

**Nina Lindstedt**

**PROSPERITY OF WELLNESS THROUGH SPECIAL EVENTS  
-Case Study Yoga Festival Helsinki**

**Thesis  
CENTRIA UNIVERSITY OF APPLIED SCIENCES  
Degree Program in Tourism  
April 2017**

**ABSTRACT**

<b>Centria University of Applied Sciences</b>	<b>Date</b> April 2017	<b>Author</b> Nina Lindstedt
<b>Degree program</b> Tourism		
<b>Name of thesis</b> Prosperity of Wellness through Special Events		
<b>Instructor</b> Katarina Broman	<b>Pages</b> 30	
<b>Supervisor</b> Katarina Broman		
<p>The topic for this thesis was prosperity of wellness through special events. The aim of the study was to find out if festivals have potential in working as promoters for wellness.</p> <p>The thesis is divided into two parts. The theoretical part consists of definition of health tourism and its role in today's society, wellness travelers' motives based on Maslow's hierarchy of need theory and McIntosh, Goeldner and Richie's tourism motivation factors. In addition the theory also explains briefly the nature of events and their significance in form of event marketing. The empirical part was done using the qualitative research methods and participation observation in a form of attending a wellness festival.</p> <p>The results showed that festivals indeed have great potential for inspiring public towards healthier lifestyles. However since the research is based purely on observation, further studies in the field is recommended and hopefully this can work as an opener for future studies.</p>		

<p><b>Key words</b> case study, events, health, observation, wellness, qualitative research,</p>
--

**ABSTRACT**  
**CONTENTS**

<b>1 INTRODUCTION.....</b>	<b>1</b>
<b>2 HEALTH TOURISM .....</b>	<b>2</b>
2.1 Medical and Wellness Tourism.....	3
2.2 Motives behind Wellness Traveling.....	5
<b>3 MARKETING WITH SPECIAL EVENTS .....</b>	<b>9</b>
3.1 The Several Shades of Events.....	9
3.1.1 The Festival Era .....	10
3.2 Event Marketing.....	11
3.2.1 Festivals as marketers.....	11
<b>4 RESEARCH METHODOLOGY .....</b>	<b>13</b>
4.1 Planning .....	14
4.2 Qualitative Research Method.....	14
4.3 Collection of Data .....	15
4.4 Case Study.....	15
4.4.1 Previous Case Studies .....	16
<b>5 CASE STUDY – HELSINKI YOGA FESTIVAL.....</b>	<b>18</b>
5.1 Background.....	19
5.2 Findings.....	19
5.2.1 Event Concept.....	19
5.2.2 Website .....	21
5.2.3 Location.....	23
5.2.4 Learning .....	25
5.2.5 The Overall Experience .....	26
<b>6 CONCLUSIONS .....</b>	<b>27</b>
<b>7 REFERENCES.....</b>	<b>29</b>
<b>GRAPHS</b>	
GRAPH 1.Types of Health Tourism.....	4
GRAPH 2.Global Tourism Industry.....	5
GRAPH 3.Maslow’s Hierarchy of needs.....	6
<b>FIGURES</b>	
FIGURE 1.Yoga Festival cover page.....	18
FIGURE 2. Exhibitor Sielunkuu.....	20
FIGURE 3. Exhibitor, Gopala.....	20
FIGURE 4. Exhibitor, Foodin .....	20
FIGURE 5. Schedule.....	22
FIGURE 6. Kaapelitehdas.....	23
FIGURE 7. Yoga hall.....	24
FIGURE 8. Merikaapelihalli.....	24

FIGURE 9. Lecture hall.....26

**TABLES**

TABLE 1. McIntosh and Goeldner's tourism motivation factors. ....8

## 1 INTRODUCTION

Health and wellness are very important concepts and for many it is part of everyday life to take care of oneself devotedly in some way or another, the intensity depends on the individual; some may go for a run every morning, others twice a week for instance. Some have already adapted healthy life styles, when others are just getting familiar with it, but I believe deep down we all have the same desire; living a healthy and fulfilling life. However with the daily stress and other devotions that we may have such as school, work and other hobbies for example, we might not always have the time to explore the healthy life style options fully and sometimes health doesn't come as a priority until something goes wrong.

The aim for this thesis is to find out whether or not festivals can be the source of inspiration towards wellness and healthier life styles, which in turn could lead to increase in wellness traveling. The theoretical framework of this thesis consists of two parts, first is discussed the definition of wellness and the motives behind wellness traveling, based on the Maslow's hierarchy of needs theory along with McIntosh, Goeldner and Richie's tourism motivation factors. The second part explains the types of events and event marketing and how event marketing could be used as way of promotion.

The theoretical part gives the basis to the question that I will try to answer through the empirical part that is done through a Case Study of Yoga Festival Helsinki, using the qualitative research method, in which data was collected mainly through participation observation.

## 2 HEALTH TOURISM

It is not easy to define human's health and wellness with only one aspect and there has been given many different explanations on how to define it and often the perceptions also get intertwined with one another. However the commonly used definitions are divided into two, the wide definition and a narrow definition. In the narrow definition health is defined as the absence of disease, using the scientific and medical methods as ways of this measurement. Whereas the wide definition, which is based on WHO's (World Health Organization) point of view, they like to define health as the perfect physical, psychological and social state, in other words human's overall well-being. The original definition of health that WHO presents is as follows; "Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity". (Suontausta & Tyni 2005, 16-17.)

Based on the wide definition, the state of human's health has often been described as a dynamic and harmonic balance affected by the inner and outer factors, in other words the overall health enables the person to be in a positive interaction with his/her environment, that entails the social community as well as the cultural and natural environment where one lives. In this perspective health can be observed as the resource that enables a diverse life including the possibility for self-realization. (Suontausta & Tyni 2005, 16-17.)

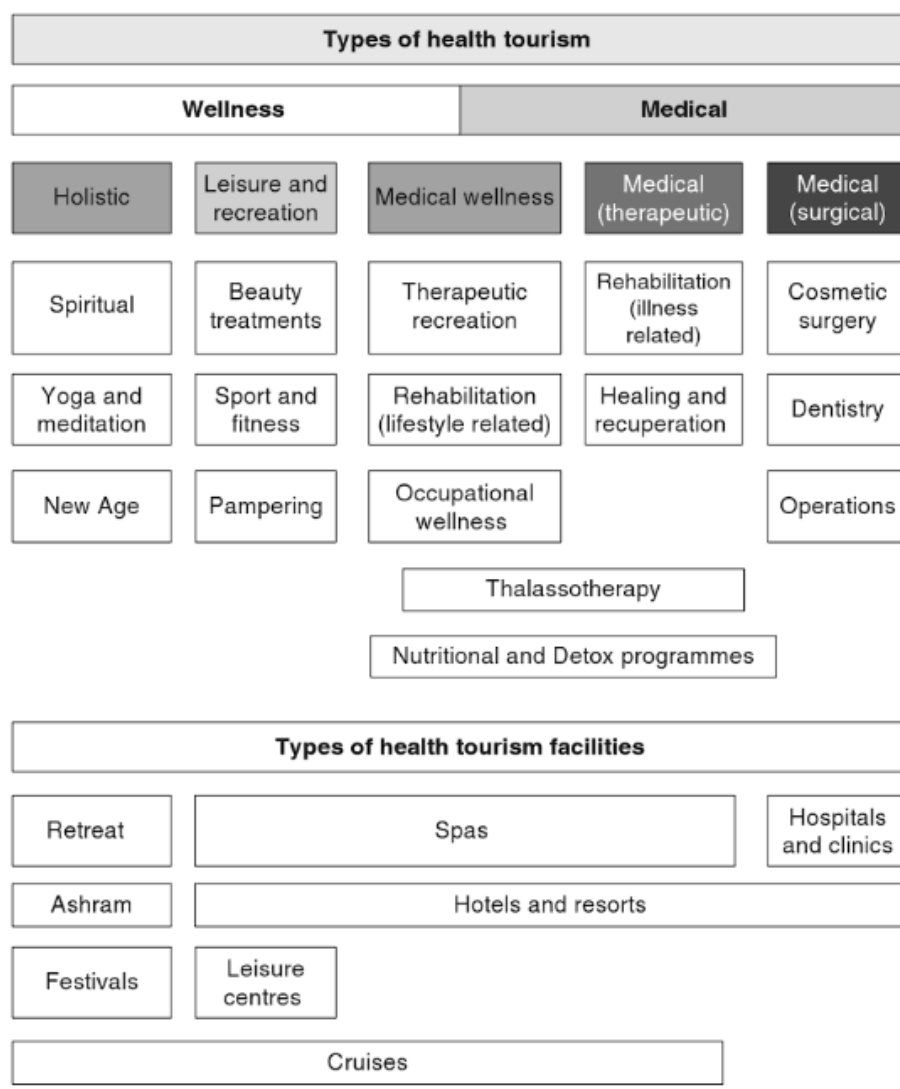
The concept of wellness was developed by an American psychiatrist Halbert Dunn in 1959 and the word wellness itself is a combination of two words; well-being and fitness hence well-ness. The high level of wellness can be seen as a way of prolonging ones lifespan: Wellness can be best described as a life style. It's a way of life that you yourself as an individual create to achieve your greatest potential to wellbeing. Your life style consists of the things you do that you can be in control of, such as your fitness activities, what you eat, how you handle stress and how you experience your environment. In order to achieve the greatest level of wellness one must continually aim for the healthier lifestyles. (Suontausta & Tyni 2005, 43[Nahrstedt 2004, 183-184])

Wellness can also be described as a state, where the body, soul and mind are in balance. This includes the overall view of the personal responsibility of individual to mindfully take care of one's physical condition, beauty, following a healthy diet, relaxing, meditating frequently and taking notice of the environment in every action. Since wellness is considered as an adapted life style that aims for healthy body, mind and soul, it is reached through information and positive experiences that are related to dif-

ferent wellness sectors. Wellness can in this sense also be seen as sort of “finding oneself” type of life style era, due to the increased stress in today’s society, it has led to where wellness has now been viewed as a comprehensive philosophy. An individual tries to reach this overall balance and harmony by getting familiar with one’s physical and emotional basic needs and how to fulfill them. (Suontausta & Tyni 2005, 45)

## **2.1 Medical and Wellness Tourism**

Extensively health tourism can be defined as traveling from one’s home region for health reasons in order to improve one’s health in some way and usually this includes that during the trip the person attends to either some curative treatments and procedures and maybe some health courses, or just health-promoting and enhancing services in general. In many countries health tourism has been viewed as an opportunity for economic growth and because it has proved to be economically productive activity, it has gained more attention more progressively from different countries and parties. The reason for the growing demand for health tourism can be found when viewing several demographic, economic and life style factors such as the aging of the population, life style changes, experienced tourists and also some faults in health care systems. (Suontausta & Tyni 2005, 39) Health tourism can be divided into two different types; health care and medical tourism and wellness tourism. The differences between wellness and medical tourism will be shown in the graph below.



GRAPH 1. Types of Health Tourism (adapted from Smith and Puczko 2009)

As indicated in the figure the main differences between wellness and medical tourism is the intensity. Medical tourism includes the types of trips where the traveler is usually the target of some medical procedure in order to cure an illness for instance by attending some specific operation. When in case of wellness tourism it is a comprehensive package that includes several different services and products that are intended to revitalize and maintain the overall wellbeing of mind, soul and body. The treatments are concentrated to be more holistic and recreational like for example in the form of some spiritual treatments or a fitness program, in order to prevent possible illnesses. However in both types of health tourism the facilities can be common in some cases, like for instances both can include spa treatments and be based in hotels and resorts for example. (Suontausta & Tyni 2005, 40)



## 2.2 Motives behind Wellness Traveling

Health and wellness have been developing a great amount of interest over the year in society as well as the economy and the particular indicator of this is the growth of wellness phenomenon. In the global scale wellness tourism is predicted to grow even more within the next years and also in Finland when developing and producing products in tourism sector wellness theme has become increasingly acute. (Suontausta & Tyni 2005, 3)



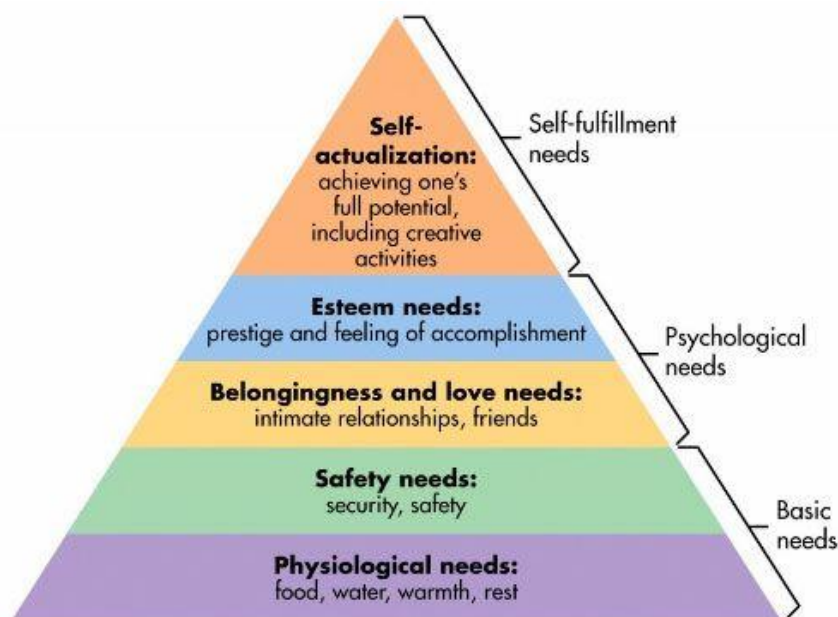
© Global Wellness Institute. Originally published in "The Global Wellness Tourism Economy," 2013

GRAPH 2. Global Tourism Industry. Adapted from Global Wellness Institute

The graph above indicates the role of wellness in today's tourism industry and the numbers are based on the recent global wellness economy statistics from the years 2013 and 2014. Global Wellness Institute (GWI) is a nonprofit organization and their aim is to empower wellness worldwide by educating the public and private sectors about preventative health and wellness. (GWI 2017)

As noted from the figure above wellness tourism does indeed play a quite significant part in the global tourism industry right after cultural tourism. I believe a quite important factor for this, which has probably led to this increased interest in wellness traveling, is individual's effort for trying to reach the body-mind balance to create the overall wellbeing.

Individual has naturally different needs that can be understood as a force that drives one's action in order to fulfill these needs. Person's needs are closely related to the motivation which in turn means target orientated actions. The theory of basic needs relies mainly on Maslow's hierarchy of needs theory.



GRAPH 3. Maslow's Hierarchy of needs. Adapted from Simply Psychology 2016

Maslow's pyramid is divided into three sections; basic needs, psychological needs and self-fulfillment needs, and according to them a person needs to fulfill the lower needs before moving up to the next level so to speak. In other words before an individual can fulfill the psychological needs like intimate relationships and feeling of accomplishment, the basic needs have to be met first, which are hunger, feeling of safety and security and such. And only when the lower needs of the pyramid are met the person can get onto the top of the pyramid and concentrate on the self-fulfillment needs, which would include creative activities and reaching ones full potential. All these needs are essential for humans' health and personal development. (Suontausta & Tyni 2005, 76-97)

Traveling is considered as one of the top needs from the pyramid however it is difficult to link it into some specific section in the pyramid, since it simultaneously meets many different needs, and same also goes to human health. It is essential that person meets first the physiological requirements and feeling of safety before moving up to the social, respect and self-realization needs. When talking about wellness thought patterns and life styles, it is also clear that before an individual can think of one's health in a larger scale the bottom demands of the pyramid have to be met first. (Suontausta & Tyni 2005, 76-97)

Besides of satisfying the basic needs, for a wellness traveler it is also important how these needs are met exactly. For instance when bringing forth the physiological aspect, it is important that the food is healthy and meets the criteria of nutritious food that has all the necessary building blocks the body requires in order to feel good. Same goes to fluids, in addition to shutting down the thirst and keeping up the fluid balance in the body, it also needs to support the trace elements and vitamins that come from the food. (Suontausta & Tyni 2005, 76-97)

According to McIntosh and Goeldner, the tourism motivational factors can be classified easily into four motivation categories (Suontausta & Tyni 2005, 100-101[Vuoristo 1998, 42]). This four-division is quite fruitful when reviewing the needs of a wellness traveler and the motives of the behavior can be understood well using the table below. For instance physical motivators such as, body and mind, health purpose, sport and pleasure, are all part of wellness life style (yoga and meditation, spas etc.) but especially body and mind would be in the central place when pursuing wellness, therefore the motives of a wellness traveler are coming forth through the messages the body sends. Mental health is just as essential part of wellness as body's fitness and health. (Suontausta & Tyni 2005, 100-101)

## McIntosh, Goeldner and Ritchie (1995)

- Physical Motivators:
  - body and mind, health purpose, sport and pleasure.
- Cultural Motivators:
  - Know more about other cultures, to find out about the natives of a country, their life style, music, art, folklore, dance etc.
- Interpersonal Motivators:
  - to meet new people, visit friends or relatives, and to seek new and different experiences.
- Status and Prestige Motivators:
  - personal development, ego enhancement and sensual indulgence.
  - for recognition and attention from others, in order to boost the personal ego.

2011

TABLE.1.McIntosh, Goeldner and Richie, tourism motivation factors. Adapted from Slide Share.

When moving on to the cultural factors they mainly complement the motivation for wellness traveling in the form of active participation, like for example in a form of painting or other type of mental stimulation. However interpersonal motivators, along with physical motivators, create a key circuit in wellness traveling. Though they might not be the ones to push an individual for the trip directly, social wellbeing is a prerequisite for overall well-being, thus social interaction is part of the trip and the whole experience in one way or another, either in a form of a companion or family and friends. From status and prestige motivators the central place is taken by the desire of wanting to expand hobbies such as yoga or to expand ones knowledge by attending a health course for instance. All in all a wellness traveler aims to maintain and improve one's wellbeing. In order to achieve the change for the better and to progress in one's health, the motivation for learning and gaining new knowledge and possibly new skills is high. (Suontausta & Tyni 2005, 100-101)

### 3 MARKETING WITH SPECIAL EVENTS

‘Special event’ is a term that is used to describe specific celebration or ritual that is consciously planned and created to mark a special occasion, or in order to achieve a particular social or cultural objective or a goal. For instance this may include national days and celebrations, civic occasions or unique cultural performances. It may even seem that at times special events are everywhere and no wonder since they have vastly become a growth industry. Today the field of special events is so wide that it’s hard to give one definition that would include all varieties and shades of events that there exists. However to narrow it down a little, according to Getz [2005,16] as he defines it from the point of view of the guest or a customer; a special event is an opportunity to experience something outside of normal range of choices or everyday life. (Allen, O’Toole, Harris & McDonnell 2011, 11-12 [Getz, 2005, 16])

#### 3.1 The Several Shades of Events

Though events can’t be defined in any particular way, they can however be categorized by size. For instance since there are no exact definition and distinctions can be blurred, when characterizing special events according to their size, it can however give somewhat of an idea of the types of events there are. Some common categories are mega-events, hallmark events, major events and local community events. In case of mega-events, these are the type of events so large that they affect whole economies and echo in the global media. These kinds of events are for example, the Olympic Games or the FIFA World Cup. Mega size events are the ones that yield extraordinary high levels of tourism, especially international tourism as well as media coverage, prestige, and economic impact for the host community or the venue, purely by their significance or size. (Allen et al. 2011, 12-13.)

Secondly there are the major events, like the Australia Open tennis tournament or the Australian Formula One Grand Prix for instance (Allen et al. 2011, 14). The nature and impact of major events doesn’t differ that much from the mega-events. “Hallmark events” on the other hand, are the types of events that rely for their success purely on the uniqueness, status, or timely significance to attract the desired attention. They can be either one-time or recurring events and they are developed to enhance awareness, appeal and profitability of a tourism destination, in short term or long term (Allen et al. 2001, 13-14 [Richie, 1984, 2.]). These types of events become so identified with the spirit of the town for example, that they become synonymous with the name of the place, gaining widespread recognition. Good examples are the Oktoberfest in Munich, Germany and Edinburg festival in Scotland for

example. The hallmark event can also relate to whole countries rather than just cities and regions, as in the case of Mexico's Day of the Dead celebration for instance. (Allen et al. 2011, 13.)

Last but not least are the community events, which are mainly offered to local audiences and organized primarily for their fun, social and entertainment value (Allen et al. 2011, 14). One great example of this sort of event is the "Jakobs Dagar" town festival for instance in Ostrobothnia. Though events of this type are fairly smaller compared to the ones mentioned earlier, they however still produce wide range of benefits. For instance they may engender community pride and strengthen a feeling of belonging hence creating sense of place. In addition they can also expose people to new experiences and ideas by inspiring participation in arts activities and sports, all in the same time as encouraging tolerance and diversity. This is important as from the point of view of developing community and cultural strategies, which is why local governments also usually support these events. (Allen et al. 2011, 14.)

### **3.1.1 The Festival Era**

In addition to defining events by their size, another way of classifying the events is also by their form or content. This can mean either sports events, that have become a growing sector in event industry, or business events also known as MICE (Meeting, Incentives, Conventions and Exhibitions), that are considered as an established arm of the event industry. However the universal form of events that pre-date the contemporary event industry and exist in most times and most societies are the festivals. (Allen et al. 2011, 15.)

Today it has come to our knowledge that quite recently festivals have started to build a significant status as a part of organized international and also domestic mass tourism, so much so that though it remains too elusive to quantify, the phenomenon can still be discerned as 'festival tourism'. Festivals, whether they are in a form of "traditional" moments of social celebration or constructed and highly organized events, nevertheless have been embraced as a wide stock of 'products' that tourists now desire. (Picard & Robinson 2006, 2.) Today as we know there are thousands of festivals organized around the world each year and the nature of the festivals varies, for pretty much every taste there can be a festival found, from music, art, food and film, just to name a few. The most common type festival however is the arts festival, encompassing mixed art forms and multiple venues; the most popular form of which are the music festivals, ranging from classical music festivals to jazz festivals, to folk and blues and to rock festivals. (Allen et al. 2011, 15)

## **3.2 Event Marketing**

When combining events and marketing we talk about event marketing. Marketing by itself is a goal orientated action that aims to communicate a certain kind of message that the organization wants for the public to receive. Hence event marketing is also type of action that in a goal orientated and interactive way aims to bring together the organization and its target group by creating an event that is built around a specific content, theme or an idea forming one functional unit. According to wide definitions, any event that brings together organization and its potential customers can be considered as event marketing. The most essential in event marketing is the fact that it is perceived as part of the marketing strategy in organization, that aims to build or strengthen the image of an organization or the brand of services and products. In other words any event that markets or in some way promotes the selling of their products can be considered as event marketing, including promotions, event sponsorships, fairs and launches and also flash-mob rags. (Vallo & Häyrinen 2016, 21-22.)

However before we can talk about event marketing, certain criteria need to be met; the event needs to be planned beforehand, the aims of the event as well as the target group are both well defined, and lastly event manages to carry out the sensation and experience as well as the interaction aspect. The core of an event though, is the interaction between people. Event marketing has much strength including the close interactions between the organizers and the participants, in addition to providing a memorable experience, utilization of different senses, and promoting to create unique memory traces. All in all event marketing is more intense and personal as a marketing tool than the traditional marketing ways, especially in the aspect where it can make a better use of several human senses, such as taste and smell for example. This leads to a deeper impression of the event and stays in the memory for longer, hence creating greater impact. (Vallo & Häyrinen 2016, 22-24.)

### **3.2.1 Festivals as marketers**

Organizations can exploit event marketing in many different occasions like for example, in a launching of a product, sales event or in fair or exhibition. Event marketing can be exploited for some specific goals and purposes. For instance one way for luring more travelers and obtain publicity is by organizing different types of events, especially during the summer this is the aim of all cities and municipalities in Finland. The main goal is to attract visitors, make the city more known and creating a positive image. (Vallo & Häyrinen 2016, 42.)

Some great examples are for instance Pori Jazz festival, one of the Finland's most known music festivals, organized every summer in July ever since 1966. This festival brings thousands of visitors each year and is considered as one of the oldest and most significant rhythm music festivals in Europe. (Pori Jazz 2017.) Since 2006 the visibility of this festival has been even more increased by adding a political conversational event "Suomi Areena" by its side. (Vallo & Häyrynen 2016, 43.)

However if judging by the number of participants then the largest festival that is organized in Finland each year is the Helsinki Festival, that brings approximately 300 000 visitors to its events during the whole week. (Vallo & Häyrynen 2016, 43.) The aim of the festival is to offer unique art experiences for a wide range of domestic as well as foreign public, featuring classical and world music, dance, theatre, circus and visual arts in addition to a range of urban events. The festival is organized annually starting from mid-August and lasting until the beginning of September, the festival is organized again in 2017 on August 17<sup>th</sup> – September 3<sup>rd</sup>. In 2016 the festival was honored with the EFFE (Europe For Festivals, Festivals For Europe) Label 2015 – 2016. (Helsinki Festival 2017)

In addition festivals can be used as a ways to collect money for charity for example. Charities like the cancer foundation in Finland organizes an annual ball that has become very known in the business world and with its high standard arrangements and highly valued organizing committee manages to collect significant amount of funds for the support of cancer research. Events can indeed be a great way of spreading an idea, like for instance the Heart association with the Allergy and Asthma associations have been organizing popular youth concerts, that have not only been able to collect money but also increase awareness about their activities. The Heart association campaigns for healthy diet and exercise, and Allergy and Asthma association emphasizes the importance of not smoking. Therefore in conclusion can be said that events can be used to market many different matters, only the imagination is the limit. (Vallo & Häyrynen 2016, 45-48.)



#### **4 RESEARCH METHODOLOGY**

This all brought me to the questions; can events be used as ways to promote interest in health and wellness as well and if so how could it be done? Therefore, in this chapter I will introduce the research methodology behind my case study in which I will try to find out how festivals might be a great way of promoting interest in health and possibly encourage more people towards healthier life styles.

When conducting a research it is always about answering a specific question and the question usually comes due to some reasons or interests. The birth of a research topic or an idea is usually the key for starting the whole process however the scientific objective is what gives it the direction. In order to not to lose the core of the research the following questions need to fit together; “What needs to be known?” and “Why it needs to be known?” (Ronkainen, Pehkonen, Lindblom-Ylänne & Paavilainen 2013, 33-35)

However, before going any further, first it is important to consider possible ethical aspects as well as previous research on the topic, since conducting a research has always cognitive benefits, however if the topic has already been researched many times over then conducting yet another one won't be that beneficial. Some ethical questions are for instance; is it a type of topic that could harm the objects of the research, can the topic be researched in ethically justified ways, whether or not the research might possibly be harmful to some groups, or if the information produced by the research is ethically justified even though the topic would be sensitive. In addition to these questions it is also important to ask oneself if the topic or the question needs a research at all and who could possibly benefit from the data generated by the research. (Ronkainen et al. 2013, 33-35.)

In this particular case I tried as a researcher to find out whether or not and in which ways the festivals might be one of the greatest ways of promoting healthier life styles. The reason for wanting to answer this question was simple; this topic has always interested me and I also believe it might be a great opener for future studies in this area and possibly in a larger scale lead to the increase of wellness tourism altogether.

## 4.1 Planning

Research needs to be planned on two different levels. First the scientific problem needs to be set and then one must make a plan to solve it. Secondly the practical implementation plan has to be done, hence planning a schedule, the conduction of the plan and the actions that need to be taken. It is important to consider for example if some research permissions are needed, in case there are interviews involved then setting up the time for them, and planning the schedule for the possible seminars that one wants to participate in. All in all when making up a research plan also the implementation of the plan is thought well through. (Ronkainen et al. 2013, 36.)

Choosing the point of view of the research is also important, because it helps the researcher to concentrate on the essential aspects of the research problem. In a sense all research is a dialogue between the object and the researcher which happens through the gathered material that in turn is always in between these two and, never a part of the object, which would then make it in fact part of reality. Therefore when making the decision between which of the research methods to choose (either qualitative or quantitative) in addition to the object of the research, one must start with a reasoned point of view towards the target. (Puusa & Juuti 2011, 47) My plan on resolving the research problem is simple; attending the festival itself. For the research method I chose qualitative research method, for I feel it is the best way of approaching this topic and finding answers to my questions.

## 4.2 Qualitative Research Method

Qualitative research method emphasizes the reality and the subjective nature of the information that is gathered from it, which also happens to be one of the essential characteristics of this type of research. Qualitative research method concentrates on viewing the individual cases and essential part is to highlighting the point of view of the participants as well as the researchers own interaction with the single observation. Hence the distance between the researcher, the produced material and the object of the research is usually small. The key ingredients for this type of research are the experiences in addition to aiming of giving theoretically meaningful interpretation of the phenomena that is being researched. The nature of qualitative research can vary as well as the goals of the research, which could for instance be; gaining new information, describing phenomena, deepening an understanding, interpretation of particular phenomena and making or questioning a theoretically necessary interpretation. (Puusa & Juuti 2011, 48.)

Qualitative research method is often noticeably quite flexible as a research method. The analytical methods for qualitative research are not as strictly phased or algorithmic as for the quantitative research method. In qualitative research the analytical sensibility and skills are required, since usually the interpretation is highlighted, which is also the direct consequence of the fundamental importance of key meanings and experience. (Ronkainen et al. 2013, 82)

### **4.3 Collection of Data**

When conducting a research many methods can be used to collect data, some of the most common are, questionnaires, videotaping situations, interviews and observations for instance. In case a researcher wants to use already collected data in the research then it is called secondary data. (Ronkainen et al. 2013, 113) The method for collecting data in this research is mainly observation, as it was considered the best option in the following case study.

The idea behind observation is to collect data about the object in its natural environment. Observation is divided into external observation and participating observation. In the participating observation the researcher takes part in the activities either as a researcher or in some other role and in order for the observation to be systematic it is essential to write down the perceptions of the situation. Therefore it is recommended to keep a field diary and decide beforehand what things need to be observed; environment, activity, relationships or episodes. (Ronkainen et al. 2013, 115) When observation is the primary method for collecting data, as it was in this case, the research is considered to be ethnographic research and in this type of research the researcher is one of the actors and the role changes in between the observer and the role of participant. (Vähämäki & Paalumäki 2011, 103)

### **4.4 Case Study**

One way of approaching qualitative research method and also the technique that is used for this thesis is Case study. Some of the main characteristics of a case study, in order for it to be called a case study is that it requires for the observation to be done in the light of previous related studies as well as related context. The case study method can be defined in multiple different ways, however one common factor for all methods is, that there is plenty of gathered material for each case and all the cases are

observed in their natural environment. The main point of a case study is to understand the dynamics that are present in a single setting. (Piekkari & Welch 2011, 183-186.)

One of the forms of conducting a case study is explanatory case study method. This theory according to Robert Yin (2009) applies well for answering such questions as “How” and “Why”. Explanatory case study is a deductive research method, which is used for instance to test formed propositions based on literature, to produce competitive explanations, support already existing theories or for defining casual relationships. Explanatory research can help to confirm already existing theories. When choosing the case to study it is important to choose it based on theoretical justification. (Piekkari & Welch 2011, 189)

#### 4.4.1 Previous Case Studies

When taking a look at the wellness concept, there have been several previous studies to it, and no wonder since as mentioned before it has been quite a hot topic for a quite a while now among the cultures.

1. The Big Chill Festival, England, UK By Chantal Laws

This study is about a 3-day festival that was organized in the UK, called the Big Chill Festival. In addition to music and the usual festival facilities, it also included holistic health practices in order to take a notice of body and soul area. The emphasis in the festival was to create an alternative space, where the atmosphere of spirituality, transcendence and community are embraced. The case study aims to show how some festivals are embracing the holistic notion of body-mind-spirit and hence moving towards a more integrated form of experience. (Smith & Puczko 2009, 357)

2. The growing yoga community in the Netherlands: How yoga is becoming a lifestyle product including tourism activities By Roos Gerritsma

This study aims to show the growth of yoga practices in the Netherlands as the lifestyle-enhancing activity and though it is still mostly used by women however it is increasing also among men, stressed-out workers and even children. At first people maybe turn to yoga for

physical health reasons, however sometimes they might discover also the meditative and spiritual benefits from it and many forms of yoga are offered in addition with blending with other activities. This all may lead to increase or intensification of practice, such as all-day or weekend workshops for instance. The case study ends with some recommendations for future research, because at that point yoga tourism had been relatively under-researched. (Smith & Puczko 2009, 357)

In the light of these previous studies I decided to conduct my own Case study, in which I will try to answer the questions; Can festivals, such as Yoga festival Helsinki, promote interest in wellness and how?

## 5 CASE STUDY – HELSINKI YOGA FESTIVAL



FIGURE 1. Yoga Festival cover page. Adapted from official Instagram page of “@joogafestivalfi”

As mentioned previously there has been done some research regarding wellness. However in my searches I didn't come across a study where wellness would have been looked at from the events point of view, which led me to the case study of Helsinki Yoga festival. In the following case study I will explore ways in which event can be a great way of sparking the interest in wellness in particular. The data was collected by attending festival as the participant and the observer. In order to deepen my understanding of the experience I decided the best way was to attend some courses and lectures as well during my one day observation visit. As my methods to collect data and make notes of my observations I used a field diary and a camera.

## 5.1 Background

Yoga festival Helsinki was an event that took place on the last weekend of February in Kaapelitehdas, with one aim; gathering together all the yoga and well-being enthusiasts, experimenters and professionals under the same roof. The festival was organized for the fifth time now and the theme of this year was Balance. This two day festival gave the opportunity to get familiar and try different types of yoga, meditation, mindfulness and other type of wellness activities under the supervision of licensed teachers. In addition to close to 100 demonstration classes and 40 lectures on different areas of wellness, the festival consisted also of 150 different exhibitors, offering their products and services. (Yoga festival Helsinki 2017)

## 5.2 Findings

I attended the festival on a Sunday 26<sup>th</sup> of February and spend the whole day there from 9am until 6pm; therefor I had nine hours to make my observations. During my observations I paid attention particularly to five different elements; event concept, location, the website, learning and the overall experience of the event. In my observations I used mostly a field diary, but also took some pictures if possible. Some of the pictures are adapted from websites, in order to respect privacy of individuals; however the majority is taken by me.

### 5.2.1 Event Concept

Event concept is based on the idea, model or a theme around which the event is formulated. The concept is like a recipe according to which the whole event is planned. A working concept brings efficiency and saves costs when the event is being repeated. Good event concepts live in in time and when the theme and the contents may change, the core of the event stays the same. (Vallo, Häyrynen 2016, p.65)

In this case the concept was wellness and wellbeing, fitness and healthy life styles and the theme of this years' event was Balance. This festival can be considered to be like a fair, since it gathered together different exhibitors, lecturers and teachers, all with same goal, to promote wellness by using different approaches; yoga teachers approaching wellness from physical side, lecturers contributed by sharing their knowledge on the field and exhibitors promoted their latest healthcare products, offered new healthy taste experiences and services to promote wellbeing. As a participant I enjoyed myself fully, because the festival had so much to offer only by the number of exhibitors, there was a lot of options

and products that one could have chosen from. Exhibitors' products varied from homemade jewelry and organic cosmetics to nutrition and special services, majority of which could have been tastes at the site also.



FIGURE 2. One of the exhibitors, Sielunkuu. Offering treatments using water bowls. Treatment is based on the sound vibration.



FIGURE 3. Gopala as one of the exhibitors promoting organic handmade honey with multiple flavors



FIGURE 4. Chocolate samples from Foodin.



### 5.2.2 Website

The website works as the “home base” of the event and any event that is bigger than just an ordinary dinner party, like a festival in this case, should have their own website, since it will work as the events’ support during the whole event process. To support the website the event can also create an Instagram account and a Facebook account for example. (Vallo, Häyrinen 2016, p.72)

Yoga Festival Helsinki had the following website for their event:

<http://www.joogafestival.fi/>

In addition they also had their own Instagram page:

<https://www.instagram.com/joogafestivalfi/>

Website provided a great deal of information about the event, possible updates, the program and brief introductions of the lecturers and teachers as well as information about the exhibitors.

It was also important for the distribution of tickets. It was possible to buy the entrance ticket at the door and the lectures were included in the basic entrance fee (10€). However if one wanted to participate in the classes, the ticket price was higher depending on the number of classes one wanted to take part in and in order to secure their spot in the class the ticket needed to be bought in advance through the website, since the places were limited for the classes.

Website also provided the schedule for the classes and lectures, which made it easier to plan the day before hand. Sunday schedule for classes shown below.

SUNNUNTAI alkaa klo	Sali 1	Sali 2	Sali 3	Sali 4	Sali 5
9:15	<b>Yin Yoga for the hips (ENG)</b> Ammi Teir	<b>Iyengarjoogaa selälle</b> Päivi Nelimarkka	<b>Hathajooga</b> Helios Paavola	<b>Kundaliinjooja: Anna Valosi Loistaa</b> Terhi Härmävaara (Amarpal Kaur)	<b>Transformatiivinen Hatha Jooga</b> Ammeri Kankaisto
10:30	<b>Joogaharjoitus ja syvästi rentouttava jooganidra</b> Ulla-Majja Rönkä	<b>Slow Yoga</b> Timo Junttila	<b>Ghosh Yoga</b> Saara Koljonen	<b>Tiibetiläinen äänijooja</b> Lena Kunelius	<b>Hathajooga</b> Suvi Vikström
11:45	<b>Puhdistava Yin &amp; Yang</b> Mesimarja Paatero	<b>Slow Flow</b> Fredrika Winsten	<b>Yin-jooga</b> Annukka Salonen	<b>YogaDance - asanan vapaus, hengityksen rytmi</b> Marjo Wuorisalo	<b>Tasapainoa elämään NLP:n ja yin-joogan avulla</b> Reetta Vanhanen ja Erna Kasterinne
13:00	<b>Heartfulness sydänkeskeinen meditaatio</b> Helka Moilanen	<b>Metta, eli meditaatio rakkaudesta</b> Sampo Koistinen	<b>NirvanaFitness</b> Suvi Hakala ja Harri Pitkänen	<b>Hathajooga</b> Jore Marjaranta	<b>Qigong - terveysvaikutteinen liikunta</b> Shifu Zhang Fang
14:15	<b>Vijnana balancing</b> Jutta Niala	<b>Detox-jooga - syväpuhdistava jooga</b> Sauli Siekkinen	<b>Purnajooga</b> Tove Palmgren	<b>ISHTA Yoga: Kohti tasapainoa</b> Mikaela Soldan	<b>Klo 14:00 NÄYTÖS Taijin alkeiskurssi. Tervetuloa seuraamaan tuntia! Ei omaa osallistumista eikä tuntivarauksia.</b> Shifu Zhang Fang
15:30	<b>Happy Jack Yoga (ENG)</b> Jack Boken	<b>Pilates-meditaatio</b> Teho Majamäki	<b>Jooga stressinhallinnan apuna</b> Iia Lappalainen	Sali varattuna.	<b>Kokeile taijin alkeita</b> Shifu Zhang Fang
16:45	<b>Parijooga</b> Christian Hallivuori ja Carine Fabritius	Sali varattuna	<b>Kundaliinjoojan kipinää</b> Shabad Deep Kaur & Brahm Giani	Sali varattuna.	<b>Vinyasa Flow</b> Emmiina Tikanoja

FIGURE 5. Class Schedule. (Adapted from Yoga Festival website 2017)

As shown in the schedule, the classes were organized approximately every hour in different halls. It was positive to notice that there were many options to choose from, though some research needed to be done before in order to decide which classes one wanted to participate in, since variety of them were held at the same time.

### 5.2.3 Location

When choosing the location for the event it is good to take a notice of the nature of the event and the number of participants. It has become quite popular to organize events in old factories and in fact some of the most interesting and most successful events are considered to be the ones that have been organized in old factory halls. (Vallo, Häyrinen 2016, p.167-169) This happened to be the case for Helsinki Yoga festival as well. As for their venue the organizers had chosen Kaapelitehdas, which is a former factory building.



FIGURE 6. Kaapelitehdas. Adapted from Kaapelitehdas.fi official website 2017

The total size of this factory is 56 000 square meters and it is one of the largest buildings in Finland to be dedicated to culture. Currently it offers its premises to three museums, 12 galleries, dance theaters, art schools and artists, bands and to other creative businesses. In addition it offers a possibility to rent 6 events spaces and three meeting rooms for short periods of time, such like for fairs or festivals for example. (Kaapelitehdas 2017) From a marketing point of view the choice of venue could have not been any better in order to meet the festival's priority needs, which I would guess was space, judging by the amount of exhibitors, lectures and classes. The exhibitors where all in the same place in Merikkaapelihalli, and the classes and lectures where placed in other spaces (halls and cellars) around the factory. Yet they were all in a reachable distance from each other where it didn't take too long to get from one lecture to another. Using myself as an example, though I participated in two different classes and joined three different lectures I still had plenty of time to walk around, take notes of my observations

and see the exhibitors without feeling rushed. Therefore I feel that the location was perfect for this event, because the chosen premises for the festival created a good overall atmosphere. The location helped to create an environment that promoted an enjoyable experience and the mood of wellbeing.



FIGURE 7. One of the Yoga halls.  
Tibetan Sound Yoga demonstration class.



FIGURE 8. Merikaapelihalli, as the exhibition hall.

#### 5.2.4 Learning

Event can be used as a great tool for learning. In the researching the learning techniques they can be divided according to the senses; visual learner, auditory learner and kinesthetic learner. If event aims for the participant to learn something new and possibly adapt some new points of view it is important that all types of learners are given the opportunity to learn. (Vallo, Häyriinen 2016, p.138)

Yoga Festival Helsinki managed in teaching its visitors quite well I believe, including all three senses. The demonstrational classes were very versatile from different types of yoga and meditation such as the Tibetan sound yoga and Qigong for example. From the point of view of kinesthetic learning I believe this was a great offering, not only for the new comers, but also for those who already were more familiar with the field and maybe wanted to try some other dimensions. Festival offered a great opportunity to get more familiar with something new, which created a sense of excitement.

The festival consisted of many different lectures that approached wellness from variety different points of view, which I found very fulfilling as an participant who wanted to gain as much of new information as possible. In addition it was possible to ask questions during or after the lectures, which also created a relaxed educational environment.

The lectures were a great way of teaching the visual and auditory learners, since the lecturers were using power points and had great knowledge in their fields and it could have been felt that they were enthusiastic to share their truths with others, which made the lectures interesting and captivating. Also the exhibitors were very enthusiastic to tell about their products and services. All lectures were approximately one hour long and the premises for lectures were also quite well chosen; they were aside enough to not let the outside noise bother the concentration.



FIGURE 9. Lecture hall. Adapted from Kaapelitehdas.fi official website 2017

### 5.2.5 The Overall Experience

Events' overall experience is important and though it might be challenging since all individuals experience things a little bit differently, yet there are some things that make up an experience; esthetic, rising above the normal everyday life, entertainment and learning. Therefore an experience can act as a multisensory and unforgettable way of impacting the individual in some way, by giving new information and there for new way of viewing life for instance. It all depends however on the setting and how the event is put together in order to give an unforgettable experience and if done properly it can be remembered even years after. (Vallo, Häyrinen 2016, p.139)

The overall experience of this particular event was positive and very educational in multiple different ways (kinesthetic, auditory and visual). The concept of wellness was approached from different sides and many aspects were taken into account; nutrition, healthy life style, fitness. A good indicator of this event being successful is that it is organized already for the fifth time and they are promising to organize yet another one next year. In overall event left a great feeling to me as a participant and observer and the most important in my opinion; it left a great positive impact on multiple dimensions.

## 6 CONCLUSIONS

The aim of this thesis was to find out whether or not events and festivals in particular, would be a good way to promote interest in wellness and hence possibly leading it to increased wellness tourism as well. The empirical part of the thesis was based on the theoretical framework that was divided into three parts. The first part discussed the distinction between medical and wellness tourism, motives behind wellness traveling using Maslow's hierarchy of needs theory with analysis of the four-division of motivation factors by McIntosh and Goeldner. The second part concentrated on the categorizing the events, their role and how they can be used as marketing tools. Lastly in the third part I introduce the research methodology that is used in the research.

The case study was done with the support of the theoretical knowledge with the aim of finding out in which ways festivals may promote the interest in individuals own well-being. I chose to use observation as my primary research method, because I wanted to concentrate on the experience itself and in my observations I paid particular attention to the outside factors; the setting, program, nature of the event, the atmosphere and the experience as a whole.

Based on my findings I came to the conclusion that indeed festivals could be a good way of sparking the interest in wellness and the reason for this is simple. Often when people think about well-being or starting up the healthy life style, it is for some particular reason, for example as simple as just wanting to make a change for the better, usually the popular timing is after New Year with saying "New Year, New Me". However the enthusiasm often doesn't last and starts to fade away at some point. I believe the reasons are quite commonly either there is no time, not enough information about the subject or it simply doesn't seem as rewarding as it did in the beginning, and it may even seem that it is just too much work, especially if one tries to give up the bad habits in the process (junk food, smoking etc.).

Now let us imagine this person, who wants to make a life style change, comes to this festival, where all of the dimensions of wellness are brought together in a single setting, and all one needs to do is to participate and pay attention. Being in the festival the individual has the opportunity to try out the options for himself, get new perspectives and see what fits best, like for instance trying out different yoga classes, or gaining more knowledge through lectures and maybe getting inspired with exhibitors products and starting a new diet .

Festival also gives a great opportunity to meet likeminded people who are all voting for the same, living a healthier life, this in term can give mental support, since making a change is never easy and it does take some amount of work. Some of the biggest factors that may have a great impact on people are the environment and the atmosphere and this particular festival managed to build a great environment and create a warm and welcoming atmosphere, which in turn left a positive impact on myself and I believe in many others.

Afterwards I realized that it may have been even more insightful would I have included interviewing some of the participants as well and seen their perspective, however I thought of it just after I had gone to the festival, therefor I had to settle on doing the analysis purely based my own observations and perceptions in addition to events after posts that can be found on their Instagram page.

Nevertheless I hope this research might inspire others to look deeper into this subject and will act as a good opener for further studies in cooperation of wellness and events in order to inspire more people towards healthier life styles. It has been quite a journey of doing this research, but also very rewarding and insightful. I would like to thank Helsinki Yoga Festival for organizing such a great event and all the exhibitors for allowing me to take pictures of their stands. In addition I want to thank my friends and family who have supported me during this process and my teachers for their patience and guidance. Thank You!



## 7 REFERENCES

Allen, J., O'Toole, W., Harris, R. & McDonnell I. 2011. Festival & special event management. 5th ed. Milton, Queensland: John Wiley & Sons Australia, Ltd.

Global Wellness Institute, Available: <https://www.globalwellnessinstitute.org/press-room/statistics-and-facts/> Accessed March 2017

Helsinki Festival, Available <http://www.helsinginjuhaviikot.fi/> Accessed January 2017

Kaapelitehdas information, Available <http://www.kaapelitehdas.fi/tietoa> Accessed April 2017

Maslow hierarchy of need pyramid, Available: <https://www.simplypsychology.org/maslow.html> Accessed April 2017

McIntosh, Goeldner and Richie, tourism motivation factors, table Available on Slide Share: <https://www.slideshare.net/ChristianJuneiTaloza/qmu-tourism-systems-chapter-1> Accessed April 2017

Paalumäki & Vähämäki 2011. Havainnointi johtamis- ja organisaatiotutkimuksessa. Teoksessa Juuti & Puusa (toim.) Menetelmäviidakon raivaajat - perusteita laadullisen tutkimuslähestymistavan valintaan. Vantaa : Hansaprint

Picard, David Robinson, Mike, Tourism & Cultural Change S., No. 8: Festivals, Tourism and Social Change: Remaking Worlds, October 2006. Multilingual Matters  
Available <http://site.ebrary.com.ezproxy.centria.fi/lib/cop/reader.action?docID=10146807> Accessed 25 October 2016

Piekkari, R. Welch, C. 2011. Tapaustutkimuksen erilaiset tyypit. Teoksessa Juuti & Puusa (toim.) Menetelmäviidakon raivaajat - perusteita laadullisen tutkimuslähestymistavan valintaan. Vantaa : Hansaprint

Pori Jazz Festival information Available, <http://porijazz.fi/fi/info>, Accessed November 2016,

Ronkainen, S. Pehkonen, L. Lindblom-Ylänne, S. Paavilainen, E. 2013. Tutkimuksen Voimasanat. 1-2 painos. Sanoma Pro Oy : Helsinki

Smith, M. Puczko, L. 2009. Health and Wellness Tourism. First published in Butterworth-Heinemann: United Kingdom

Available:

[https://books.google.fi/books?id=h28iYxm12rcC&pg=PA19&lpg=PA19&dq=Case+Study:+The+Big+Chill+Festival+England&source=bl&ots=MzuAsyuMPS&sig=dnC4JtaeUPd8CCb5\\_r5YltHJiRU&hl=fi&sa=X&ved=0ahUKEwjb6I6q0J\\_TAhWla5oKHVOACbgQ6AEIGTAA#v=onepage&q=Case%20Study%3A%20The%20Big%20Chill%20Festival%20England&f=false](https://books.google.fi/books?id=h28iYxm12rcC&pg=PA19&lpg=PA19&dq=Case+Study:+The+Big+Chill+Festival+England&source=bl&ots=MzuAsyuMPS&sig=dnC4JtaeUPd8CCb5_r5YltHJiRU&hl=fi&sa=X&ved=0ahUKEwjb6I6q0J_TAhWla5oKHVOACbgQ6AEIGTAA#v=onepage&q=Case%20Study%3A%20The%20Big%20Chill%20Festival%20England&f=false)

Accessed April 2017

Previous Case Studies can be found: Smith, M. Puczko, L. 2009. Health and Wellness Tourism. First published in Butterworth-Heinemann: United Kingdom

Available:

[https://books.google.fi/books?id=h28iYxm12rcC&pg=PA19&lpg=PA19&dq=Case+Study:+The+Big+Chill+Festival+England&source=bl&ots=MzuAsyuMPS&sig=dnC4JtaeUPd8CCb5\\_r5YltHJiRU&hl=fi&sa=X&ved=0ahUKEwjb6I6q0J\\_TAhWla5oKHVOACbgQ6AEIGTAA#v=onepage&q=Case%20Study%3A%20The%20Big%20Chill%20Festival%20England&f=false](https://books.google.fi/books?id=h28iYxm12rcC&pg=PA19&lpg=PA19&dq=Case+Study:+The+Big+Chill+Festival+England&source=bl&ots=MzuAsyuMPS&sig=dnC4JtaeUPd8CCb5_r5YltHJiRU&hl=fi&sa=X&ved=0ahUKEwjb6I6q0J_TAhWla5oKHVOACbgQ6AEIGTAA#v=onepage&q=Case%20Study%3A%20The%20Big%20Chill%20Festival%20England&f=false) Accessed April 2017

Suontausta, H. Tyni, M. 2005. Wellness-Matkailu – hyvinvointi matkailun tuotekehityksessä. Edita Oy Prima : Helsinki

Vallo, H. Häyrinen, E. 2016. Tapahtuma on tilaisuus – tapahtumamarkkinointi ja tapahtuman järjestäminen. 5 uudistettu laitos. Printon : Tallinna

Yoga Festival Helsinki, Available <http://www.joogafestival.fi/> Accessed April 2017

Yoga Festival Helsinki, Instagram Available <https://www.instagram.com/joogafestivalfi/> Accessed April 2017



