Towards the end, volunteers took half an hour of time to clean the floor and put the utensils back to the respective place under the supervision of the café manager. Thus, the scheduled show ended up with cleaning.

## 5 CONDUCTING THE RESEARCH

This chapter describes about the structure of survey and the methods used to acquire reliable data. Methodology adopted in this survey is quantitative analysis which is discussed in this chapter. Distribution of questionnaires was done by Sushil with the help of volunteer fellow students whereas Bindeshwari took care of collecting those questionnaires. After the data was collected, SPSS data processing was used for further data analysis which is mentioned below. Only one free comment was asked where some of the best opinions are expressed below in the subchapter findings.

### 5.1 Structure of the survey

There were different close and open ended questions asked for the visitors to the event. For our event both authors had prepared the questionnaires to the visitors. At the end of the event 30 set of questionnaires were provided to 30 visitors who were interested in the survey and were given about 20 minutes of time for filling them in to find reliable statistics

There were altogether 18 questions. The survey was divided into different parts. The first part included the background information of respondents as:

- Nationality
- Gender
- Profession
- Length of stay in Pietarsaari

Similarly, other part of the survey included multiple choice questions. Six of them asked if visitors were satisfied or not between levels 1 to 5 as following;

- Respondents' satisfaction level with program schedule
- Respondents' satisfaction level with technical equipment
- Respondents' satisfaction level with management of event
- Respondents' satisfaction level with the overall program

- Cultural learning by visitors
- Promotion of tourism by the event

Other six of the questionnaires consist of yes/no questions with no comments option as:

- Cultural interest of audience
- Preference of visitors towards art
- Preference of Nepali music
- Preference of Nepali customs
- Painting exhibition preference by visitors
- Impacts on surrounding area

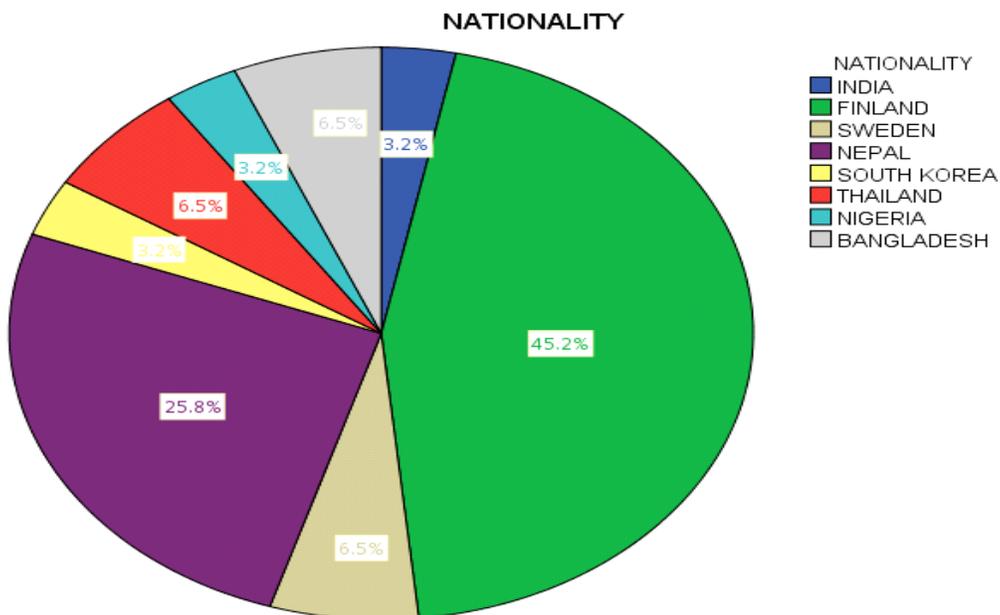
The second to last question was “What was the best part of Program?” with four given choices and the last one was free comment for respondents where they were free to write anything about the event.

## **5.2 Quantitative analysis**

Quantitative analysis uses standard format where hypothesis is provable with mathematical and statistical means. A control group and study group is included for the research and experiment. Structured techniques like online questionnaires, telephone interviews or on-street survey are some of the methods adopted as quantitative analysis. The main features defining the quality of data are the expectations of the researchers, the purpose and importance of data collected are accounted as data relevance. Where there is absence of error in source of data and data is reliable during measurement is known as data accuracy. Similarly, the availability of data and information or the condition to access data is the data accessibility and clarity. Usually, a large number of cases that are represented as the group of interest and are selected randomly in this kind of analysis. The nature of findings are usually descriptive and conclusive. Also, this technique can be more expensive and time consuming. (Baggio & Klobas 2011, 12-13.)

### 5.3 Findings

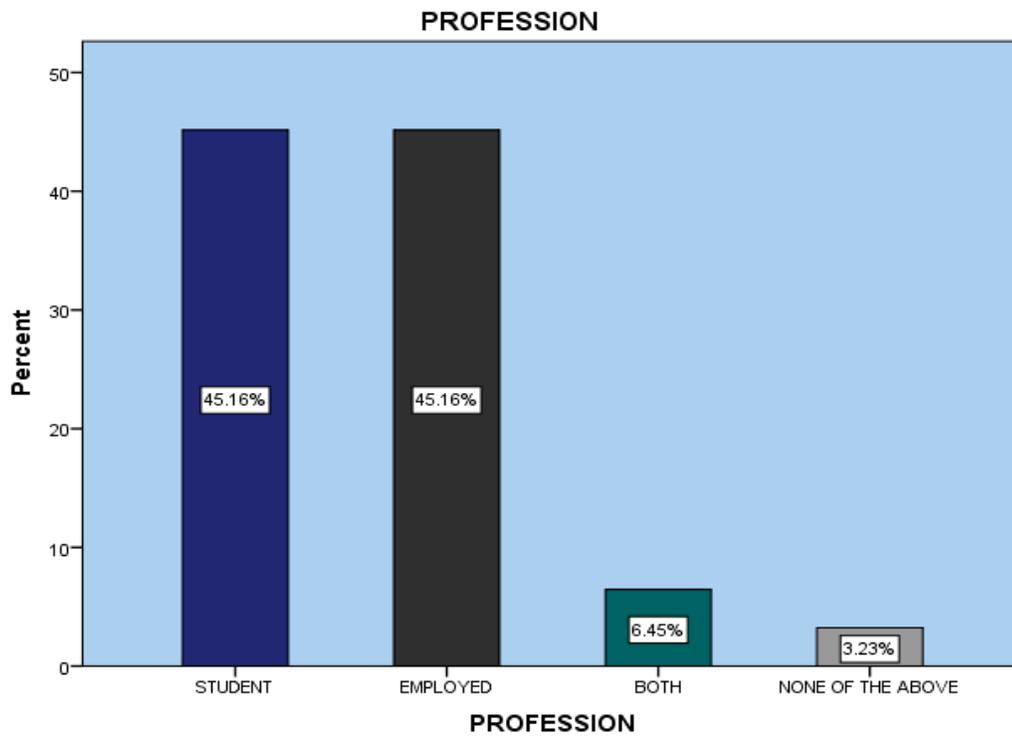
The study was able to examine the event in different aspects. As mentioned in the chapter “Structure of Survey”, we had 18 different questions for respondents that included four open ended and 13 close ended questions. Only one of the survey questions was the free comments regarding the event. About 20 minutes of time at the end of the show was separated for this survey. This chapter contains the important graphs and data retrieved after computer software processing was done in co-ordination of both authors. Secondary analysis of data is done which were collected from research projects.



GRAPH 2. Nationalities present at the event

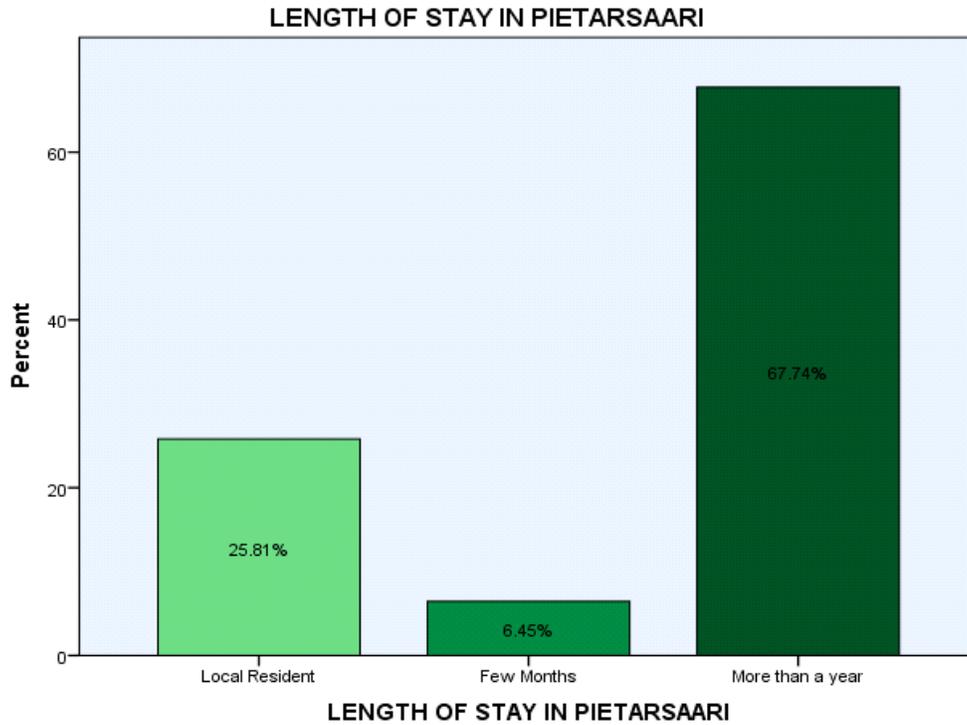
Graph 2 depicts the presence of different nationalities at the show. The major part of it consists of Finns, the second major part consists of Nepalese audience, the third major part of the audience consists of three different countries; Thailand, Bangladesh and Sweden and some of them were from Nigeria, India and South Korea also. The event was successful to obtain audiences of various nationalities. As we had the target to bring our students from Centria

University of Applied Sciences, we were able to advertise before our event through internet protocols.



GRAPH 3. Profession present at the event

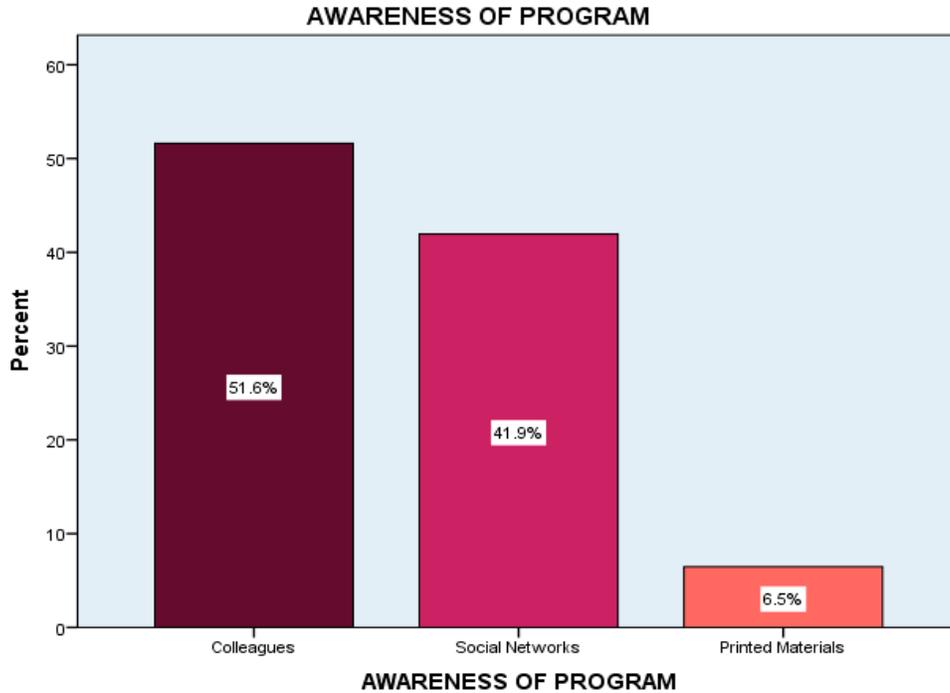
The above graph mentioned that 45 % of the participants were students and employees whereas 6% of participants were both students and employed and 3% of them were neither student nor employed. As our main target group was students from Centria UAS, we had the better marketing through school mail system and social network page resulting in big number of students'. There was surprisingly equal numbers of employees and students at the event.



GRAPH 4. Visitor's length of stay in Pietarsaari

The graph 4 clarifies that 25% of the visitors were local residents of Pietarsaari, 67% of them were living in Pietarsaari more than a year and 6 % of the total visitors were living in Pietarsaari for a few months.

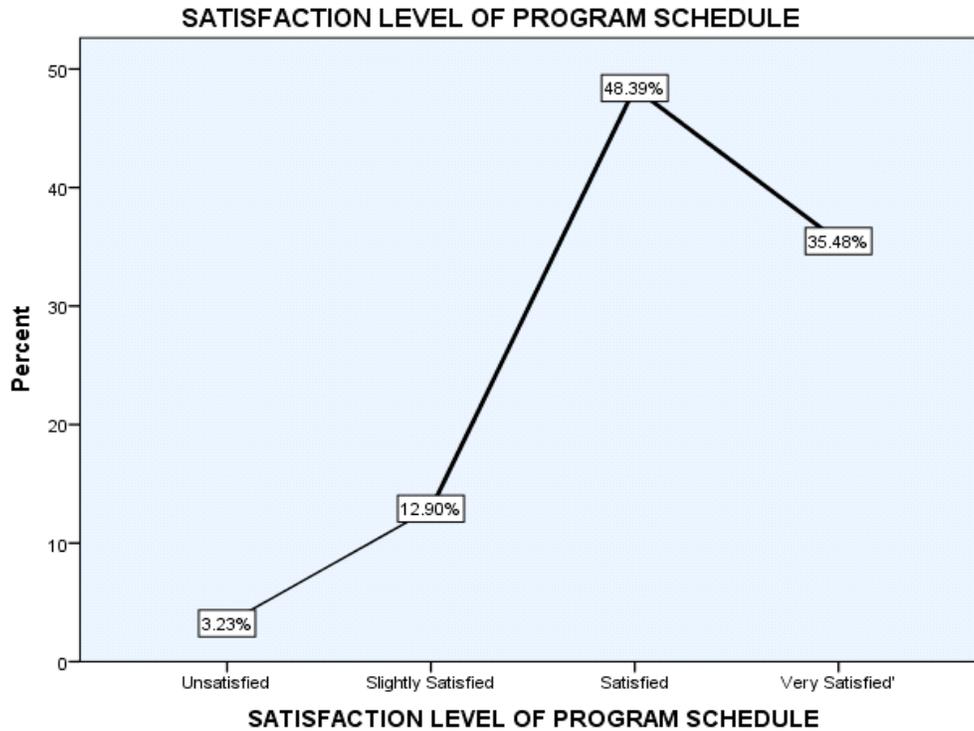
Among the respondents were also the residents of South Korea, Bangladesh, Thailand, India, Nigeria and Nepal. Most of them were international students at Centria University of Applied Sciences whereas some of the other had been visiting Pietarsaari for business purpose who were in touch with companies in Pietarsaari. It was known that they had been invited by our senior fellow students who helped us to find more guests to the event.



GRAPH 5. Respondents' awareness of the program

For the awareness of the event, 51.6% of the visitors got information about the event through colleagues, 41.9% got information through social networks and 6.5% through printed materials such as posters and flyers. Although these materials were visible for every school elevator user, it remained unwatched possibly due to rush of people at the same time. Another similar classical way of inviting was the invitation letters that were provided personally.

As we knew most of the students at Centria UAS, marketing was done individually and also through the school lectures. Side by side, we wanted to use the growing number of visitors in social networks to know the happenings in detail. Last but not least, we used the hardcopy form to display in different places where students and interested ones could be in contact and come to enjoy the event.



GRAPH 6. Respondents' satisfaction level of program schedule

As shown in graph 6, about 50% of the visitors were satisfied with the program schedule, 3.23% were unsatisfied. It is noticed that satisfied people were in greater number than that of unsatisfied. The event in itself consists of different segments including art, dance fashion show and songs. This made an entertaining event for visitors.

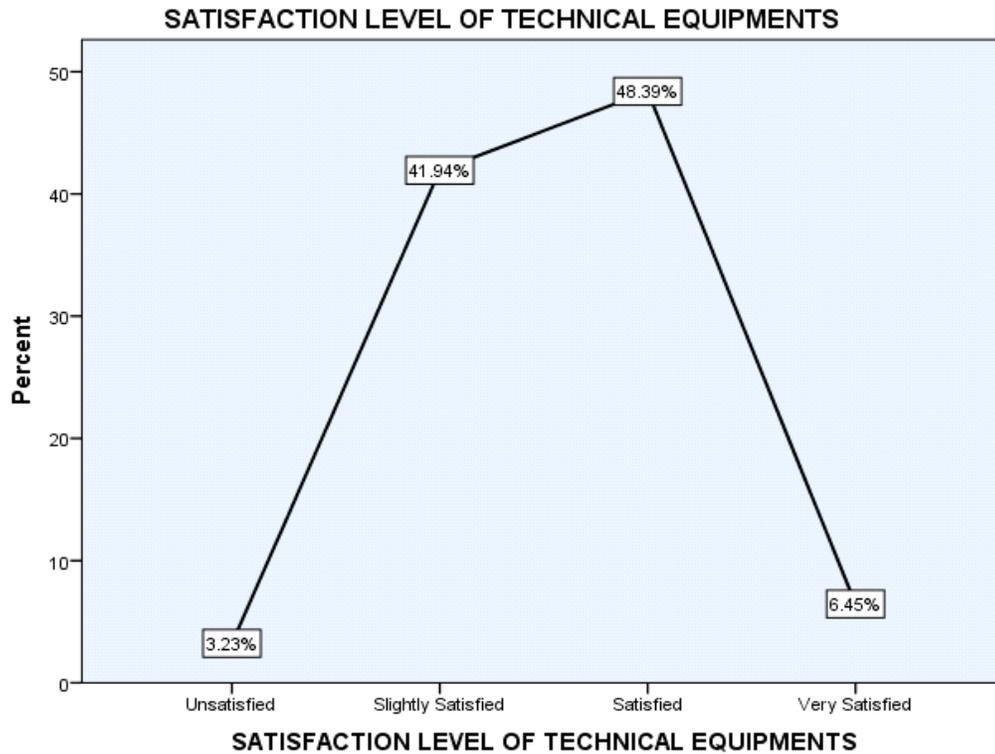
Also, our event had the compiling of different genres of art that could motivate guests to enjoy the show to the fullest. Furthermore, the event was organized on the Saturday. We had considered the importance of leisure and having the event during a weekend time which helped visitors to be a part of the show for the full time. Approximately, 2 hours of time with art exhibition and snack time was also added for this event.



GRAPH 7. Respondents' satisfaction level of management of event

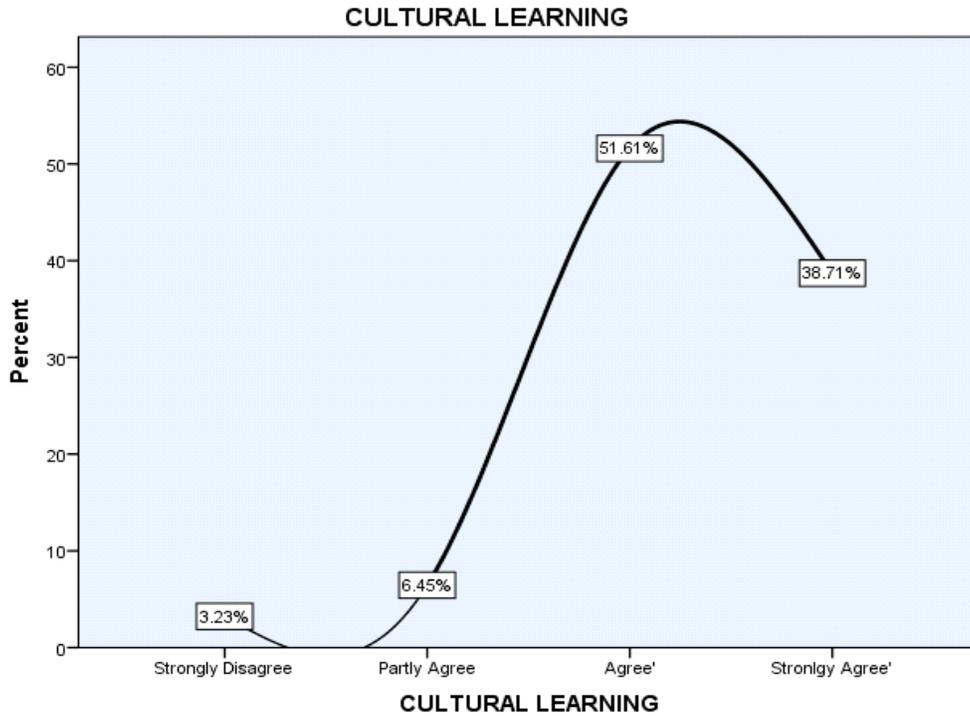
As illustrated in graph, about 50% of visitors were satisfied with the level of management of the event while 3.23% were unsatisfied which is minor. During the event, we experienced several problems as mixing up exhibition, cultural show dance and song in one place. Some of the song and dance had been cancelled due to the health problem of participants. On the other hand organizers also participated in the event in the dance and cultural fashion shows which created some difficulties with the management of the event.

On the other hand, the show had adequate number of members including volunteers who helped with managing the event. Management work from making stage, ramp, hanging paintings to snacks serving were done with the help of volunteer students from the Tourism department of Centria.



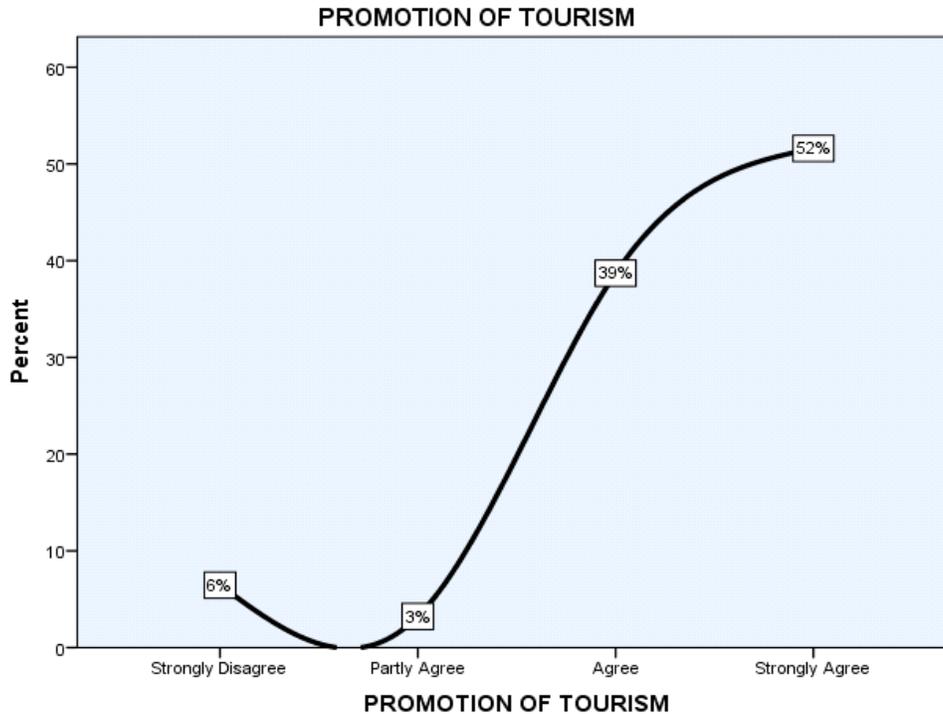
GRAPH 8. Respondents' satisfaction level with technical equipment

According to graph 8, 48.39% of the people were satisfied with the technical equipment whereas 3 percent of them were unsatisfied. In terms of equipment management, it was the first event we had organized where we had technical interruptions due to the lack of proper knowledge about the new technology and different equipment could have led to inappropriate controlling skills. Even though there were some minor technical errors the event was overall nice and well-appreciated by the guests.



GRAPH 9. Cultural learning

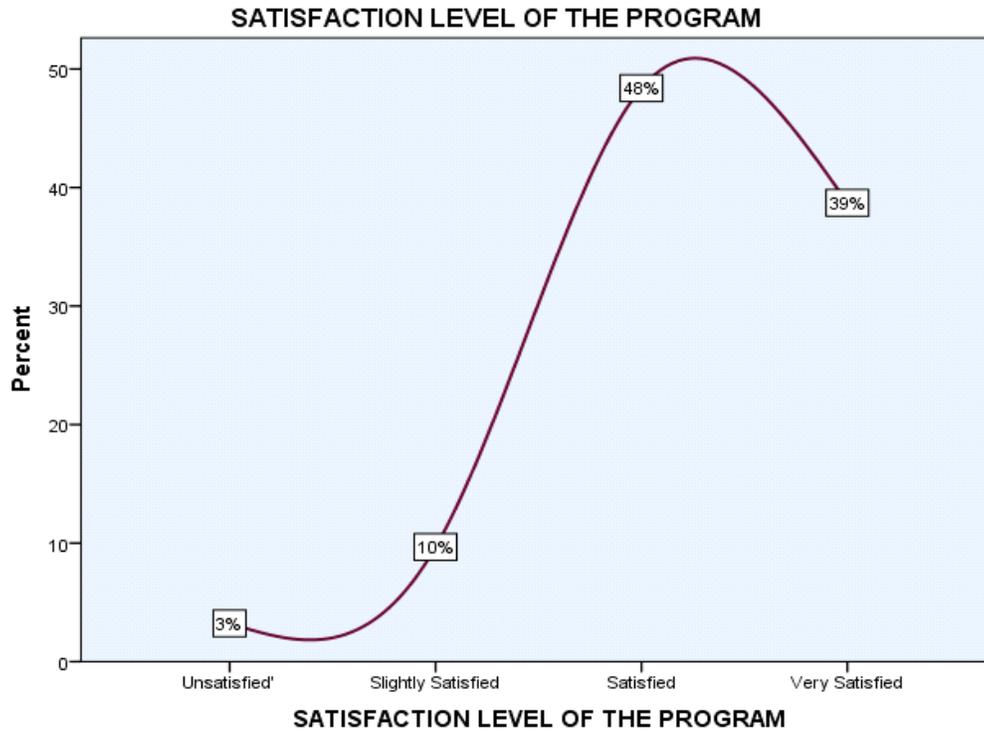
More than half of the total amount of visitors agreed that the show was a base for cultural learning and more than a quarter of them strongly agree that learning is possible through the cultural show. Only 6% partly agreed and 3 % strongly disagreed with it.



GRAPH 10. Promotion of tourism

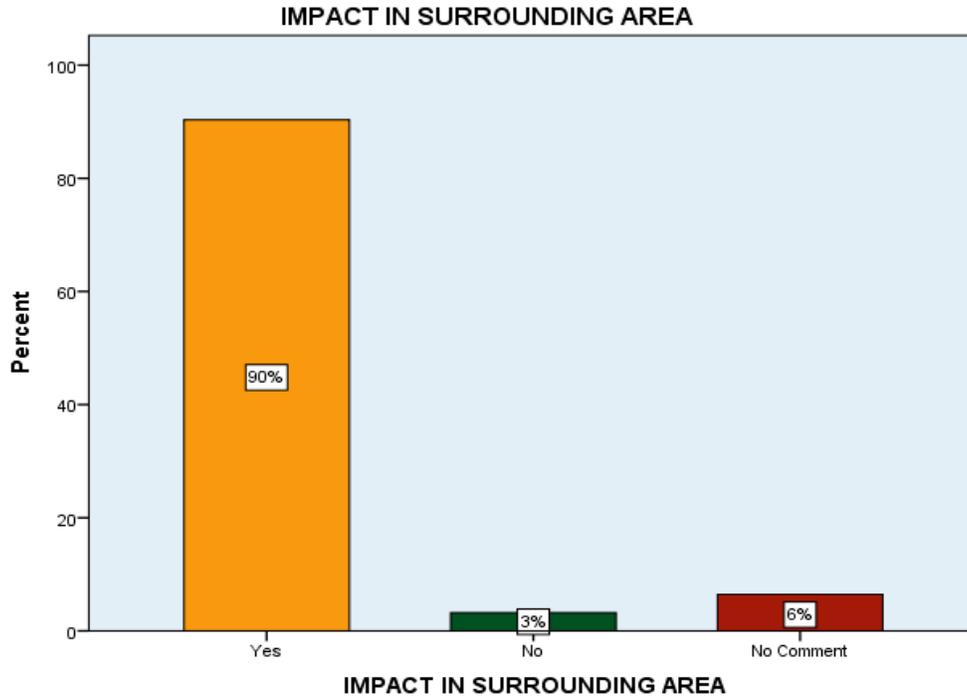
The above graph shows that more than half of the visitors strongly agreed that the event was helpful in the promotion of tourism in the surrounding area. Among visitors, 39% agreed whereas 3% of the visitors partly agreed and 6% strongly disagreed for the asked question. Promoting Nepalese cultural tourism was the main goal of the program. So, we were prepared to celebrate the event among multi-nationalities.

Thus, we blended the celebration of week against racism with the cultural show night to promote Nepalese culture. As objective was to promote cultural tourism from Nepal, we also presented the tourism promotion video on projector that could be helpful in learning about Nepal's tourism. Most of them were satisfied with the video show which was part of the event during the art exhibition. In addition to that, art portrayed in the art exhibition were cultural symbols of Nepal including UNESCO world heritage sites which were explained during the exhibition period for visitors.



GRAPH 11. Respondents' satisfaction level towards program

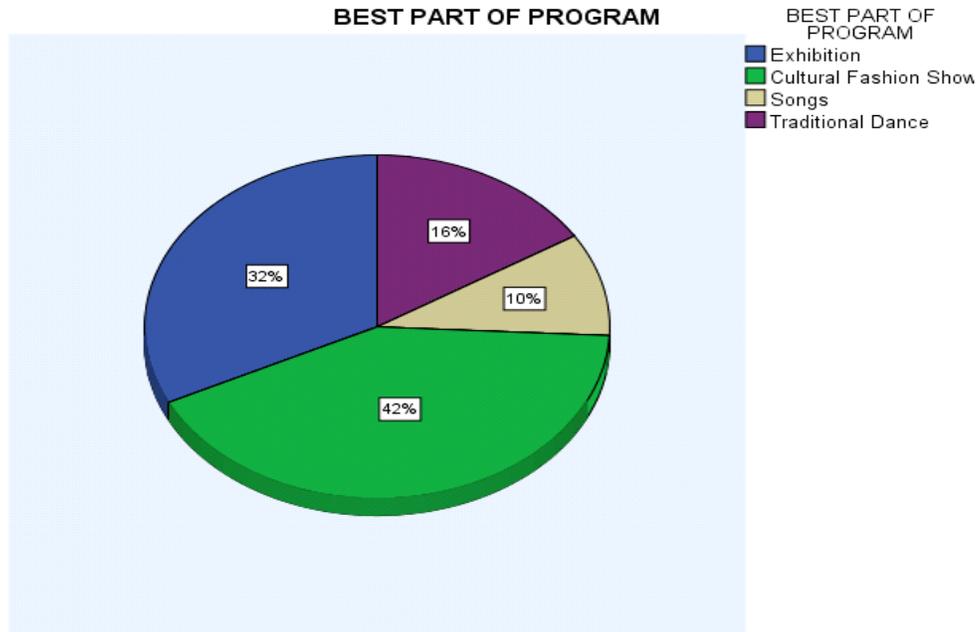
Graph 11 shows satisfaction level of the event. Among visitors, 48% were satisfied with the event similarly 39% were highly satisfied. 10% of the guests were slightly satisfied with the program whereas 3 % of the guests were unsatisfied. Although, we had technical problems in different parts of the show, it was about half of the total amount of total visitors who completely enjoyed the shows.



GRAPH 12. Impacts on surrounding area

The survey above shows that the majority of the visitors agreed that the event has positive impact in the surrounding area. Among visitors, 3% believe that there was no impact on the surroundings whereas no comment were chosen by 6% of respondents on the topic.

Here we had been aware by café management committee about the social and environmental impacts that our show could bring leaving direct or indirect effects on the surroundings. Basically, sound pollution and threat of indifferences among the visitors could have been the problem but was then not a problem at all with the proper understanding. Also, closing of the event and cleaning of venue was done in time by participants and organizers.



GRAPH 13. The best part of the program

According to graph 13, about half of the respondents were fascinated by the cultural fashion show which was the also the longest segment of the cultural show and lasted for 20 minutes. This part also included a larger number of participants who were multinationals also.

Likewise, the painting exhibition was chosen by 32 percentages of the visitors which lasted for half an hour at the beginning of show and was inaugurated by our main guests. At the same time there was Nepali instrumental music playing in the background and tourism promoting video play followed up with candle lightening as opening of show. The rest of program were traditional dances and songs performed by Nepali friends. Dances were performed by different members in project. A five minute dance which was a Nepali typical dance was performed as requested by visitor at the end of show.

Among the survey responses, four of the questions on the questionnaire that were not included as graphs in this chapter had positive response. There were 4 questions such as “if you prefer Nepali song, Nepali dance, custom and art exhibition”. For these questions, there was 100 percentages positive responses. All the respondents preferred the cultural aspects of Nepalese that were demonstrated in the show.

Some of the opinions were placed at the end of the survey which the authors have discussed in this paragraph. Explanations and statements at last as “free comments regarding the event” were answered by most of the respondents which was motivating for us. One of the respondents suggested for the event team to have bigger space. During the event hours, there had been big flow of visitors for the shows which seemed to be a congested place for that kind of show. “Despite of technical errors and difficulties in some part of the shows, the show was successful implementation of Nepali culture and art”, stated one of the guests in show. Likewise, another guest stated that Nepal had the mixed culture which seemed interesting to see before the stage. Additionally, “Nepal is a wonderland of culture” was another statement given by one of the respondents and some of them answered that they wanted to visit Nepal in future.

Likewise, learning other’s culture and artwork with music was interesting for one of the respondents. Also, one of them stated that Nepalese community has powerful culture. A similar statement towards Nepali culture and cultural event was “learning new things from other country and sharing culture is interesting part of living”. Overall, many of the respondents had positive responses for the event which suggested to be organized regularly and such shows would be helpful for learning about different culture and country.

## 6. ASSESSING THE EVENT

The event generated many positive and also few negative remarks. Cultural sharing between the shows was an important part of the event whereas celebrating the week against racism was another noticeable feature. There were several known and unknown problems that were predicted during the SWOT analysis and appeared during the event. Physical and social implementation of this kind of event had been another challenge.

Several technical problems occurred due to lack of previous experiences. Moreover, there were few small gaps between the different segments of the event which slightly pushed the timetable of the show. Similarly, better marketing of the event could have been possible through the school email system which was not possible with some technical problems before the event. Some other problems such as management of hallway and proper timing for stage maintenance were short because café had regular guest for dining purpose in the morning. It was complicated in terms of division of space for art show and cultural show which was possible after four hours of hard work.

On the other hand, demonstration of different genres of art in one place with small budget and short time has also been successfully completed by our participants. Although it was a cultural event, we tried our best to blend with the multinational community in one place with the guest singer performing the song for unity. The number of visitors was more abundant than we anticipated which came to be the huge motivation to the participants and organizers.

In addition to that, chief guests were presented in the show to cheer up the participants and the visitors. Visitors enjoy the snacks and the comfortable services provided by the café. Free open show for everyone was another positive aspect of our show which distinctly was the non-profitable project for the promotion of Nepalese culture and other objectives that would basically reflect humanities and the human nature.

In terms of organizing and co-operation, the project idea was developed by the organizers with the subsidiary helping hands who gave their free times in the form of creativity and art. Leading and demonstration was done according to the similar experiences of participants that were implemented during the rehearsal and preparation phase. Volunteers helped in welcoming guests and seated them comfortably, served snacks and provided the necessary instructions while required. Photographer of the show took responsibility of the photography, and videography which were another significant work to continue the show successfully.

Event participants and performers are the supplements towards the complete show as they co-operated from the beginning of planning of the project to the end of the show. The collaboration and the great support of the café team largely helped to make this event successful. Beside this, the idea of mixing different nationalities as participants was another helpful feature to attract more guests to the show after having individual marketing too. These all aided the success of the event.

Thus, we had guests from different countries and continents where the number of male seemed dominating. Preferences towards performances were higher than we expected. Cultural learning; symbolic paintings and customs of Nepal were preferred which proves that the show was helpful in promoting Nepal's Tourism. Underlying possibilities and perspectives of Nepal as a potential tourism destination can be seen through the visitors' free comments.

In spite of some minor errors, the overall event was well executed. The visitors enjoyed the event. We were very delighted to get truly nice and encouraging comments from our visitors about the program. The objective of the event was to promote the cultural tourism in Pietarsaari and we were successful in that. Nevertheless, experience teaches more thus the event could have been better managed.

## 7. CONCLUSION

Events are a good means of presenting ideas, awareness programs, entertainment programs, cultural promotional programs, festivals etc. Necessarily events provide refreshment for people. An Event can be fruitful in many ways if it is organized with proper planning and management whereas it can give fewer benefits if it is unmanaged. Cultural events are the representation of the culture of a certain place or a country. These kinds of events are promotional programs.

A series of preparations is required in order to produce a successful event which we discussed in this report. Event management is necessary for arranging an event where the different aspects of the event are analyzed and prepared. The Planning and implementation process of any project related to the event can be a tough task. Without proper handling of possible risk factors, it is unwise to move forward to dream about a successful event. Rethinking, mitigating major issues and proper handling of situations is vital for the better outcomes.

Cultural events not only promote the culture but also help in branding of the city or a town. Experiencing other's cultural aspects through events is also a utilization of leisure entertaining and broadening of knowledge for the interested people. Cultural events help to promote and conserve the culture and tradition and also help to provide cultural acknowledgement to the new generation. Hence, cultural events are very important to save the culture and tradition of a certain place or a community.

Events generate positive and negative socio-economic impacts to the destination place but it is fruitful to minimize the possible negative impacts and encourage the good impacts. Economic factors are affected in the host destination creating multiple opportunities and engagement of people for better living. All these leave direct and indirect effect on the host community. Also, for a better tourism destination, cultural tourism can be recognized with respect to cultural features and indicators. The entire nation in itself is in a favorable move for prosperity and giving continuity towards human nature of travelling through the cultural perspective.

The event 'Glimpses of Nepal' was a very first event for both of us as organizers. It was a fruitful opportunity for us to learn about the events and event management. We worked extremely hard for this event to make it happen and achieve success with it. There were series of meetings with organizers, with the café managerial team and also with the participants of the event. Although we were responsible for different segments in the event, we helped each other and tried to bring out the best result. Since the event consisted of an art exhibition, cultural fashion show, music and dance, it required quite long and good preparation. Cultural paintings were made and it needed pretty long time of preparation. Likewise it was also very tough to collect the cultural costumes and accessories for the fashion show and dance. We had several rehearsals for the fashion show, dance and music. For the fashion show there were 19 participants and it was quite challenging to manage the time for all the participants for the rehearsals.

Even though we had different tasks, we worked and co-operated mutually otherwise it would not be possible to organize such an event. Experience teaches more, and it was a great experience to be an event organizer by which we learned many detailed things about managing the event. On the day of the event, we were so pleased to perceive the result of all the hard work that we did. We got very pleasant appreciation from our visitors. On the other hand, we also realized several things which could have been done better.

There was always positive attitude towards work for the preparation phase, throughout the event and all the way through the thesis work. During the thesis writing, we divided the work load but we helped each other and shared ideas as much as possible. Sometimes we had differences in ideas and opinion during performing the task and it was difficult to merge ideas but at the same time it also gave rise to some fresh ideas. We got a chance to learn from each other's skills and develop our own skills. We shared advice, encouraged, helped and we complemented each other while working collectively. Therefore, it was always delightful to work together for us. Finally, the event was successful in achieving its objective with abundant visitors who came to share cultural tourism of Nepal and celebrate the week against racism in Pietarsaari.

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TERVETULOA ! VÄLKOMMEN ! WELCOME

# GLIMPSES OF NEPAL

INVITES THE INTERNATIONAL COMMUNITY TO ENJOY THE DIVERSE CULTURAL SHOW AT A PLACE

OPENING OF PAINTING EXHIBITION  
CULTURAL FASHION SHOW  
SONGS BY NEPALI ARTISTS  
TRADITIONAL DANCE

21 MARCH 014  
18:00 ONWARDS

**MUSIKCAFÉ AFTER EIGHT**

*Celebrating the week against racism*



**DIVERSITY = STRENGTH**

Brochure for marketing campaign

LETTER OF INVITATION

Letter of invitation to chief guest

13 March, 2014

Dear .....

We proudly welcome you to our thesis project "Glimpses of Nepal". A cultural show that stands for people unites people and the unity as strength among diverse culture. Show itself is non-profit organized with the help of various artists from Nepal and also collaboration with foreign friends which proceeds into a foundation that will contribute into international social support, helping local community inside and outside Finland in different social aspects. Finally, promotion of cultural tourism is our motto.

**Program:** "Glimpses of Nepal" -An event with diverse cultural and art show uniting multinational people against racism. (Painting exhibition, cultural shows and music at a place)

**Venue:** Musikcafe After Eight (Great street 6, 68600, Pietarsaari, Finland)

**Date:** 21 March, 2014

**Time:** 18:00 onwards (approximately 2 hours show)

Sincerely;

Sushil Giri and Bindeshwari Lama  
Organizers (Project Glimpses of Nepal – Celebrating the week against Racism)  
DPT 11, CENTRIA UAS  
Sponsored and integration by  
Musikcafe After Eight  
[www.aftereight.fi](http://www.aftereight.fi)  
Email: [cafe@aftereight.fi](mailto:cafe@aftereight.fi)

## CULTURAL EVENING AT MUSIKCAFE AFTER 8

Group Members:

Sushil Giri, Bindeshwari Lama

We are conducting a survey to find out the significance of art and culture through event and helping to promote the cultural aspects of Nepal. The survey is conducted among the visitors of “Glimpses of Nepal” in Musikcafé after eight regarding this event. We would be highly appreciated if you could respond to the following questions to conduct our research. Please mark your own opinion or circle the choice for your answer.

We kindly ask you the following questions:

My Nationality is: -----

**My Gender is:**  Male  Female

1 My Profession is:

Student  Both  
 Employed  None of the above

2 My age group:

Under 19  20-30  
 31-40  41-50  
 50-60  Above 60

3 How long have you been in Pietarsaari?

Local resident  More than a year  
 Few months

4 How did you get to know about the event? (Mark one important source for you)

Colleagues  Social networks  Printed materials

5 Are you interested in learning about other cultures?

Yes  No

6 How often have you been to Cultural events in general?  Once in a month   
once in 6 month  
 Once a year  not at all

7 Do you like an art?  
 Yes  No

8 Do you like the Nepali music?  
 Yes  
 No  
 No comment

9 Do you like the Nepali costumes?  
 Yes  
 No  
 No comment

10 Do you like painting exhibition?  
 Yes  
 No  
 No comment

11 Are you satisfied with the Program Schedule of this event? (Circle one of your choices)  
Very satisfied very unsatisfied  
5 4 3 2 1

12 Are you satisfied with the technical equipment?  
Very satisfied very unsatisfied  
5 4 3 2 1

13 Are you satisfied with the management of this event?  
Very satisfied very unsatisfied  
5 4 3 2 1

14 What was the best part of program?  
 Exhibition  Cultural fashion show  
 Songs  Traditional dance

