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**FOOD BOUNDS CULTURE, CULTURE BOUNDS TOURISM**  
**International Food Festival in Centria University of**  
**Applied Sciences**

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**ABSTRACT**

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<p>The purpose of this study was to show how food festivals are related with tourism industry. Food festivals have been considered as a major event in tourism industry. The objectives of this study include the elaboration of the term event and event management. The theoretical part of this thesis discusses about the history of food tourism, development of culinary tourism, how food can be used as a tool in branding a destination and project management.</p> <p>Quantitative research method was chosen as a form of research for this project. A survey was conducted upon the participants of ACEEPT 2013 and the students of Centria University of Applied Sciences. The ACEEPT seminar was held in Pietarsaari/Jakobstab in Centria UAS, and the questionnaire was distributed to both students and teachers who were the participating in the ACEEPT week.</p> <p>The survey results were assessed through SPSS statistical data management software. The survey results reveal that the respondents were highly satisfied with the event and they also appreciate the concept of food festivals as a tool for destination marketing.</p>		
<p>Key words:</p> <p>ACEEPT, event, event management, food festival</p>		

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## 1 INTRODUCTION

In this world of 7 billion people, there are different people with different life styles. There are more than 200 hundred nationalities with their own culture. The cultures vary from each other too much from place to place in different parts of the world. In this context it is necessary to elaborate the meaning of culture and the components of it which makes one culture different from another. Surely there are many answers for example, when a group of people exercise the same behavior, belief, tradition and way of life, can be defined as culture, and the elements which make a significant difference between cultures are: values and beliefs, communication patterns (language/dialect), social relationships, diet and food preparation, dress and other body decorations, religion, family traditions or customs, view of time, recreation and leisure, economic levels.

Among these, one of the major elements of cultural diversification is food. Food culture is an important factor which makes a distinct difference between cultures. It is also a key factor from the tourism point of view because when people visit different places and meet diverse people with their own lifestyle, their curious mind also want to know about the diet of the people and taste it.

Tourism industry is growing day by day and spreading its segments in different sectors. Event tourism is one of the major sectors of the tourism industry and it has been emerging rapidly. Nowadays people want to fill each event of their life with joy and entertainment. There are numerous events observed by people in the cities, towns and villages in every country of the world.

Due to the approach of the people towards the diet of the other culture, the food festivals have become interesting events for everyone. In a food festival or fair, participants take part in the event with their own dishes. The visitors visit different food stalls from different nationalities and taste the food according to their choice. It is a unique opportunity for someone to get the taste of many kinds of diverse foods at once in a single event.

An international food festival was arranged at Centria UAS as a part of practice based thesis of Manju Ghimire and Md. Rezanoor Bakth Chowdhury. In this food festival, the students of Centra UAS from different nationalities participated with their native dishes to display the food culture of the country. The event was planned to be arranged during the ACEEPT (Short form of Association des Centres Européens d'Education Professionnelle en Tourisme) week when the students from different European countries will be visiting our school, Centria UAS.

The purpose of the event is to familiarize the students of Centria UAS and the ACEEPT participants with the different dishes of different countries. In this event they will be able to obtain a primary idea about the food habit of participating countries. Along with this as students of tourism studies we want to learn about how to organize an event successfully. It is one of our prime objectives of this study to evaluate the food festival from the view point of tourism. We would like to mention that Raili Häggblom agreed to be the commissioner of this project.

The workload between Manju Ghimire and Md. Rezanoor Bakth Chowdhury has been divided agreeably after discussion between them. There are two phases of this project, first one is the practical part and the second one is the reporting part. In the practical part Manju Ghimire took the responsibility of coordinating among the participants who are taking part in the event with their home dishes. She will be dealing with the purchase of all types of ingredients required by them. On the other hand Md. Rezanoor Bakth Chowdhury will be involved in organizing the event. His tasks include dealings with the school authorities, ACEEPT authorities and the management of venue. In written part, chapters 2, 7, 8 and 9 had been written by writer Manju Ghimire and chapters 3, 4, 5, 6 and 10 by Md. Rezanoor Bakth Chowdhury. The introduction and the conclusion chapter had been written collaboratively by both of the writers.

## 2 HISTORY OF FOOD TOURISM

Culinary tourism in “well-balanced structure” is in fact a recent practice, which achieved prominence in 2001. Generally man's admiration for a good diet is a much prior phenomenon. Culinary tourism is a formation of verifiable and present day society. Gastronomic tourism, also called culinary tourism, according to the nature of food lovers, they have investigating attitude towards the treasures secreted in a foreign kitchen. It is an outstanding takeoff from what typically consumed at home by us. It is an adventurous search into what a new cooking from a different nation keeps in its kitchen .The truth which should be revealed, a method for diving into the perception of an unknown society testing the everyday diets of a distant nation.

Generally, a particular cooking speaks of the nation it originates from. While making a visit to a region, the traveler has as a primary concern to experience nearby luxuries. The prime objective of the tourists is to visit the place and secondarily comes the concern about testing the typical food and dishes of that particular country or region. Increasingly, gastronomic ventures revolved stronger with traveling, and stress was laid on inspecting fascinating food and wine for which the nation needs to be explored (Dr. Jigyasi, 2012.)

The extent, taste, flavors and assorted qualities of food on offer worldwide is enormous. The British fish and chips are common to the isle's appeal. Italy is spoken of in connection to unbelievable pastas, pizzas, spaghettis and lasagna and mozzarella cheddar. Japan has its bait of sushi, ocean weeds and fish. Thailand, with its renowned hot blend of rice, cold, chicken, bamboo shoots, herbs and sea foods has parts to fill your plate. The Middle East and North African nations have typical Bedouin touch to its mouthwatering kebabs, sheep, date puddings and pita bread. American cooking is embodied by steaks of medium and rare medium cook. There are dazzling German chocolates, cakes, and sauerkraut and pork rarities. There are shocks and stuns like the Korean canine dish and Myanmar's Nappi. In each case, these are luxuries that have enticed travelers from distinctive corners of the world down the ages. In the end, culinary tourism



has advanced from the prior analyses in the domain of gastronomy and blasted into an expansive scale tourism action (Dr. Jigyasi, 2012.)

Culinary tourism includes global offering of dietary patterns of distinctive races and societies supporting a kind of worldwide investigation. Numerous visitors have a solid desire for examining outsider cooking just for curiosity, which has step by step cleared the way to culinary tourism and is an upward variable to jump from nation to nation to taste food. History demonstrates that food and wine are prime charms, which makes spot well known and crowd puller. Similarly the individuals running the ocean shorelines of Goa in India would certainly go for Vindaloo, a neighborhood pork delicacy made in coconut milk similarly, the shorelines and the notorious church of Bom Basillica, the Goan vindaloo and cashew Feni (a neighborhood brew) have added a heavenly extent to the district's traveler attraction and has drawn vacationers from remote terrains (Dr. Jigyasi, 2012.)

### **3 THE FOOD FESTIVAL AS A SEGMENT OF TOURISM**

Generally, when a large number of foods are prepared for display with options of purchasing and tasting it is known as a food festival. These festivals can be identical in terms of style and features; for example a food festival can be specified by ingredients of foods such as vegetarian food festival, meat food festival. The food festival event can be organized based on the foods of a specific region of the world too. There are many festivals where the organizers demonstrate the cooking procedure of the dish also. A cooking competition is another attraction for the visitors in such type of festival. These kinds of events are generally organized outdoors if the number of participants and audience is many; however, the event is also organized indoors when the number of participants and the visitors are limited (Allen, O'Toole, Harris, McDonnel 2011, 59)

The unique feature of this kind of event is the variation among the dishes offered to the visitors. There are some food festivals which focus on a specific food culture, including dishes from that particular nationality; for instance, Italian food festival, Spanish food festival, French food festival, Chinese food festival. An ideal food festival includes a practical demonstration of the preparation of food, for example a barbeque or a display of local organic food.

Food is one of the major elements which are ideal to display a country's culture. Abroad people cannot show all things which are related to art, but food can be prepared anywhere. For this reason the popularity of food festivals are much higher among people. A food festival is similar to other events, such as fairs and exhibitions. The only thing which makes this event different from other events is the opportunity for the visitors to taste the food. In an art exhibition or other fairs people visit different stalls and buy things from different shops. But in a food festival people usually get the opportunity to taste the food free of cost. If they like the food then they can decide whether to buy it or not.

In recent few years the food festival has become one of the major parts of food tourism. A few years ago this field of tourism was not as important as it is now. Within a few years there has been a dramatic growth in the sector of food and festival tourism and food tourism has become one of the central parts of tourism. In order to bring more diversification in the tourism sector the personnel has realized the importance of food and festival tourism, which also stimulates the economic development in context of local, regional and national territories.

The “Global Report on Food Tourism”, a report on gastronomic tourism has been published by United Nations World Tourism Organization (UNWTO). This report contains critical analyses about the present situation of food and festival tourism. It identifies the major significance of gastronomy in the tourism industry throughout the world and shows the global trend in food tourism (Gaztelumendi, 2012.)

The results of the survey report shows that 88.2 per cent of the respondents believe that food tourism is a strategic component in defining the brand image of a tourism destination. 11.8 per cent of the respondents think that gastronomy plays a non-vital role to the development of the tourism industry throughout the globe. On the other hand, another 67.6 per cent have said that their home country holds the brand image of food tourism, and another 32.3 per cent think that their country does not have the correct structure for gastronomy (Gaztelumendi, 2012.)

A country’s culture can be perceived thorough its gastronomy. The progression of food tourism is very significant in the tourism industry around the globe. Nowadays it has become one of the major dynamic sectors of the tourism industry. It is evident that food tourism has become a crucial part of tourism for every country.

## 4 DEFINING EVENTS AND EVENT MANAGEMENT

It is very necessary to define the main terms of the topic. For the ideal way to implement the event, it is highly recommended to establish the meaning of the terms which were going to be used. Since different management terms are simultaneously used by different authors therefore the meaning of these terms changes in different books and articles.

### 4.1 Meaning of event

In general sense an event means a specific program. A future incident which is going to happen can also be termed as an event. An event can be official or non-official, it may take place at home or outside, it can be personal or it can be related to business, education. Moreover an event can be defined as a significant happening or occurrence of something. In broad terms it can be said that an event can be labeled as a public meeting for the purpose of celebration, education, marketing or reunion. Events can be classified on the basis of their size, type and context. (Bhe Glasmacher Meckwood Pereira Wallace 2001, 2.)

“Major one-time or recurring events of limited duration developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract attention” (Ritchie 1984, 2)

There are different types of events; the major ones are social / life–cycle events. These types of events include birthday party, graduation day, and wedding. Other types of events are education and career events; they involve education fairs, job fairs, seminars. Sports programs are also events such as the Olympics, world Cup, marathons, Wimbledon. Political programs are also a type of events for example political processions, demonstrations. The program which take place in corporate life is known as Religious events is another type of event which includes religious festivals / fairs, religious procession. And there is a new type of event which is known as Facebook event (Bhe el al. 2001, 3.)

## **4.2 Meaning of event management**

Event management is a platform on which an event is planned, prepared, and implemented. It is very similar to other forms of management. It is an event manager's prime duty to look after and arrange every phase of an event, including an event's designing, planning, organizing, controlling, implementing, evaluating, researching, activities, and production (Bhe el al. 2001, 4.)

From a general point of view it can be said that the management procedure or functions of the event implementation is known as event management. In another way it can be said that event management is a way, which is used to deal with events. The objective of managing an event may be included in event management along with roles and responsibilities, critical success factors, standards and event handling procedures (Bhe el al. 2001, 4.)

Event management is related to the analysis of the detail of the brand. It focuses on the identification of the target group along with the theme of the event. It is also related to planning and proper coordination of the event which includes the technical aspects before the actual launching of the event. Post event analysis has become a significant factor in event management (Bhe el al. 2001, 4.)

The upward trend of festivals and events in tourism industry explains that the management of events cannot be uncertain or unplanned. The mega event for example, the Asian games has a significant influence among the people of a certain community. The industry of event management is growing day by day. It includes all types of events regardless of size of the event. There are many people, business organizations and charitable organizations which organizes events to market them, establish business relationships and to raise money for charity or to celebrate (Bhe el al. 2001, 4.)

“The linkages between the various departments within the organization required to handle events and the flow of this information between them is the focus of event management” (Bhe, 2001, 5).

## **5 PROJECT MANAGEMENT FOR EVENT MANAGEMENT**

A festival or an event can be considered as a project. It is very much beneficial to use the project management methodology in event management. An event can be managed successfully by following the steps of project management such as initiation, planning and implementation of the event as well as monitoring of event and shutdown. It directs the management plan from different knowledge area to a cohesive workable plan. (Allen, O'Toole, Harris, McDonnel 2011, 152)

### **5.1 Project management in context of present situation**

It has been described in the major books of project management that the global business strategy is changing from a large scale to many smaller units. Since the characteristics of modern businesses are changing continuously, products and services are needed to be considered as projects as an answer to this change. In this modern world products are endlessly evolving subject. The best example for this is the evolution of computer software (Allen et al. 2011, 154.)

The business of event management is also changing and expanding in terms of area and scope of events; for instance, product launch event of new products, seminars for educative functions, and new festivals for small and large cities. The response to the constantly changing business environment can also be realized through the events and festivals. Therefore this upward trend of events and festivals is making a positive impact in the growth of tourism business. (Allen et al. 2011, 154.)

### **5.2 Advantages of project management**

Project management is also known as “overlay” because it involves all the main tasks of management. Event management includes all the managerial elements for example planning, leading, and marketing. Project management is an

organized methodology which can be developed day by day in different events. As a result, the quality of event will also be improved. It demonstrates the whole managerial system and it is much easier to improve. It is also very helpful to reduce the element of risk on one person, according to the effective management strategy. A task should be divided into different parts and the responsibility should be distributed among many persons. Project management is an approach which uses the common and clear terms for timely communication. Project management works as a fundamental tool to ensure the acceptability and the accountability of the stakeholders. The terms of project management used in events are common which makes it very easy to reassign those in other projects or events (O'Toole Mikolaitis. 2002 23.)

### **5.3 Phases of the project management of events**

A project passes through different phases or sequence of steps. At the end of a phase major decisions are usually adopted about the next phase. There are different ways to implement the project phases. There are five main parts of event and festival management and those are: administration, marketing, design operation and risk. These fields are subdivided into following categories which is explained in details in the table below;



Table 1.

Different phases of project (Allen, O'Toole, Harris, McDonnel 2011, 157)

Scope	Initiation	Planning	Implementation	Event	Shutdown
Marketing					
Finance					
Time					
Design					
Risk					
Procurement					
Human resources					
Stakeholders					
Communication					

Management of an event varies considering the situation, time and place. However, regardless of the type of the project each and every project passes through these varieties' phases. The main goal of maintaining this process during the implementation of project is to execute the project successfully to benefit the organization. (Allen et al. 2011, 157.)

## **6 MAJOR ASPECTS OF EVENT MANAGEMENT**

There are different factors which influence the event management process. It is perceived that the planning part of event management is the most crucial. As it is known to us that the future is always uncertain therefore, in event management it is a tough task to make plan for future activities (Allen et al. 2011, 154.) The major aspects of event management which are mostly related to planning are described below.

### **6.1 The strategic planning function**

A strong strategic planning methodology conveys substantial arranging substance applies and applicable strategies. Strategic decisions set the ground for long term development and open up new ways to implement the project and solve problems. Top managers always prioritize strategic decisions as one of their basic tools to implement all the tasks of a project. (Allen et al. 2011, 157.)

Strategic planning function relates to achieving the goal of the organization. It is an organizational method of determining the strategy, direction and allocating resources to implement the strategy. It is one of the important management tools which are used to make an assumption for the future position of the organization (Allen et al. 2011, 157.)

### **6.2 Conceptualizing the event**

Before starting an event we have to define some of its elements or attributes. For example, developing the ideas, what outcome is expected from it, who is going to be our audience, what are the objectives of the event? In other way it can be said that everything is done to define the objectives of the event to reach a specific goal, before starting the event it can be said that conceptualization the event. Conceptualization is not a series of decisions, it is a process which is time

consuming and cannot be made instantly. It requires steadiness of effort to analyze the prospective participants, selection of best ideas and testing of those. During this phase many mistakes are done by the organizers or the individuals who are involved in this activity. Therefore it is very important to provide highest level of concentration during this phase (Allen et al. 2011, 157.)

It is an important part of event management to understand the event environment during the creation of an event. The context of the event implementation place plays a vital role in realizing the concept of event. In order to understand the event environment the organizer of the event has to identify the beneficiary group of the event (Allen et al. 2011, 157.)

### **6.3 Financial management of event**

Financial management of the event means a proper planning of financial resources ensuring a balanced allocation of money resources. During the event management process financial management decisions are taken in accordance with the overall objectives of the event. Good financial management is a mandatory element to organize a successful event. From the very beginning of the event a flexible and realistic budget is required. The first step of financial management of event is to prepare an authentic and realistic budget. After preparing the budget the head of the project needs to gain full control over it. If proper control cannot be established the event be failed. (Allen et al. 2011, 157.)

## 7 DEVELOPMENT OF CULINARY TOURISM

The present business environment of world has become very challenging. Each country of the world is trying to increase its income as much as possible. Tourism is one of the most important sectors on which most of the countries are concentrating at present. For many countries of the world, tourism is the major sector of earning. For example in New Zealand, tourism is contributing 91% of gross domestic product and one of nine New Zealanders is employed by the tourism industry. Tourism has become one of the fastest growing business sectors especially for the developing countries. It is one of the major sources of income and employment opportunity for many countries (Lin, Pearson & Cai, 2011, 4.)

Among the many different sectors of the growing tourism industry, a significant upward projection has been seen in food tourism industry. As a part of event tourism, food tourism can be a major part of the overall tourism industry. Over the previous decade, the perpetually expanding competitiveness between tourism destinations has prompted the advancement of all engaging attractions to acquire the consideration of a prospective tourist.

Australia has attempted to incorporate food tourism with travel goals over the mainland. The Niagara Region, in Canada, has created “Niagara cooking” as a new tourism item. Attributes of Singapore’s topography, history and innovation are apparent in its sustenance and those same attributes have turned into an offering point for the Singapore Tourism Board. All of these cases show that sustenance is directly joined with specific destinations; it urges sightseers to taste and experience a district’s cooking. More essentially, researchers demonstrate that food of a specific area can be utilized as a method for advertising and marketing a tourism destination (Lin, Pearson & Cai, 2011, 4.)

Recently, it has been contended that an interesting and paramount “food uniqueness” can help to manage the intensity of a destination. Hashimoto and Telfer (2006, 34) point out that the nourishment of a specific spot is fundamental to its prosperity as a tourism destination. They inspect the relationship between

Canadian personality and Canadian cooking to recognize potential marketing procedures for the country's culinary tourism. As per the Annual Survey Report on visitors Expenditure and Trends in Taiwan, nourishment is the principle motivation behind why worldwide travelers visit Taiwan. More than 50% of the inbound travelers came to Taiwan as a result of its food (cooking and foods grown from the ground. (Lin, Pearson & Cai, 2011, 4.)

Official data additionally show a scope of food related foundations serving various types of diets to visitors in Taiwan, not just customary Chinese and Taiwanese cooking styles additionally, foods from everywhere throughout the world. As indicated by Fyall and Garrod (2005, 463), effective conveyance of tourism items relies on close meeting expectations, connections, interdependencies and associations with various stakeholders in the tourism business. This in turn would empower suppliers of tourism items such as hotels to give consistent experiences to its clients. A comparable thought is reported by Eccles (1995, 4) who states that tourism advancement calls for investment of hospitality organizations in a given objective. This is on the grounds that hospitality organizations are seen to be forced to bear the tourism request.

Advancement and improvement of any type of tourism ought to be based on the prerequisites of the sightseers and not only the promoting blend. Eccles(1995, 4) credits this thought to the immaterial nature of the hospitality and tourism item. Visitors' necessities in this setting incorporate legitimate and special culinary items and additionally sustenance administration systems that evoke the sort of experience looked for by sightseers. There is consequently the requirement for tourism product supplies to offer a scope of goods and services that will recognize it from other objectives keeping in mind the end goal to draw in a consistent stream of visitors which will be more effective (Obonyo, Ayieko & Kambona, 2013, 189-190)

Various studies have taken a look at the intangible also substantial viewpoints that affect assessment and discernment of administration items in the tourism and hospitality industry. Gountas and Gountas (2003, 125-128) in their research of purchasers' fulfillment in the air transport industry case for example, distinguished

the term of the administration, the single person's identity, characteristic inclination and the enthusiastic state of travelers before, amid and after the service experience as a portion of the service properties that may affect customer fulfillment (Obonyo et al. 2013, 189-190)

## **8 FOODS AS A TOOL IN BRANDING TOURISM DESTINATION**

Numerous specialists have committed time to the investigation of the relationship between food and particular tourism destinations, for example, food tourism, culinary tourism and gastronomic tourism. According to Hall and Mitchell characterize food tourism as

“appearance to essential and auxiliary sustenance makers, food festivals, restaurants and particular areas for which food tasting and or encountering the properties of authority food creation district are the persuading variable for travel ” (Hall and Mitchell 2001.)

### **8.1 Characterizing the object**

Long (2004: 20-21) characterizes culinary tourism as the deliberate, exploratory interest in the food ways of an another – interest counting the utilization, willingness, appearance of a food, cooking, dinner framework, or consuming style considered to have a place with a culinary framework. Concerning tourism, Santich (2004, 20) states that it is “tourism or travel propelled, at minimum to some degree, by an enthusiasm toward food and beverage, consuming and drinking . Santich further expresses that gastronomic tourism is about taking part in another society, connected with a specific place and individuals. As per these clarifications of the utilization of food in tourism, it is evident that food can upgrade the manageability and the realness of a destination, reinforce the economy of a spot and make the hospitality of an area. Food can similarly be utilized as a part of marking a tourism destination (Lin, Pearson & Cai, 2011: 32).

### **8.2 Marketing**

It is realized that marking is an efficient way for an objective to bring issues to the customers and make a positive picture in traveler’s minds, specifically through brand affiliations. Brand affiliations, additionally known as brand picture, refer to

any brand-related data that is connected to a hub in consumer's memories. A set of brand affiliations can make a rich and clear brand personality. In structuring brand affiliations concerning a particular tourist spot, it is generally proposed that brand name, logo, image, trademark and bundling are key components; also that each of these components ought to reflect the attributes of the destination (Lin, Pearson & Cai, 2011, 31-32)

### **8.3 Connection with destination**

Based on this point of view, food can be viewed as a key component in building a brand, on the grounds that food is frequently linked with the social and characteristic attributes of a particular area, and in this way conveys an extensive number of typical implications. Therefore, food has a solid association with a spot. French wines, Italian pasta and Cajun cooking are great examples. In light of this, the uniqueness of diet in connection to a spot assumes a noteworthy part in a destination identity. (Lin, Pearson & Cai, 2011, 32)

### **8.4 Food as a destination attraction**

To construct a solid brand, a reasonable and attractive personality is essential. Subsequently, it is paramount to provide sightseers with serious associations among diet, experiences and destinations (Kivela and Johns, 2003:3). Various experimental studies have observed that numerous vacationers are pulled into territorial and ethnic food in light of their craving to have a novel experience. More paramount, traveler's food related encounters can help their happiness regarding and fulfillment with a tourism destination and impact their aim to return to that place. Kivela and Johns (2003: 3) express that our tangible discernments play a major mental and physiological part in our evaluation and appreciation of food as they accomplish for different experiences at a destination. Particularly, the appearance, fragrance and taste of food are not just tender to human faculties; additionally they help a view of neighborhood uniqueness (Lin, Pearson & Cai, 2011.)



### **8.5 Role of local restaurants**

As for the utilization of nourishment related subjects in destination mindfulness, Sparks et al (2001 and 2003) underline the enormous commitments a restaurant can make to a tourism spot. They highlight restaurants as an imperative segment of visitor fascination, which may impact tourist's manners and general fulfillment of expectations with a destination. Particularly, nearby restaurants can turn into a piece of destination representation held by visitors. Moreover restaurants, neighborhood food shops, food and drink outlets, wineries and ranches have also been considered vacation spots (Lin, Pearson & Cai, 2011.)

## **9 IMPLEMENTATION PROCESS OF THE FOOD FESTIVAL**

The implementation of an event is performed in different stages. Before moving through the whole implementation process a sketch of future activities of the event had been drawn by us. The exact details and the nature and timing of deliverables produced in each stage may vary slightly on the basis of plan. Different stages of implementation process of the food festival event in Centria UAS during ACEEPT week have been described below in details.

### **9.1 Determination of goal and preparing plan for the event**

The main goal of the food festival was to practice organization of a real event successfully. We wanted to acquire a real experience of hosting an event. It was our preliminary intention to exhibit that a food festival can be a wonderful event in such place where people from different countries live together. It can be an effective event in the areas where many foreigners from different nationalities live such as Pietarsaari, Helsinki. Another goal of the event was to collect responses from people of different countries regarding the concept of food and festival tourism.

The food festival which was organized in Centria UAS was targeted to the ACEEPT participants from different countries. We wanted to organize a special event which they find entertaining and memorable. As it was known to us that multicultural study environment exist in Centria UAS as many students from different countries are continuing their studies here. We wanted to maximize this potential of Centria UAS. It was our primary objective to surprise the ACEEPT participants with a wonderful event.

The idea about practice based thesis (the practical project) came from high point of discussion about thesis. After several discussions the decision about doing practice based thesis had been taken which would be interesting to organize and something motivating and exciting to write about. After that there was a long discussion between us regarding the organizing of the event.

In preliminary stage there was lot of work on how to organize an event as a part of practice based research. Meanwhile we came to know that ACEEPT seminar is going to be held here in Centria UAS. As soon as the school authority informed us that there is opportunity for the local students to organize different kinds of events targeting the ACEEPT seminar, the decision had been taken maximize this opportunity.

In the beginning our intention was to figure out the future prospects and scope of this event in Centra UAS. We discussed about different aspects of this event with Head of Tourism department of Centria UAS and the concern persons of ACEEPT. After receiving positive response from different parties the date had been set with place of event and finalized the tasks of event. The ACEEPT participants and the students of Centria UAS was defined as our respondents of the study.

## **9.2 SWOT analysis of this Food Festival**

The purpose of SWOT analysis is to develop the skills of the individuals involved in a project. A SWOT analysis indicates to the greatest strengths, weaknesses, opportunities, and threats involved in a business organization or a project. The SWOT analysis of our event had been made to determine the strengths, weaknesses, opportunities and threats involved in our food festival so that we can operate the program smoothly. The SWOT analysis of our event has been presented into the table SWOT analysis.

Table 2. SWOT analysis

<p><b>Strengths</b></p> <p>It is a festival which offered 12 different varieties of food from 11 different countries.</p> <p>Foods were free of cost.</p> <p>Marketed in English language as it was targeted to the international students and students form from Centria UAS.</p> <p>It is aimed to ACEEPT program participants and the local students of Centria UAS</p> <p>The venue of the program was the premises of our university which was well known to everyone and we got it free of cost.</p> <p>It was the first official day of ACEEPT program 2013 and this program was a surprise for the ACEEPT participants.</p>	<p><b>Weaknesses</b></p> <p>It is our very first attempt.</p> <p>We have tight schedule and little time for festival.</p> <p>There was a very short time to Manage everything in a very short time, might lack in many ways unknowingly.</p> <p>Foods are made by students themselves who are not the professionals.</p> <p>Most of the contributors who are helping us in our food festival are also the participants of ACEEPT program as they are representing Centria UAS.</p>
<p><b>Opportunities</b></p> <p>It might be helpful for other students to boost different festival ideas.</p> <p>If the event gets constructive but positive response then university might give chances to other students to work on their other unique ideas.</p> <p>It is a good experience for those people who want to enter gastronomy business.</p> <p>It is a great opportunity for us to learn how to organize an event practically.</p>	<p><b>Threats</b></p> <p>It is very short time to organize the event.</p> <p>It might look disordered during the festival.</p> <p>It is quite few varieties of food, and no other entertainment in the event.</p> <p>Food might not be adequate.</p>

SWOT Analysis is a helpful method for comprehension your Strengths and Weaknesses, and for distinguishing both the opportunities open to you and the Threats you confront. The main strength of us is people from many nationalities agreed to participate in the event. As result, there were 9 different countries which looked quite impressive. The target group was also the international people, participants of ACEEPT program. As Monday 18<sup>th</sup> of November 2013 was the official opening day of ACEEPT program 2013. It was expected that more than 73 students which would help to make the festival successful and to get enough respondents for the survey. And all the ACEEPT participants were going to gather in university for their program so the spot became one of our major strength.

As weaknesses are not many but it was very important to go through and pay attention. It was the first attempt by us and it was going to be arranged on our own. There was a very tight schedule as both of us were participating in the ACEEPT program and organizing the festival at the same time. As it was decided in a short time to organize the program in ACEEPT program (week), there was limited opportunity for us to organize our program with in limited time as suggested from the ACEEPT authority. Almost all contributors of the food festival were also the participants of ACEEPT program so it was going to be tough for them too.

There were opportunities for the fellow students to get motivated to organize more creative programs after this. Centira University might organize food festivals in more diverse way as our university is filled with international students. Like the motivation about organizing food festival came to us from our seniors, we hope other students will also come with more creative ideas and write thesis on it.

The threats were, the program was going to be arranged in a very short period of time so there might be lack in the activities. It could look disordered because almost all the students, our contributors in event were also the part of the ACEEPT program so everyone would be in urgency. We are unable to add more spices in our festival besides serving foods due to the lack of time and lack of human resources. Participants might not find it interesting because we have fewer varieties and no other entertainments in the event.

### **9.3 Budget and financial management of the event**

While preparing the budget there was discussion with the participants individually about the cost of materials required cooking food, then with the sum of all the varieties of food the budget was prepared for food and for the extra costs for other materials, it was added all and had been taken out the whole sum for the program. After defining the program and the budget it had been sent to the ACEEPT coordinator for approval to organize the program and to get the funding. The proposal for the food festival was as follows.

Organizer: Md. Rezanoor Bakth Chowdhary and Manju Ghimire

Purpose or aim of the program: The objective is to organize a food festival in Centria UAS premises during the ACEEPT week 2013. It is one of our main objective is to present Centria as a unique school with the students from different nationalities. The program will be organized to know how food impacts in tourism and its influence in tourism. It is going to be shown how people get connected with different cultures with the taste of different delicacies and how this kind of events (Food festival) influences people to travel. Quantitative research method will be used in this thesis. Questionnaire will be distributed to get the feedback from the visitors during the program.

Participants: Kinga Adrienn Kocsis ( Hungary), Joonas Kolehmainen and Heidi Kaakinen ( Finland), Abrar Mirza ( India), Manju ghimire ( Nepal), Md. Rezanoor Bakth Chowdhary, Farzana Moon( Bangladesh), Celine Weiland and Boris Rudaz (Switzerland), Eshther Debora Dame (Netherlands), Ptathap costa (Srilanka), Weishu Lee (China), Juwon Talabi and Odudu Equere (Nigeria)

Table 3: Budget for food

Budget for Food

Sl No.	Name of the country	No. of dishes	Approximate cost
1	Hungary	1	30
2	Finland	1	20
3	India	1	20
4	Nepal	1	20
5	Bangladesh	2	30
6	Switzerland	1	25
7	Netherlands	1	25
8	Sri Lanka	1	25
9	China	1	20
Total			€215

Table 4. Budget for other materials

Budget for other materials

Sl No.	Name of the Material	Unit	Approximate cost
1	Banner	1	5
2	Disposable stuffs (one time plate, glass, spoon, fork, knife)	For 60-70 People	25
Total			€30

Altogether it was needed (Food + Accessories)  $215+30 = 245\text{€}$  to organize the event. Before preparing the budget there was discussions between us and the partakers who were going to make dishes about the ingredients they would use. Then the costs of ingredients were calculated and it had been tried to make the budget accurately as much as possible.

In the beginning it is very much crucial to define the financial objectives of the event. It had to be decided whether it is for gaining some profit from this event or keep this as non-profit event. Since our intention was to ensure the maximum participation of the visitors and allow them to taste different type's dishes from

different countries therefore it had been decided to keep the event free of cost and open for everyone. In response to the budget the ACEEPT authority decided to sponsor our event with 150 Euros against 245 Euros. Regarding the remaining balance it had been discussed with Sara Åhman to receive some support from university fund. After hearing about our event and relativity of it with ACEEPT she decided to grant us 50 euros from school fund.

According to our budget still there was short of 45 euros. As we did not find any other sponsor, we decided to share the cost between us. However, just before the day of event we got good news from the manager of school restaurant. Earlier when they had been contacted about sponsoring our event they told us that they cannot sponsor our event because they had some limitations. But later on they informed us ensuring that they are going to support us by providing disposable stuffs which we needed for the event. This is how we saved around 25 euros. After finishing the program when the total cost had been calculated it had been found that the cost was 190 euros. It was a reason for our happiness it had been managed by us everything below the approved budget.

#### **9.4 Security, safety and management of venue**

Safety and security is the compulsory pre-condition of a successful event. It is known to everyone that Finland is one of few countries of the world where high scale security is maintained; therefore it was not needed to take any additional actions for security of the guests. The event was organized in our own campus; therefore it is not the matter to worry about security so much.

There was another important matter was safety which was highly emphasized. Since there was display of different kinds of food, therefore we were very much conscious about the food and hygiene policy. We talked to all participants who took part with their home dishes personally about hygiene policy and food safety in details so that they can maintain it perfectly.



We suggested all partakers keep lists of ingredients on the table so that the visitors could know what kind of materials have been used to make a particular food. If they have seen any harmful ingredients for them they could easily skip that. For example there were few dishes which were prepared of pork and it has been that few of us to skip that dish. In this event it was not planned to display or sell any kinds of alcohol products which were also a plus point for us in terms of safety.

It was known to us that outdoor venue was ideal for any kind of festivals or mega events. It would be more exiting if the event was organized outdoor. However, the ACEEPT seminar was held in November and in November it is impossible to organize an event outdoor because of extensive cold weather outside. Then we moved back to indoor options and there was a wonderful space at the ground floor of the campus Allegro where the university restaurant was running.

Therefore selecting venue became quite easy task, as the program was going to take place during the ACEEPT week, focusing on the ACEEPT participants who would be here in the campus all day and therefore it became wonderful matter that the venue for the program was the school's first floor. Then the concern person of the restaurant was contacted for the permission to use it for the event and we got it without any hassle. The approval from the ACEEPT coordinator had also been received from teacher Raili Häggblöm of Centria UAS that the school restaurant was going to be used as venue of the event. The venue was the finest place to organize the program where school canteen lies, which somehow became our benefit.

### **9.5 Setting up of target group and timetable of the event**

In the beginning during planning about the research there was little trouble to choose the target group. Our intention was to include people from different nationalities as our respondents. It was a great benefit for us to get the ACEEPT participants as our target group since they were from different countries of the world with different culture.

Mainly our targeted groups were ACEEPT participants from different countries including teachers as well as the students of Centria UAS. It became a golden chance to organize the event during the ACEEPT week because the theme of the event was to focus on international food culture and getting their feedback about how successful it can be to organize food festival and will it be possible to promote the tourism industry of participating countries with the help food festivals and what kind of influence people get from this kind of event.

One of the biggest challenges for us was to get a suitable optimum time for our event. Since the schedule of ACEEPT seminar was planned long before the program, therefore it was difficult for us to get a long time for our event. Since the program was going to be held during ACEEPT week. So it was necessary to discuss with the teachers about this matter, as other programs were already set. Meanwhile our teachers recommended us to make it possible on the starting week day of ACEEPT week (18th November, 2013) during afternoon. The ACEEPT authority allotted us one hour starting from 5.00 pm to 6.00 pm. Therefore we scheduled and set our program according to the given timetable.

### **9.6 Promotion of the event**

The main target group was ACEEPT participants therefore; it became easy for us to send them information about the event through ACEEPT authority. Most of them got to know about the event from their schedule as it was added to the day to day schedule of ACEEPT for whole week. Additional promotional activities of the event were completed through social media site (Facebook), from where it was the easiest way to spread the information. Nonetheless there was already existence of the official page made by school for ACEEPT participants where the information had been put about the invitation. Along with this Sabina Sarin, the student's affairs officer was requested to send a common email to all present students of Centria UAS. Moreover there were also some posters which were put in different places of Allegro campus for example information board and elevator. Furthermore we also spread the information by communicating individually who were known to us.

## 10 HOW THE PROGRAM WAS ARRANGED

The festival was arranged within few days after taking the final decision, as we wanted to organize it with a huge gathering and at the same time fortunately Centria university got opportunity to arrange ACEEPT 2013 in Centria UAS Pietarsaari unit. It was one of the great chances, so a risk was taken of short time planning and plotting and worked hard to arrange it successfully. Because of lack in time we could not arrange it more widely and could not offer varieties in food. But as Centria university is filled with international students so we tried to involve as many nationalities as we could. And as a result we talked person to person for our friends help to make food for festival and with whoever we talked they supported us fully and made it happen.

The plan for this festival to organize was to see the reaction of the people. Our project was funded by ACEEPT authority and fund was granted by coordinator Railii Häggblom. 75 percent of total cost had been covered by the ACEEPT fund and the remaining 25 percent fund was granted from Centria University. Additionally, school canteen provided logistics support which was also very helpful for us to organize the event successfully. They allowed us to use the canteen area of university, water facility and the cafeteria with one of their staff. As per our request they kept their cafeteria open during the event so that if someone wanted to have coffee, they could buy it from the cafeteria.

The program was held 18<sup>th</sup> November 2013 started from 5 o'clock. The information about starting of the event had been mentioned in the posters as well as the ACEEPT schedule, for that reason we had to be very keen to start it in time. When the clock turned into 5.00 the ACEEPT participants started to walk into the restaurant in a single line. When they were waiting in the line to enter the festival area we distributed the questionnaire and gave a short speech about the festival, our purpose and how to fill in the questionnaire.

The event ran for about one and half hour, during the festival we even tried to promote tourism perspective of some countries. We arranged three additional

stalls where tourism related information were provided about Finland, Nepal and Bangladesh. We saw many of the participants were visiting those stalls for their interest about the tourism destinations in those countries.

During the program it had been observed that most of the participants were visiting every food stalls and testing food. The representatives of different countries were found very busy in providing foods to the participants. All of the participants enjoyed the event fully and they have given positive feedback about the event in open question in the questionnaire. Moreover, the ACEEPT coordinator Raili Häggblom and the head of Degree Program in Tourism Katarina Broman were present until the end of event and were observing everything very closely. At the end of event both of them thanked and complemented us positively for the event which we consider a great achievement for us.

Our school and the students provided us full support. It turned into a successful event because of the unconditional support of the fellow students. If we would get chance to organize it again we would certainly use more man power to assist us and we will take more time for planning and plotting. So, though the duration of festival was not long but the program became successful with a lot of hard work and determination. Since both of us were already part of the ACEEPT program, there were so many challenges to do our project work and be actively involved in the ACEEPT program, though we fixed everything.

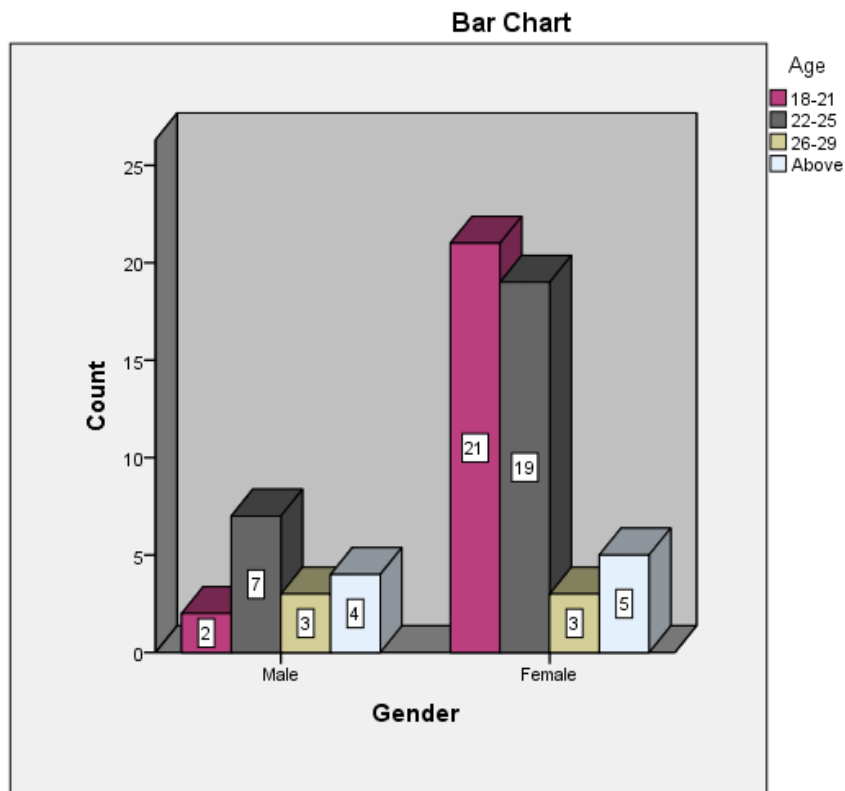
## 10.1 Analysis of responses of respondents

During the planning of this project, the research method for the project had to be decided. Considering the type of the event quantitative research method had been chosen for our research. As a mass gathering was expected in this event, therefore it was decided to make a survey to collect the primary data for this research. Aiming this purpose a questionnaire containing 20 questions about the event and food tourism was prepared. 80 questionnaires distributed around and 65 questionnaires returned to us. SPSS data management software had been used to describe the responses of the audiences. Some of the significant responses have been described below.

Visitor's responses:

In the beginning of the questionnaire it had been asked about the age and gender of the participants. Since it was an ACEEPT seminar, there was mixture of students and teachers who were from different age groups.

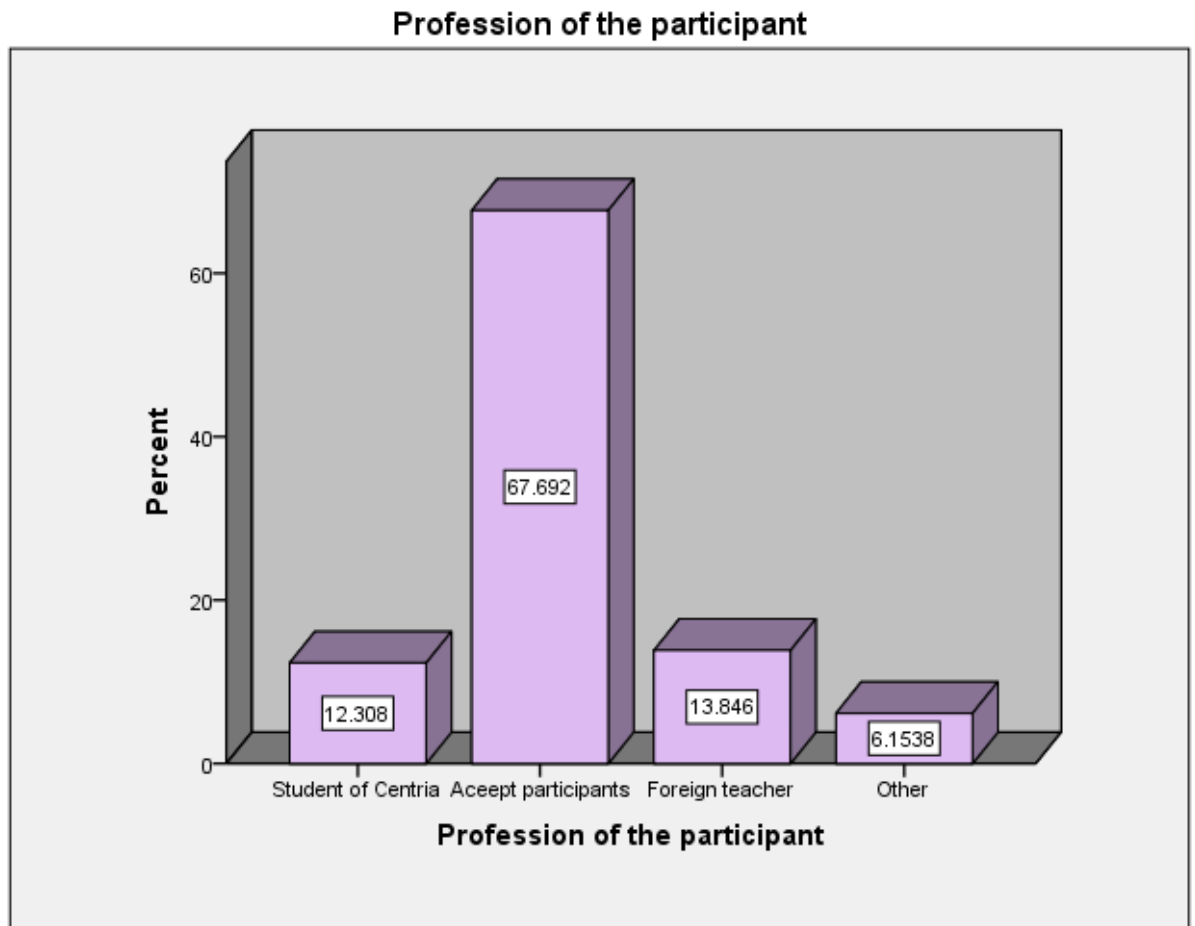
### Age and gender of participants



GRAPH 1: Gender and Age

Graph 1 shows a significant difference between the number of male and female participants. The total number of male participants is 16 where the number of female participants is 48 which were three times bigger than the number of male participants. It was also notable that most of the respondents were from the age group of 18-21 and 22-25 which was assumable since most of them were foreign students.

In the next question the respondents were asked to tell about their professional status. In this event the participants were students and teachers from different countries of Europe. However, there were few students and teachers from Centria UAS also.

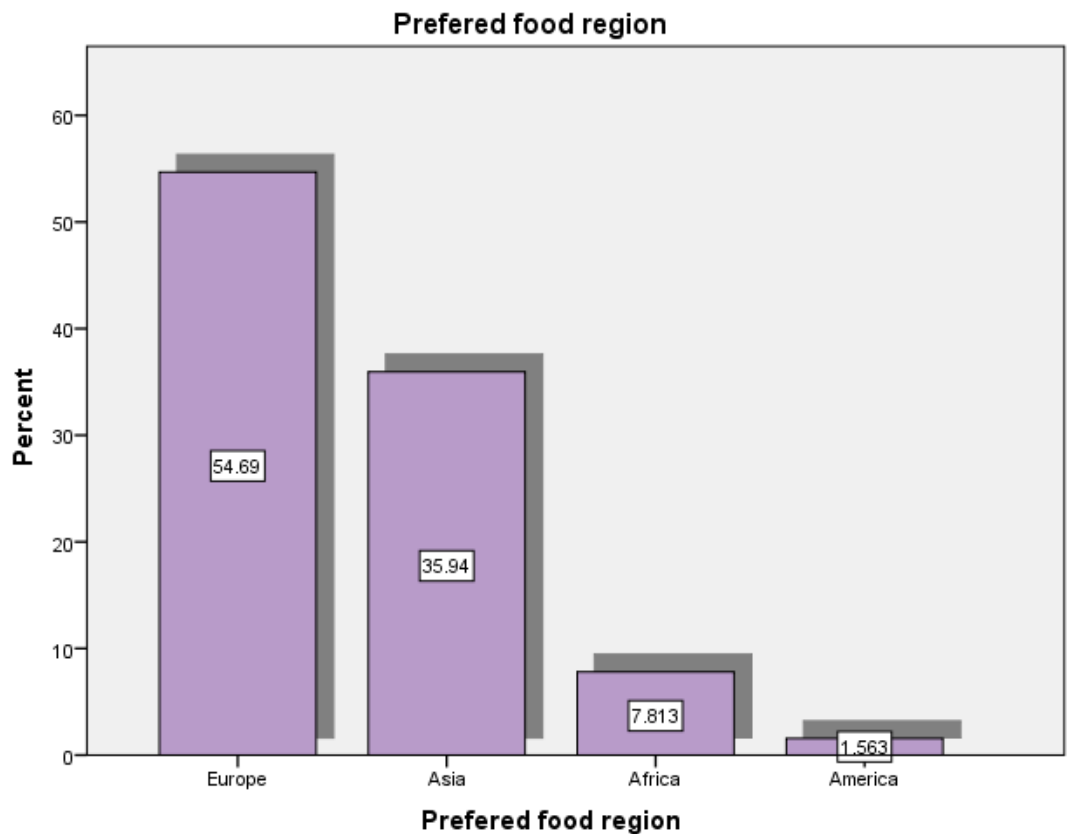


GRAPH 2: Profession

The bar chart displays that the majority of the respondents were ACEEPT participants. It shows that around 68 percent of them were ACEEPT participants

who were students. The other participants were students of Centria UAS and foreign teachers whose participation were 12.3 and 13.8 percent respectively. There were also 6 percent of other participants and most of them were the teachers of Centria UAS.

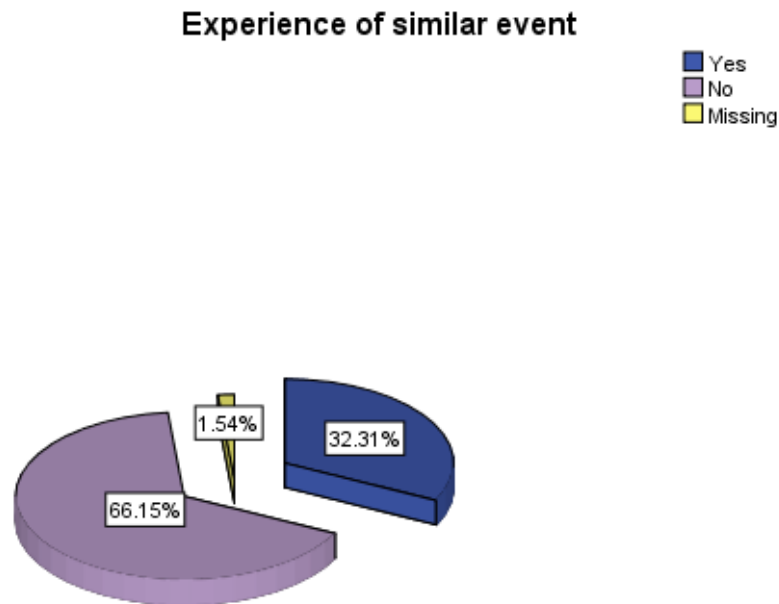
The following question was related to the diet. The visitors were asked to tell about their preferred food region. The food region was categorized geographically as Asia, Europe, Africa and America.



GRAPH 3: Preferred food region

The bar chart relicts, that more than half of the respondents prefer European food. The reason behind this is most of them were from European countries. In their preference choice Asian food was in second position as 35 percent of them have chosen that. However, there were few people who have chosen African and American food as their preferred food.

The fourth question was about the participant's experience of these kind events. The aim of this question was to find out whether they have attended this kind of events before or not.

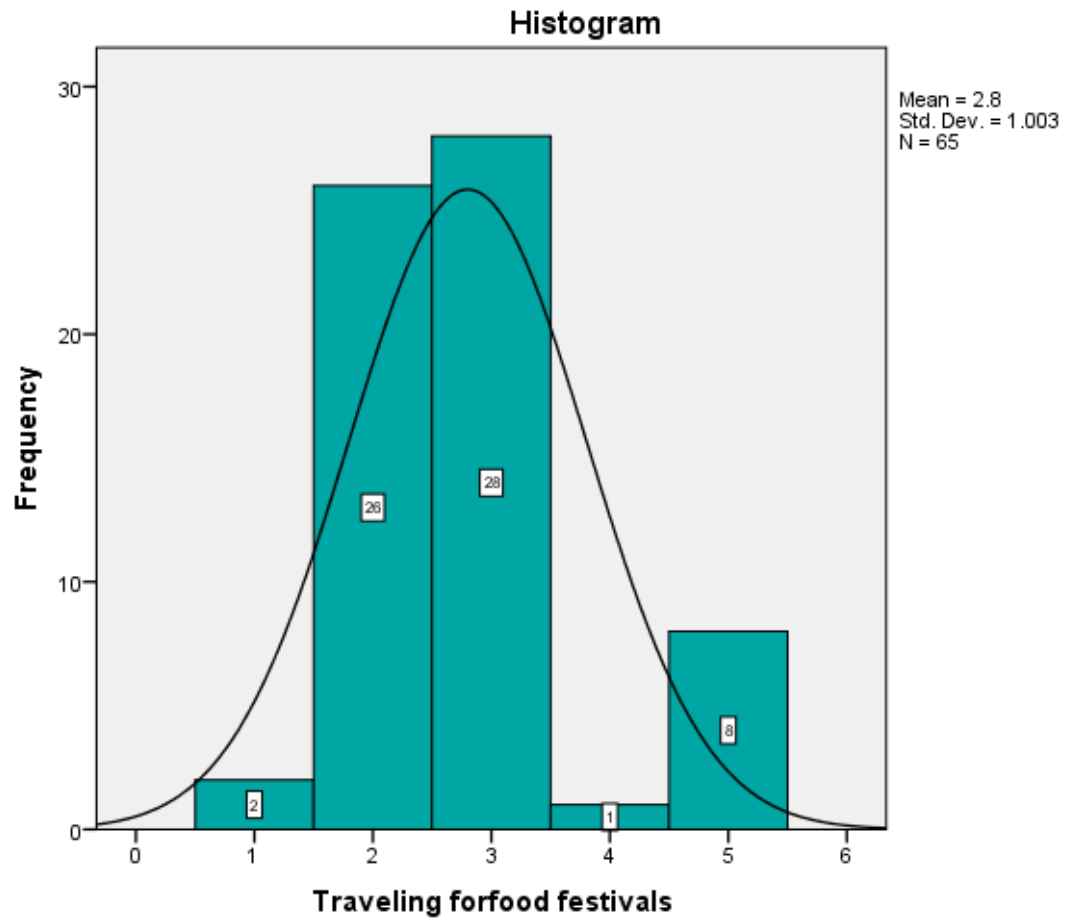


GRAPH 4: Experience of similar kind of event

The above picture shows that this food festival was a new experience for the majority of the participants. 66 percent of the respondents said that this is the first time are experiencing this kind of event. On the other hand, 32 percent of them said that they have experienced similar kind of program before.



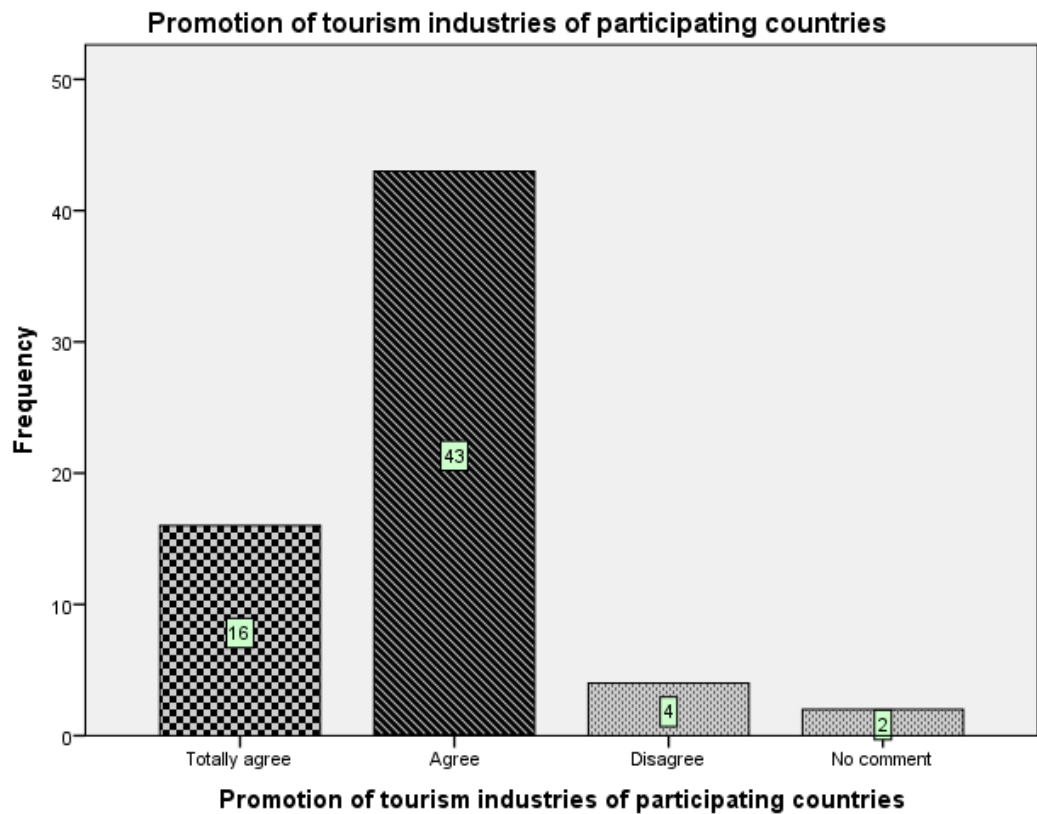
At this stage an interesting question was asked the audiences. It was about their opinion on whether or not people travel to participate in a food festival. Here the purpose was to find out the acceptance of food festivals as a reason for traveling.



GRAPH 5: Traveling for food festivals

In graph 5, it can be seen that 28 out of 65 people agree with the statement that people usually travel to visit food festivals. On the other hand 29 out of 65 people think the opposite. Among the respondents eight people had chosen no comments. It can be seen that there is marginal difference among the responses of audience.

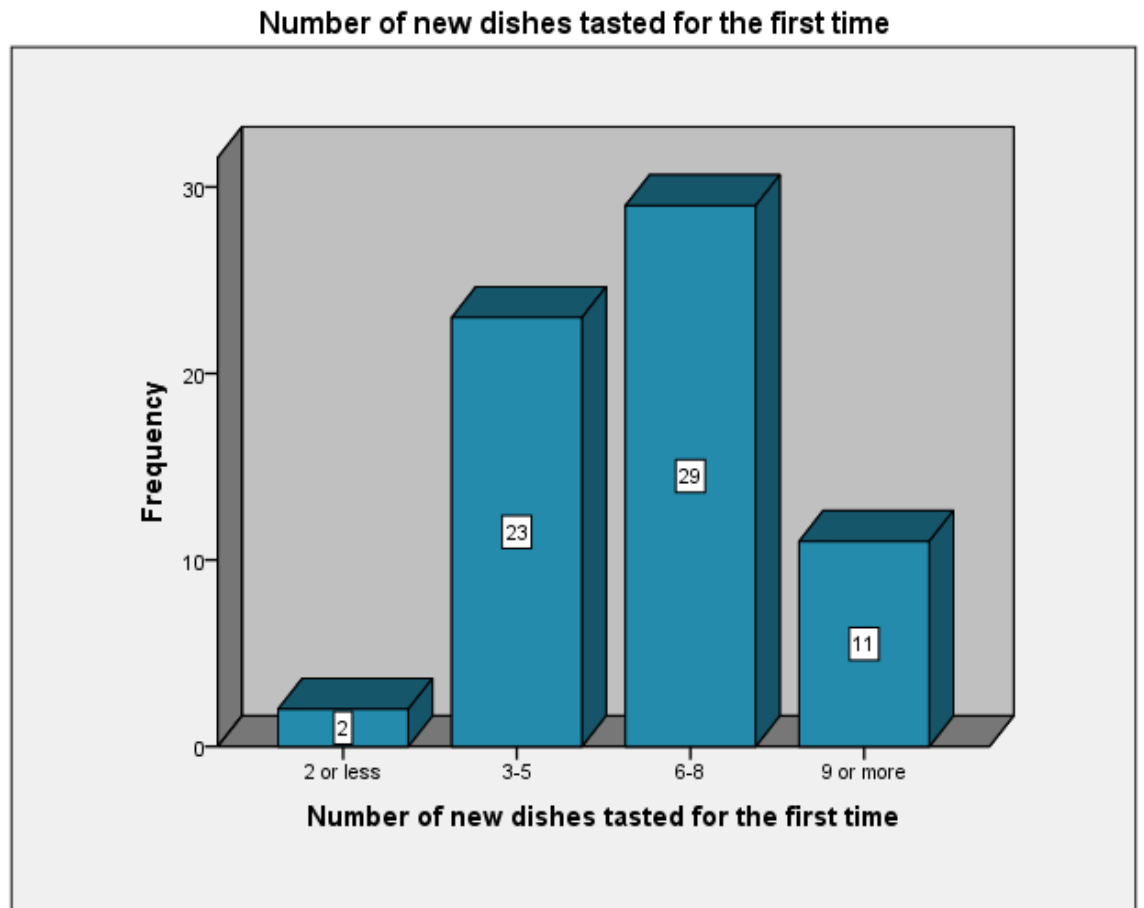
This question was related to the promotion of the tourism industry in participating countries. A statement was placed in front of the respondents about how much they agree or disagree that food festivals help to promote participating countries in this food festival.



GRAPH 6: Promotion of tourism industries of participating countries

In this graph it can be seen that there is a significant positive response from the participants. 43 respondents among 65 agree with the statement and another 16 people were more strongly agree with the statement. However, four of all respondents disagree with this statement and two of them have no comment about it.

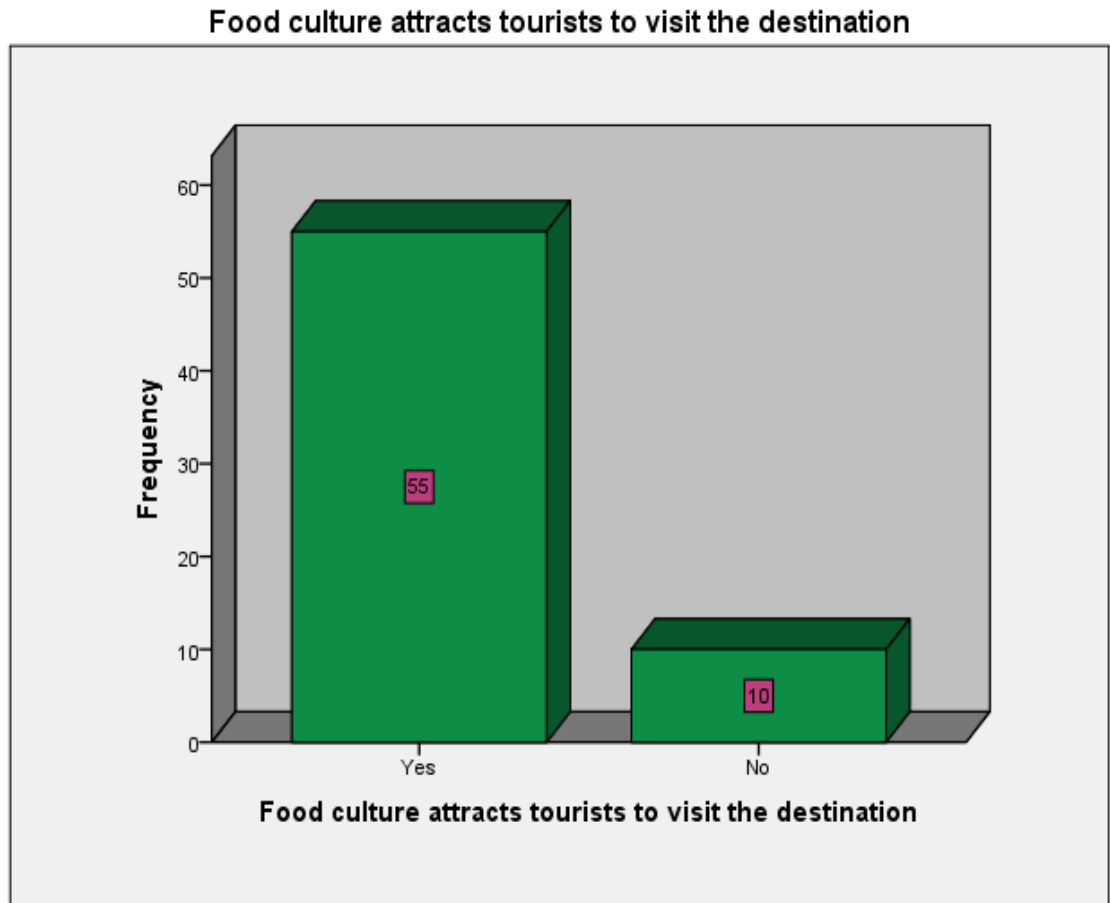
The next question was about how many new dishes they have tasted here for the first time. The reason for adding this question to the questionnaire is to evaluate the dishes of all countries in the food festival.



GRAPH 7: Number of new dishes tasted for the first time

The bar chart shows that 29 participants tasted 6 to 8 new dishes in this festival. Another 23 respondents experienced 3 to 5 new dishes in this festival. 11 of them tasted more than 9 dishes which were really high and two participants tasted two or less than two dishes in the festival.

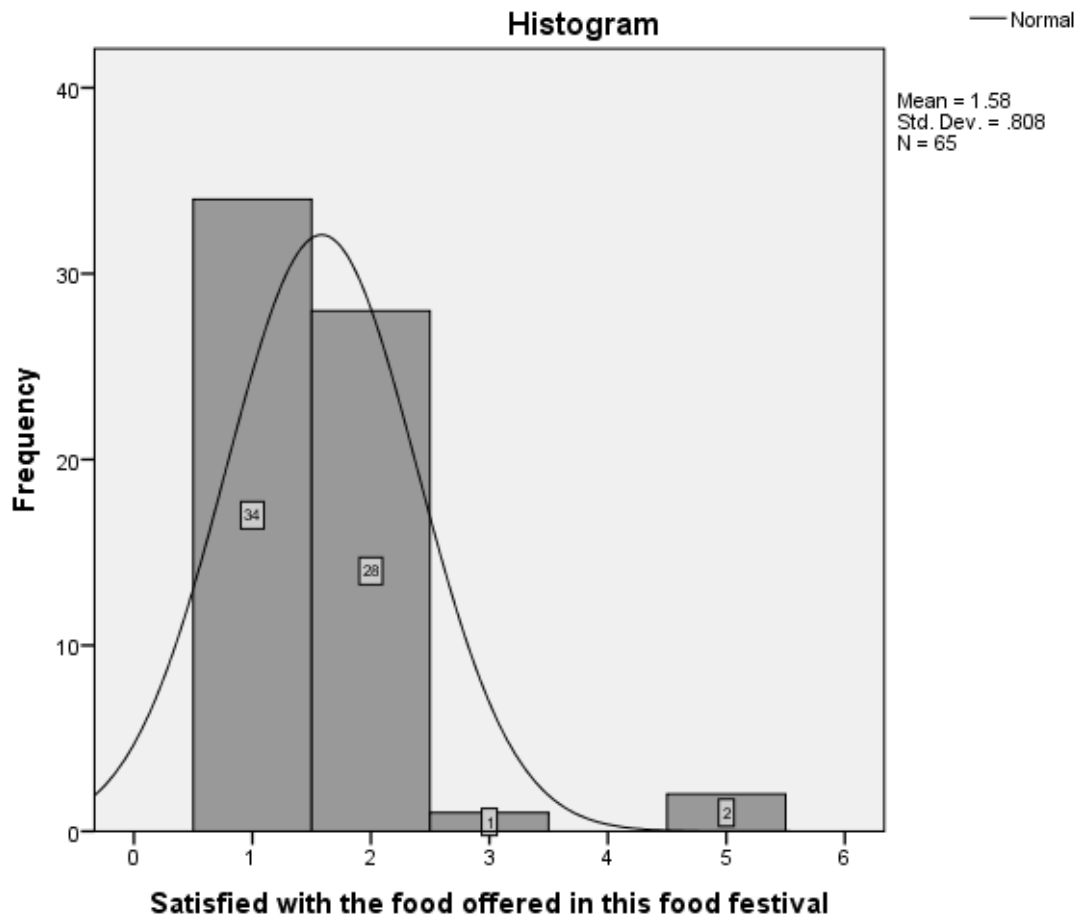
In next question the respondents were asked to reveal their opinion about the impact of food culture on a tourist destination. It was an attempt of us to find out how the food culture of a country affects the tourism industry of the country.



GRAPH 8: Food culture attracts tourists to visit the destination

The respondents were asked to provide their opinion on the basis of the statement by saying yes or no. In this chart it can be seen that majority of the visitors agree with the statement. 55 out of 65 respondents said yes as response. On the other hand only ten people revealed their opinion against the statement.

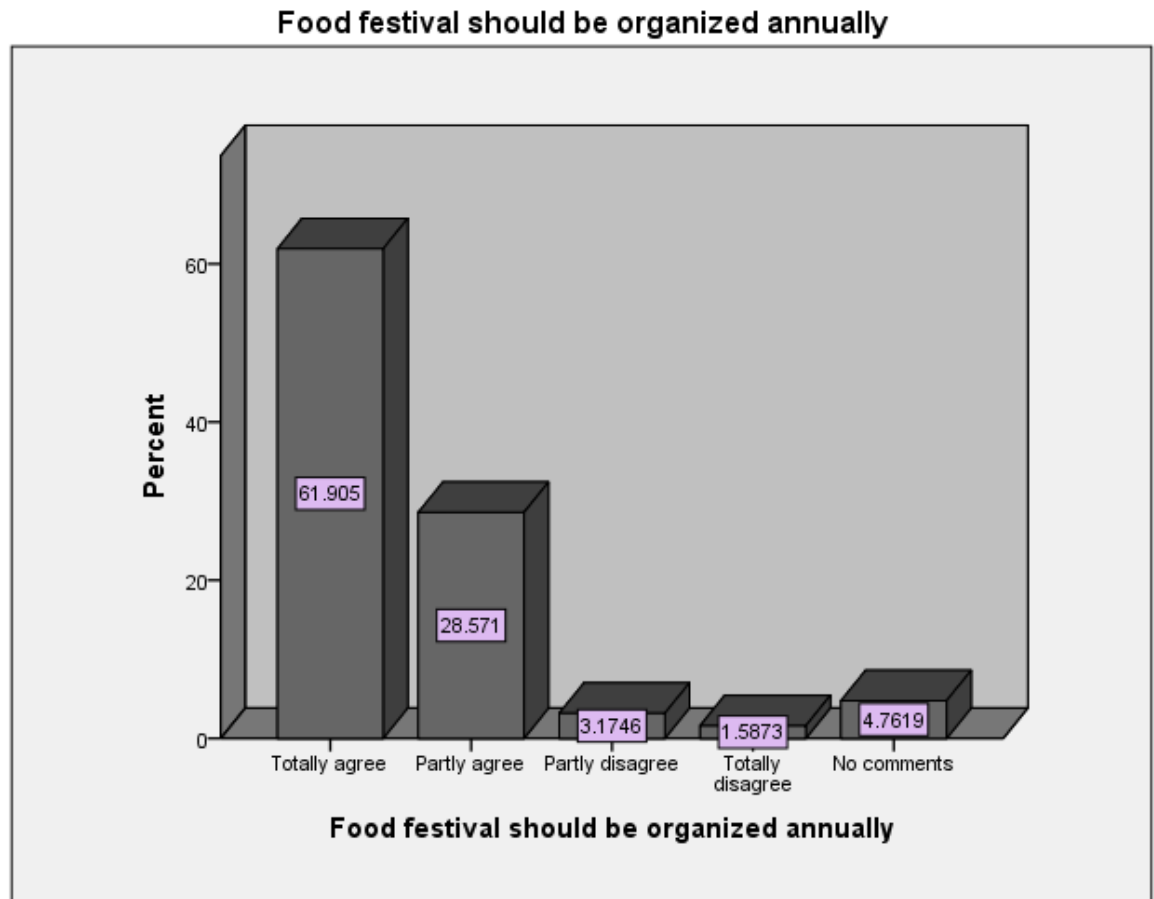
The overall success of an event depends on the satisfaction level of the visitors about the event. The aim of this question was to get an idea about the satisfaction level of the respondents about the varieties of food offered in this food festival.



GRAPH 9: Satisfied with the food offered in this food festival

From the above histogram the information can be obtained about positive feedback from respondents about the varieties of food offered in this food festival. We can see that 34 out of total respondents were very much satisfied and another 20 eight was quite satisfied with the food offered in this event. Altogether 62 out of 65 respondents have given positive response about the food offered in food festival which is significant.

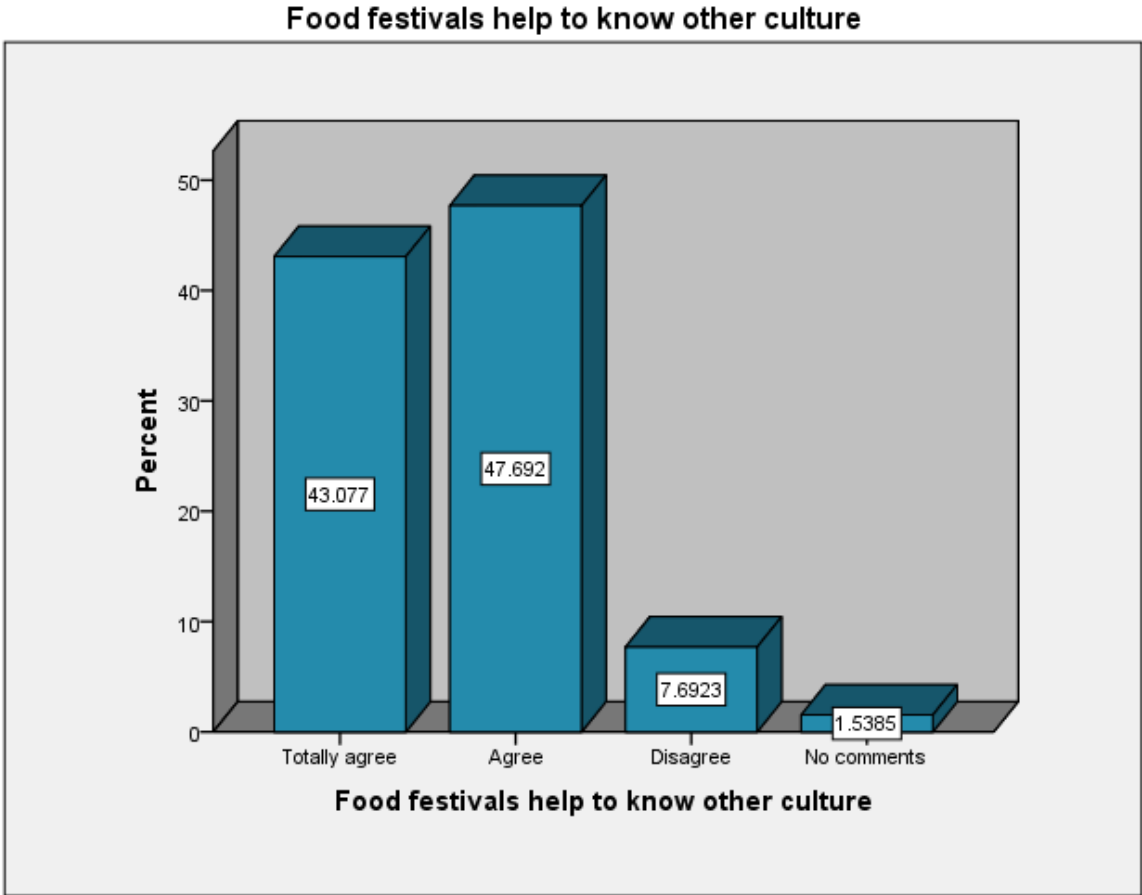
Food festival is an interesting event to organize, whether it should be organized regularly for example once or twice in a year. The respondents were asked about what they think on it.



GRAPH 10: Food festival should be organized annually

According to the above bar chart it can be perceived that around 62 percent of respondents totally agreed with the statement and another 28 percent also partly agree with this opinion. However, there are only four and half percent of people who disagree with this. There are also around 5 percent of people who decided to choose no comment option.

Food is definitely a core item which represents other culture. In this regard a statement was placed to the participants whether or not food festivals help to know other’s culture.



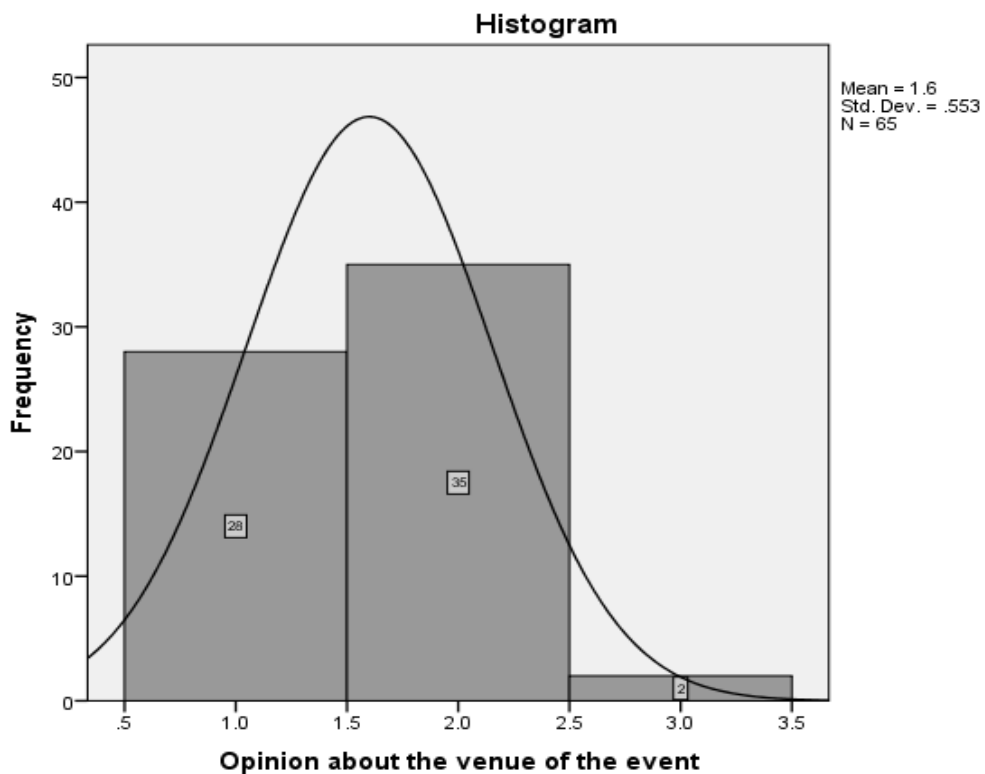
GRAPH 11: Food festivals help to know other culture

According to the graph 11 it can be clearly seen that more than 90 percent of total respondents have positive approach towards the statement, among them 40 three percent totally agree with the statement and 40 seven percent agree with this statement. However, only seven percent of respondents think that food festivals do not help to know other’s culture.

It was almost certain that the venue would be perfect because campus Allegro restaurant was used as venue of the event. Because of the wide open space it was expected that it will be a pleasant experience for the ACEEPT participants who were new at this event.

Table 5. Opinion about the venue of the event

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very good	28	43.1	43.1	43.1
good	35	53.8	53.8	96.9
Bad	2	3.1	3.1	100.0
Total	65	100.0	100.0	

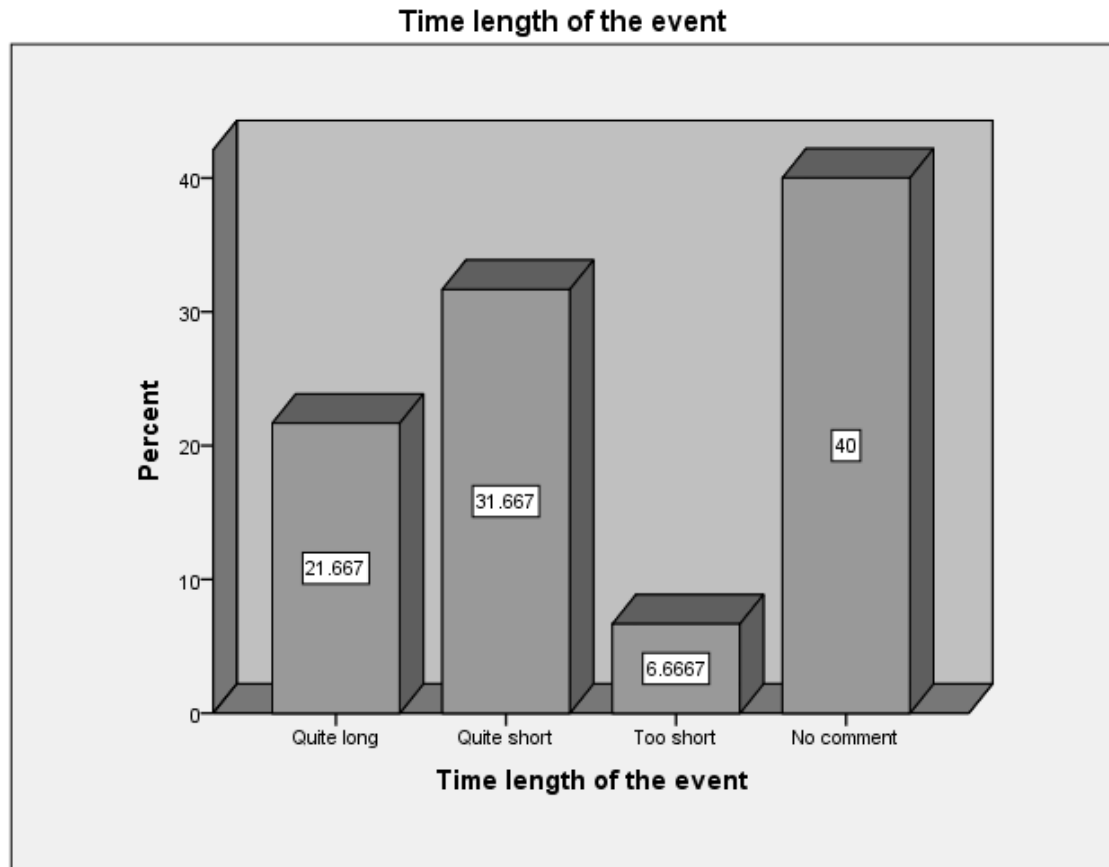


GRAPH 12: Opinion about the venue of the event

The above graph and table show that around 90 seven percent people have given positive feedback about the venue where only two respondents have provided negative opinion.



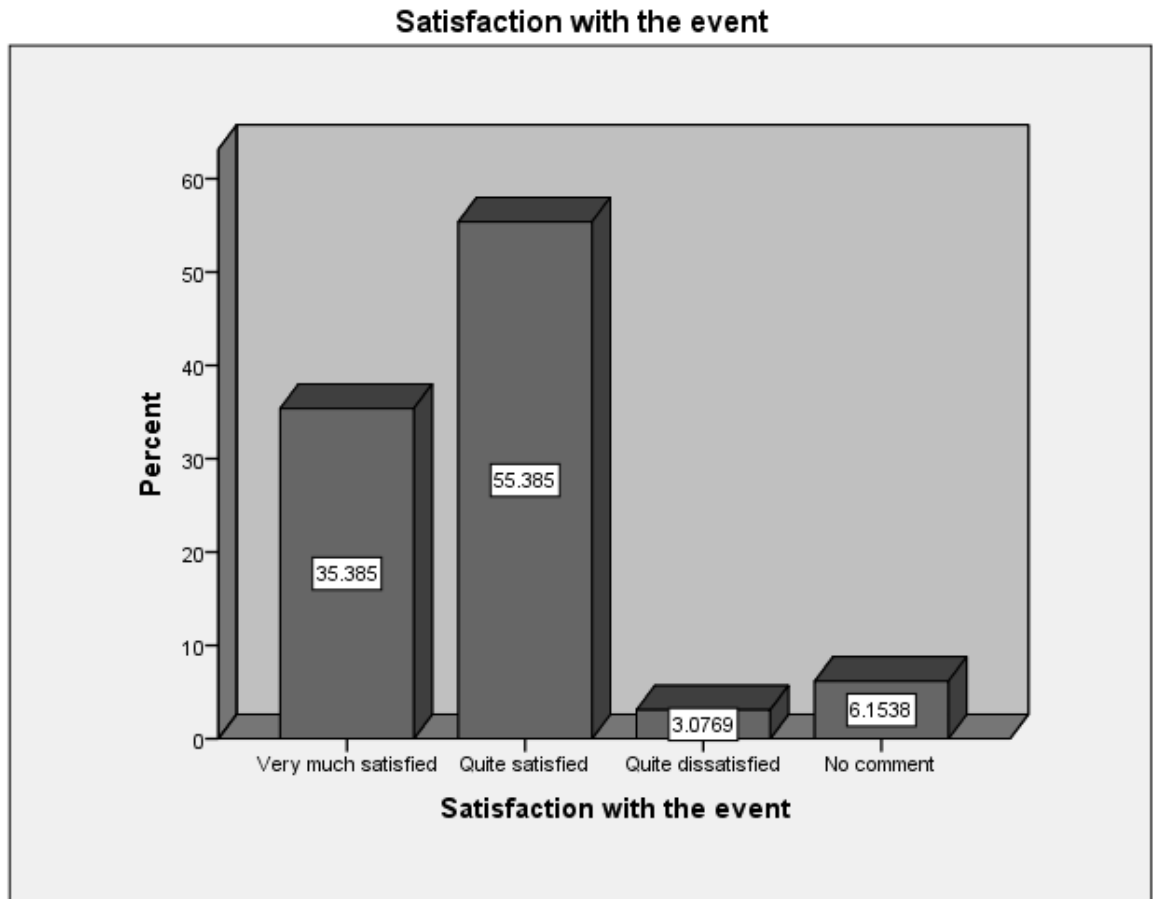
It was one of our purposes to keep an optimum time limit for the program. Since the visitor had to taste the food therefore, a flexible time frame had been chosen for the event. One of our purposes is to know about the feelings of the visitors about the time length of the program with this question.



GRAPH 13: Time length of the event

This chart shows interesting fact about the opinion of the respondents. The majority of people have chosen no comment where around 30 one percent of audiences said it was quite short. Another 20 one percent of respondents think that it was quite long and only six percent of visitors said it was too short.

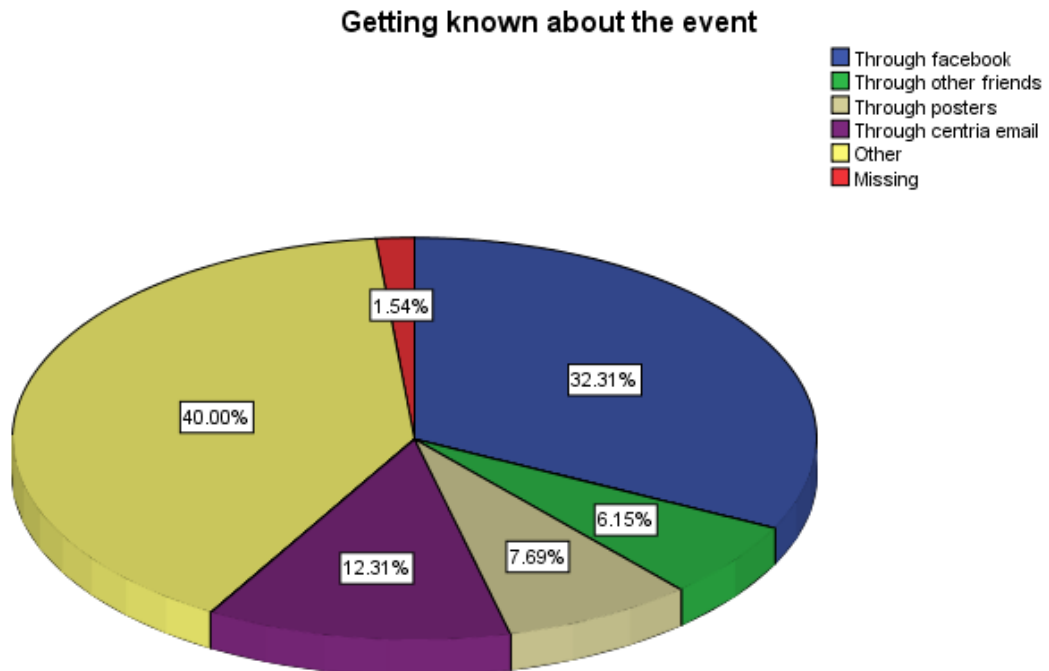
There were different types of food in the event. Most of them were new for the visitors. Since the food was the main attraction of the event therefore, the satisfaction of the visitors about the event depended on it.



GRAPH 14: Satisfaction with the event

As it can be seen in graph 14 more than 90 percent of visitors were satisfied with the event in different levels which is really a great achievement and motivation for the organizer. On the other hand, only ten percent of people gave negative feedback about the event.

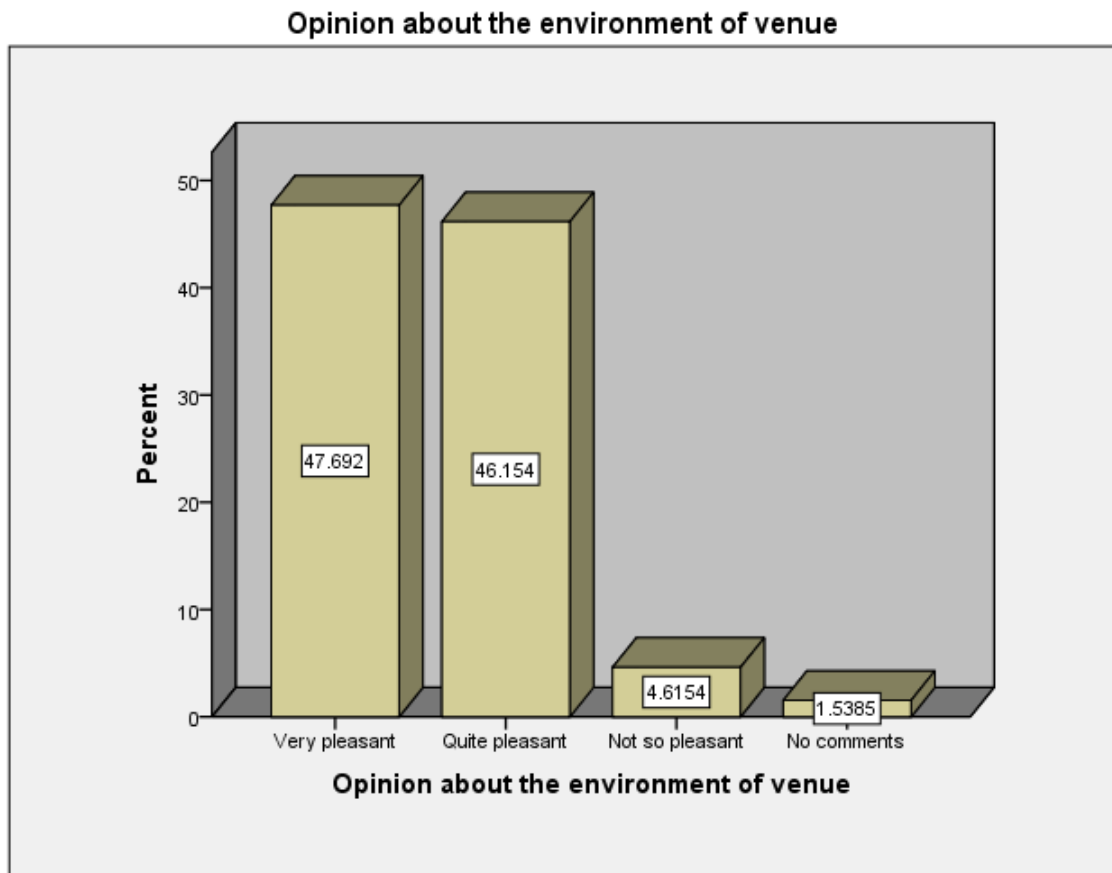
The target audience for us was mainly ACEEPT participants and the students of Centria UAS. It was expected that most of them would get to know about the program through Facebook.



GRAPH 15: Getting known about event

The pie chart shows that around 32 percent of all respondents got to know about the event through Facebook invitation. Another 40 percent of audiences came to know about the program from other sources. 12 percent of respondents got to know about it through Centria email and the remaining people had been notified about it from other friends and posters which is six and seven percent respectively.

Food is a very sensitive thing to deal with. Although a question was asked regarding the venue earlier, it was decided to add this question into the questionnaire to know whether the environment was comfortable for eating or not.



GRAPH 16: Opinion about the environment of the venue

As shown in the above bar chart a significant number of audiences have given positive feedback about the environment of the venue. 47 percent of respondents considered the atmosphere inside the venue very pleasant. Another 46 percent of people thought it was quite pleasant. On the other hand, only 4.5 percent of audiences said it was not so pleasant and more than 1.5 percent decided to choose no comment option.

## 10.2 Event evaluation

It was our first attempt to organize this kind of event and we were not professionals at all of arranging this kind of food festival. We did not have any previous experience or training of organizing events/festivals. When we evaluated our program from start to end we found that in every single phase of this event we faced new unexpected situations which led us to find out a new way to overcome it. Enormous amount of mistakes happened from the beginning of event until the end. However, those unexpected situations and the mistakes gave us firm experience and learning about how to organize a successful event.

Event evaluation was considered as an important tool to improve skills and avoiding repetition of mistakes. An event should be evaluated from different perspectives for example, financial evaluation and goal oriented evaluation. Along with this an event should also be evaluated from the viewpoints of organizers, audience and critics.

The financial evaluation of an event is an important part because. If the purpose of event is to gain profit then it is very much important to calculate all the costs and incomes from the event. Since it was not our goal to gain profit from this event therefore it was not our goal to minimize the expenses to maximize the profit. A limited amount of budget was allotted for us for the event that is why our intention was to keep the cost within the budget. At the end of the program when all costs were calculated we found it was almost equal to the budget which was a satisfying factor for us.

One of our main goals was to get the questionnaires filled in by the participants so that we could complete our thesis. It became a reason for satisfaction when it had been perceived that a huge amount of responses had been received through the questionnaires returned by the respondents. This program was aimed towards ACEEPT participants to give them a vive of the international environment of the Centria UAS.

In the questionnaire there was an open question for all participants to give feedback to the organizers. If the comments of the participants are analyzed it can be seen that they have different kinds of opinions about the event, most of those are positive with some constructive criticism. Many of them complemented the idea as very unique to introduce a culture. Some of them expressed that they acquired a very interesting experience through the food festival. Many respondents commented that the foods were very delicious and tasty.

Apart from the positive opinions there were also constructive criticisms. Some of the participants said that foods were excessive spicy. According to the opinions of few of them it was very difficult to keep all the foods in one plate. Someone mentioned that the venue was not interesting.

It was one of our prime concerns about how the ACEEPT authority and the teachers of Centria UAS evaluated our event. After the official closing of the event the ACEEPT coordinator Raili Hägblom came to us and had a short discussion with us about the program. During the conversation she informed us that she is very much satisfied with the event which was great complement for us. Katarina Broman, The Head of the Degree Program in Tourism was also present at that time and she also told us about her satisfaction about the event.

### **10.3 Peer evaluation of the organizers**

There were two organizers of this event who were Manju Ghimire and Md. Rezanoor Bakth Chowdhury. They were working on this project for a long time after they have decided to do the project jointly. It was a practice based thesis and an event was organized. There was a lot of practical work involved in this project along with the theoretical part. Therefore we believe it was a good idea to do this project jointly so that we could share the workload between us. At the end of the event we evaluated each other which are shortly mentioned below.

### **10.3.1 Evaluation of Manju about Rezanoor**

In short, Rezanoor has a very poised personality; he is very understanding and helpful person. During working period, it was very impressive to see his working skills and his patience level, as to co-operate with me is quite difficult as my personality is very argumentative and confrontational. We hardly had an issue over anything which helped us to create good working atmosphere.

Team work is the best way to learn new things but it would become difficult to co-operate if your team mate does not understand. His patience level and creative ideas made it very memorable and pleasant time working with him as co-organizer of the festival and co-writer of the thesis. Many good and knowledgeable things were learned during this period. He would get full marks in every aspect after evaluation because of his dedicative nature and intellectual mind. He was actively involved in both ways in all the shared work and was also helpful while extra help was needed.

### **10.3.2 Evaluation of Rezanoor about Manju**

It is a big reason for my happiness that I have got the chance to work with Manju Ghimire as my thesis partner. During working with her I got to learn what is called self-confidence. Her confidence level was so high which really amazed me. Although it was a new experience of organizing this kind of event for both of us, her confidence level made me feel that she was doing this kind of events frequently. In this context I would like to go back a little and recall a memory from my memory. In the beginning there was confusion in my mind to organize the event during the ACEEPT week or not. Since there was not enough time before the week and there were a lot of pre-work to do for the event, therefore I was afraid to do the project. At that time it was Manju Ghimire who took the bold step of making the decision to organize the event during the ACEEPT week. After taking the decision she did not stop, she motivated me so well, which gave me confidence to believe that we can make it happen.

There were two parts of our project. Most of the practical work happened before the ACEEPT week. Here, it is needed to be mentioned that Manju Ghimire was an active participant of ACEEPT group of Centria UAS. She was very busy with the tasks of ACEEPT seminar. In spite of having all the workload of ACEEPT seminar still she managed to make time for food festival. It was a wonderful learning for me about managing a huge workload and stress from her. During working with her I got to know about the tolerance level which she has. During the project it was me who was making many mistakes but she never responded negatively to me rather than she gave me useful suggestions about every single matter and potential solutions to the problems.

As we were doing the thesis jointly, we had to divide our workload. Apart from her work she was helping me so closely that I never felt alone. I never felt that the project work was divided between us. She had been communicating about each and every single matter of the event so frequently that there was never a little amount of scope of confusion between us. She had another wonderful character which is about respecting other's values and thoughts.

It was very pleasant to work with her in both phases of the project (practical and theoretical). She had been functioning as an active participant in both phases of the project. She engaged herself directly to the each task of the project and never sat passively to the sidelines. As a cowriter and coworker of this project I am fully satisfied with the effort she made.



## 11 CONCLUSION

The significance of food tourism in the tourism industry has been growing day by day. As a consequence of this the requirement for proper and successful management of events has become a mandatory task for the personnel working in the sector of food tourism and event management. The event managers organize different kinds of events for all around the year. The organization of a food festival is one of them. Although a food festival is one kind of event, it is dissimilar from other types of events. Now the food festival or event is a growing sector of tourism. A country which is not so rich in natural or archeological tourist spots can easily add food tourism as a major attraction of a destination which will definitely enhance and expand the scope of tourism for that particular country.

Most of the countries of the world where tourism is very popular are working for the sustainability of the tourism industry. As an event the success of food tourism relies on a successful implementation of the event. To develop the quality of food festival as an event it was required to consider it as a special event. These kinds of events are very unique which can play a vital role in removing the cultural barriers by allowing people to reach close the other people who are from other nationalities and with other cultures.

Obviously, food can serve as an influential vehicle for passing on reflective established implications and theoretical ideas that express and reflect the uniqueness of a particular spot. Food can be seen as an image, a sign of common union, a class marker and a picture of a particular spot. Subsequently, it is contended that place-particular food can support the improvement of a tourism destination brand. In spite of the fact that there is measurable confirmation that food is a key attraction for the tourists in different parts of the world, one of the challenges that they face is the advancement of an acceptable and steady " food identity " that can be used to market and brand a destination as a culinary tourism spot. These are the physical principles and vibe of the consuming places, the nature of food alongside the availability of the food facility areas and the human element, for example, service quality and friendliness.

Furthermore, food related foundations; food related exercises (for instance, food festivals and shows of farming items) permit food to be dealt with as both a product and image, which can give a significant experience to vacationers. The profits are common: despite the fact that travelers investigate foods new to them and find the new society connected with diet, their hosts may utilize neighborhood foods to promote their cultures and histories.

From overall point of view it can be said that the festival took place in the same ways which was expected with the existence of some small technical problems. All the contributors (teachers of Centria UAS and fellow students) supported us fully. Their determination to make our festival successful made us amazed. Fellow students' helpful nature also shown that, how friendly environment we had in our university. Teachers' unconditional support and constant instructions made the project much easier. It could have never happened if they would not have supported us. Though project was done in a very simply way apparently it was our first try but if we would get the opportunity to do it again, we certainly will add more creative ideas and interesting theme in it so people would enjoy the festival thoroughly.

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## APPENDICES

# Food is bound to culture; Culture is bound to tourism

## International Food Festival at Centria UAS

The purpose of the survey is to familiarize the students of Centria and ACEEPT participants with international cuisine. It would be a great help for us if you could respond to the following questions to conduct our research.

1. What is your age range?
  - 18-21
  - 22-25
  - 26-29
  - 30-above
  - Other
2. What is your gender?
  - Male
  - Female
3. Where are you from?
  - Finland
  - Other EU country
  - Non EU country
4. I am a ....
  - Student of Centria
  - Accept participant
  - Foreign teacher
  - Teacher at Centria
  - Other
5. Food from which region you prefer?
  - Europe
  - Asia
  - Africa
  - America
  - Other\_\_\_\_\_
6. Have you ever experienced this kind of event before?
  - Yes
  - No
7. Which type of diet you like most ...
  - Spicy
  - Non spicy
8. People usually travel to attend food festivals.
  - Totally agree
  - Agree
  - Disagree
  - Totally disagree
  - No comment
9. Do you believe that this kind of event promotes the tourism industry of participating countries?
  - Totally agree
  - Agree
  - Disagree
  - Totally disagree
  - No comment
10. How many new dishes have you tasted in this International Food Festival for the first time?
  - 2 or less
  - 3-5
  - 6-8
  - 9 or more
11. Do you think that food culture of a country attracts tourists to visit the destination?
  - Yes
  - No
12. Are you satisfied with the varieties of food offered to you at this International Food Festival?
  - Very satisfied

- Quite Satisfied
- Quite Dissatisfied
- Very Dissatisfied
- No comment

- Quite short
- Too short
- No comment

13. Do you think that this kind of International Food Festivals should be organized annually?

- Totally agree
- Partly Agree
- Partly Disagree
- Totally disagree
- No comments

14. This kind of International Food Festival helps the people to know about other cultures.

- Totally agree
- Agree
- Disagree
- Totally disagree
- No comments

15. What is your opinion about the venue of the International Food Festival?

- Very good
- Good
- Bad
- Very bad
- No Comment

16. How do you assess the time length of the International Food Festival?

- Too long
- Quite long

17. To what extent are you satisfied with this International Food Festival?

- Very much satisfied
- Quite Satisfied
- Quite dissatisfied
- Very much dissatisfied
- No comment

18. How did you come to know about the event?

- Through facebook
- Through other friends
- Through posters
- Through Centria email
- Other

19. What is opinion about the environment of the venue?

- Very pleasant
- Quite pleasant
- Not so pleasant
- Not pleasant at all
- No comments

20. Choose the top three nationality foods you liked most in this International Food Festival.

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> Nepal      | <input checked="" type="checkbox"/> China   | <input checked="" type="checkbox"/> Hungary     |
| <input checked="" type="checkbox"/> India      | <input checked="" type="checkbox"/> Finland | <input checked="" type="checkbox"/> Nigeria     |
| <input checked="" type="checkbox"/> Bangladesh | <input checked="" type="checkbox"/> Holland | <input checked="" type="checkbox"/> Switzerland |
| <input checked="" type="checkbox"/> Sri Lanka  | <input checked="" type="checkbox"/> Germany |   |

21. What is your overall evaluation of the International Food Festival? Would you like to give us some feedback?

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Thank you so much for your cordial cooperation.

*food bounds culture, culture bounds tourism*  
*International Food Festival in Centria*

*We warmly welcome you all to attend the International  
Food Festival at  
Centria UAS*

*Different countries different foods*

*Taste the Difference*

*Participating Countries*



*18th November 2013*

*17:00 - 18:30*