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**THE IMPACTS OF EVENT TOURISM ON HOST  
COMMUNITIES**

**Case: the City of Pietarsaari**

**Thesis**

**CENTRAL OSTROBOTHNIA UNIVERSITY OF APPLIED SCIENCES**

**Degree Programme in Tourism**

**April 2012**

**ABSTRACT**

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<p><b>Degree programme</b> Degree programme in Tourism</p>		
<p><b>Name of thesis</b> THE IMPACTS OF EVENT TOURISM ON HOST COMMUNITIES Case: the City of Pietarsaari.</p>		
<p><b>Instructor</b> Tiina Pelkonen</p>	<p><b>Pages</b> 54+2</p>	
<p><b>Supervisor</b> Katarina Broman</p>		
<p>It is a well known fact that tourism is a sector that can contribute to the economic growth of a region. Moreover, tourism produces social benefits to the region (i.e. small and medium-sized enterprises' development, creation of new jobs, improvement of infrastructure etc.). Culturally, tourism is said to be an element of community enrichment, thanks to the meeting of different cultures. Also tourism can positively contribute to the maintenance of a natural environment by protecting, creating or maintaining national parks or other protected areas. This research focuses on the event tourism sector and its impacts on the economy, environment, politics and the socio-cultural being of the host community. The main aim of this research is to highlight the economic impact and other impacts of well-organized and managed events by host communities on the host community, using Pietarsaari as a case study.</p> <p>In this research work, the researcher adopts the semi-structured interview style to analyze the impacts of the event tourism on host communities and in this case, Pietarsaari is put on a scale. Organizers and experts in the field of event tourism of the city are interviewed and their views and opinions are used as the basis of the researcher's analysis from which findings are gotten and recommendations made.</p> <p>The findings of this study gave rise to the fact that although event tourism can be used by host communities as a tool for destination development and branding, it can also bring negative impacts to the community if not properly planned and organized. A general conclusion is that events affect host communities mainly by constructing a destination image and by building community commitment.</p>		
<p><b>Keywords</b> Event tourism, event industry, impacts of event tourism, Pietarsaari, qualitative research semi-structured interview, stakeholders, tourism, typology.</p>		

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## 1 INTRODUCTION

Tourism in the past has been based only on the accommodation and hospitality sector, transportation sector and entertainment sector with visitor attractions, such as, theme parks, amusement parks, sports facilities, museums etc, taking the centre stage. This focus diverted the minds of everyone to those areas until event organizers and event managers realized that there was an area that was yet to be tapped into and this realization gave birth to the event tourism industry.

Although people had always travelled not only for leisure purposes or for relaxation, there had also been those who had travelled for entertainment and business purposes, either to a meeting, conference, workshop, event, etc, and these people or tourists had contributed to the growth of the destinations they had visited directly or indirectly, and at large developed the event tourism industry as a whole.

One will agree that tourism whether on a large scale or low scale, in no small measure affects the host community. This is particularly evident during the period of the events and sometimes afterwards. Tourism is an economic sector able to offer a significant contribution to the economic growth of a region and to the labor market, and creates occupation opportunities directly and indirectly through the supply of goods and the necessary services for tourist activities. Moreover, tourism produces social benefits to the region (i.e. small and medium-sized enterprises' development, creation of new jobs, improvement of infrastructure etc.). Culturally, tourism is considered as an element of community enrichment; this is attributed to the meeting of different cultures. Also, tourism can positively contribute to the maintenance of natural environment by protecting, creating or maintaining national parks or other protected areas. (Event tourism: statements and questions about its impacts on rural areas, 2012.)

This research work consists of three parts: the introduction, the theoretical framework and the empirical part. The introduction contains the aim of the study, objectives and the limitations of the study. The theoretical framework analyzes event tourism, event industry, and typology of

planned events, stakeholders of events, Pietarsaari at a glance, Pietarsaari as a host community, Pietarsaari and events and the impacts of event tourism on a host community. The last part, which is the empirical part, deals with the research method that was applied which was the qualitative research method adopting the semi-structured interview way. However, this research will focus on the perception that event tourism is one of the few feasible options for destination development.

The main aim of this research is the examination of how a form of tourism – event tourism can impact on a host community's development while also considering the negative side. And putting the case study into play, major events held in the city of Pietarsaari which have in past time or recently showed the potential for developing the community socially, culturally and economically will be dealt with.

In the course of this research work, more light and analysis will be given in order to educate the readers that events are a versatile and developmental tool in upgrading any given community or destination. Another point that will be made will be how events can be organized and properly managed in order to bring benefits to the host community by the community events' managers and organizers i.e. steps and measures that have to be put in place and who and how these measures should be dealt with in a systematic way in order to get the desired result. The main aim of this thesis project is to highlight the economic impact and other impacts of well-organized and managed events by host communities on the host community, using Pietarsaari as a case study.

In any work of this magnitude, there are tendencies that there will be quite a lot of challenges in one way or the other. In this regard, the research part will be quite difficult as there are no major events currently going on now in the host community in focus. This factor is believed to possibly affect the result of the research, because the participants of the research might not be able to give as concrete answers as they could have done if it had been carried out during the events. Another limitation will be the fact that the research is intended only for Pietarsaari which does not organize events basically to make economic benefits but just for the fun of it and to satisfy the residents. Having mentioned all these limitations, there are possibilities that

the result will be measurable as the researcher has already put some systematic measures in place to check these limitations.

Although hosting an event or events can be of economic importance or benefit to a host community, there are also instances where it ends up costing the host community more in the long run if not properly organized and managed. Factors like infrastructural breakdown, solid waste disposal after large scale events have been held in a community or other forms of environmental pollution caused by the events to the community, can cost the community a lot. These factors have in past time acted like a storming block towards the achievement of the desired result by the host community and therefore made most host communities think twice before hosting a major event even if those events are part of the community's norm.

The objectives of this research work are hereby highlighted and they are: to show reasons why events should be properly organized and managed, to give logical steps and processes involved in organizing events, to open the eyes of event organizers towards the economic impact and other impacts of events on their host community and to assess more possible ways of achieving more economical gains from event hosting for a host community.



## 2 EVENT TOURISM

Going in-depth into event tourism without first and foremost describing what tourism is would not be proper because events and tourism go hand in hand. So many definitions of tourism have emerged as a result of the growth and changes of tourism- related activities, but there is one simple definition that has been accepted for a long time now: “the temporary movement of people to destinations outside their normal places of work or residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs”. (Cooper, Fletcher, Fyall, Gilbert, & Wanhill 2008, 5.)

Since the beginning of time, people have always been involved in some kinds of events when they have tried to mark either a special moment or happening in their lives. People have always felt the need to celebrate milestones for example, the coming of age. Even now that the world has gone more global with media and high- tech taking over everything and has made a lot of people lose interest in common norms and beliefs, there is still a need for social events to earmark the indigenous nature of our lives. And in recent times, events have become a central part to the way of life of people as there has been increment in leisure and disposable incomes which has led to the rapid growth of public events, celebration and entertainment.

Event tourism is a systematic planning, development, and marketing of festivals and special events as tourist attractions, image-makers, catalysts for infrastructure and economic growth, and animators of built attraction. Tourism management deals with tourism development based on analyzing the behavior and motivation of all kinds of tourists. On the other hand, event management deals with event marketing, design and managing of an event. Moreover, it tries to understand the event experiences and to manage them. Hence, event tourism is in the middle of the two sectors. In other words, event tourism aims at full exploitation of the capabilities of events in order to achieve tourism development of host communities (Getz 1997, 16)

Over the years, event tourism has been characterized as being inclusive of all planned events in an integrated approach to development and marketing. Event tourism has also been seen as having some similarities with other special forms of tourism. Some basic travelling motives have been identified as being physical, cultural, interpersonal or prestigious and these motives are satisfied by different types of events.

## **2.1 The event Industry**

The tourism industry somehow has become so commonplace in industrialized countries that sometimes people fail to think about what has made these activities possible. Critically examining tourism, one will see that it affects all of our lives and it intermingles with the entirety of a host community, region, or country. (Cooker et al. 2008, 14.)

The proliferation of events in recent times has led to the formation of a strong and viable event industry with its own key players such as practitioners, suppliers and professional associations. The industry has been greatly affected by rapid globalization of markets and communication and this has also structured the formation of the industry. Another factor that has affected the industry is the increasing governmental regulations and policies which have left the industry operating in a complex and demanding environment (Allen, O'Toole, Harris & McDonnell 2011, 17).

Due to the increasing competitiveness amongst host communities and tourists destinations, attention has been drawn to special interest markets in order to gain advantages and also to meet up with economic, social and environmental goals. In the 1990's, the pursuit and development of events became a big business seeing event tourism corporations and firms being established in many countries. Also, there were an uprising of national and regional tourist establishments and organizations such as the Scottish tourist Board. (Getz 1997, 16.)

Different key players have now gotten themselves involved in promoting events as measures for economic development, nation-building and destination marketing. Non-governmental

bodies, such as corporations and businesses, nowadays also see events as key elements in marketing and promoting their products. Host communities, social groups and individuals now have great excitement for or interest in a subject or cause which gives rise to series of astonishing events. (Allen et al. 2011, 5.)

## **2.2 Key components of the event industry**

There are key components which play vital roles in the event industrial make up. These components include event organizations, event management companies, event industry suppliers, event venues, industry associations and external regulatory bodies.

Event organizations are organizations whose task is to stage or host events. While some may be event-specific bodies such as the Australian Open tennis tournament organizers, others are special teams within a larger organization. (Allen et al. 2011, 17.)

Event management companies are firms or companies made up of a group of professionals or individuals whose duty or task is to organize events on a contract basis on behalf of their clients. These specialized companies often organize a number of events on regular basis and also develop long- term relationships with their clients and suppliers (Allen et al. 2011, 17.)

Event industry suppliers are the network of an integral part of the event industry whereby specialization and expertise meet to produce professional and high-quality events. This component of the event industry has become so important because of its rapid growth, expansion and complexity. Suppliers surface in event-related areas, such as staging, sound production, lighting, audiovisual production, entertainment and catering or in associated areas, such as, transport, communications, security, legal services and accounting services. (Allen et al. 2011, 17.)

Event venues are an essential component of the industry without which any event would not be hosted. Venue management is a very important part of the whole event management

process as it serves as a part of the marketing of the venue or servicing of event clients. Some specific event venues exist and they create additional revenue by renting out their facilities to functions and corporate events ranging from galleries, theatres, universities, museums. But the commonly known event venues are hotels, resorts, convention and exhibition centres, sports and fitness centres, stadiums, heritage sites, theme parks, shopping centres and markets. (Allen et al. 2011, 18.)

Industry associations arose due to the emergence and formation of the industry, it has also become eminent to have professional associations in charge of networking, communications and liaison within the industry, training and accreditation programs, codes of ethical practice, and lobbying on behalf of their members. So many associations have stood up to the challenge of taking care of various sectors of the industry as it is very diverse. While some of these associations are international with branches in different countries, others are region or country based. Examples of some of the associations mainly associated with event planners and managers are the following.

The International Special Events Society (ISES) is an association whose mission is to educate, advance and promote the special events industry and its network of professionals along with related industries. And to this regard, they strive to uphold the integrity of the special events profession to the general public through their "Principles of Professional Conduct and Ethics": acquire and disseminate useful business information; foster a spirit of cooperation among its members and other special events professionals, and cultivate high standards of business practices. . (Allen et al. 2011, 18.)

The International Association of Exhibition and Events (IAEE) is an association that was organized in 1928 as the National Association of Exposition Managers to represent the interests of trade show and exposition managers. The International Association of Exhibitions and Events is today the leading association for the global exhibition industry. Today IAEE represents over 8,500 individuals who conduct and support exhibitions around the world. The mission of this association is to promote the unique value of exhibitions and other events that bring buyers and sellers together such as road shows, conferences with an exhibition

component, and proprietary corporate exhibitions. IAEE is the principle resource for those who plan, produce and service the industry. IAEE forges partnerships with industry organizations that either uniquely benefit members or strengthen the industry. (Allen et al. 2011, 18.)

External regulatory bodies are governmental and statutory bodies whose duties or responsibilities are to oversee and supervise the conduct and execution of events and in most cases, these bodies have a close connection with the industry. These bodies have sprung up because of the complex and regulated environment in which contemporary events take place. In some cases, many local councils now require a development application for the staging of outdoor events which may cover regulations governing for example, traffic plans, noise restriction etc. (Allen et al. 2011, 20.)

## **2.3 Types of Events**

An event can be described as a public assembly for the purpose of celebration, entertainment, education, marketing or reunion. Getz in his book *Event Management and Event Tourism* (1997, 4), stated that events are temporary occurrences, either planned or unplanned, and they usually have a finite length which is normally fixed or publicized for planned events. And they can be classified or categorized in different ways on the basis of their size, form and content. Examples of the various types are: special events, hallmark events, mega events, festivals, fairs and exhibition, expositions and shows, meetings and other business and educational events, sports events, art events.

### **2.3.1 Special events**

Special events as part of event tourism has been described as specific rituals, presentations, performances or celebrations that are well planned and carried out to mark special occasions or achieve particular social, cultural or corporate goals and objectives. These special events range from national days and celebrations, important civic occasions, unique cultural

performances, major sporting fixtures, corporate functions, trade promotions and product launches. (Allen et al. 2011, 11.)

Despite this description by Allen et al., it has been argued that it is impossible to give a concrete definition to the term 'special event' because of its vast nature but it could be best defined by its context. Getz in this regard has given two definitions: one from the event organizer's point of view, and the other from the customer's or guest's point of view. Firstly, he defines a special event as a one-time or infrequently occurring event outside the normal program or activities of the sponsoring or organizing body. And secondly, to the customer or guest, a special event is an opportunity for an experience outside the normal range of choices or beyond everyday experience. (Getz 1997, 16.) Another researcher called Joe Jeff Goldblatt, in his book *Special events: The Art and Science of celebrations* (1990, 1), stated that special events are always planned, always arouse expectations, and always motivate by providing a reason for celebration.

### **2.3.2 Hallmark events**

Looking at the term 'hallmark' literally, it denotes or refers to a symbol of quality or authenticity that differentiates some goods from others, or pertains to a distinctive feature. Hallmark events are major one-time or recurring events of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination in the short term and/or long term, and such events rely on their success on uniqueness, status, or timely significance to create interest and attract attention (Ritchie 1984, 2). In other words, they are events that have the ability to propel their destination, facility or organization to their hallmark.

Donald Getz described them in relation to their competitive advantage ability for their host communities. He thus said, 'Hallmark' describes an event that possesses such significance in terms of tradition, attractiveness, quality or publicity that the event provides the host venue, community or destination. In the long run, the events and the destination become inseparable

because of their constant reoccurrence. With the look of things, it is advisable that every community and destination should engage itself in one or more hallmark events so as to acquire a high level of media recognition and exposure and also positive imagery for competitive advantages. It should be noted that, despite the fact that a one-time event can boost a destination in terms of exposure and positive image, it cannot easily be a ‘hallmark’ for that destination (Getz 1997, 5-6.) A typical example of a Hallmark event is the popular Adelaide festival which has created a strong tradition of innovation and inspirational performances, drawing on selections of diverse art forms from across Australia and around the world since its launch in 1960.



GRAPH 1. Adelaide festival (adapted from)

### 2.3.3 Mega events

Many definitions and meanings have arisen from different researchers concerning the word mega event. Donald Getz defines mega events as those events that yield extraordinary high levels of tourism, media coverage, prestige, or economic impact for the host community. Marris in 1987, while summarizing a conference of the International Association of Tourism Experts that was themed on the subject of mega-events and mega-attractions, stated that mega-events can be defined by reference to their volume of visitors, cost or psychology. Their volume should exceed 1 million visits; their capital cost should be at least \$500 million, and their reputation should be that of a ‘must see’ event. Other authors stressed the economic

impacts of the events in their definition rather than costs, size or image. For example, Vanhove and Witt (1987) acknowledged that a mega-event must be able to attract worldwide publicity (Getz 1997, 6.)

Another researcher in the field of events and tourism defines it as events which are expressively targeted at the international tourism market and may be suitably described as 'mega' by virtue of their size in terms of attendance, target market, level of public financial involvement, political effects, extent of television coverage, construction of facilities and impact on economic and social fabric of the host community (Hall 1992, 5). A major characteristic of this classification of an event is that they are mainly annual events and they attract tourists from all around the world. And because of their international nature, mega events are usually reverberated in the global media. Examples include the FIFA World Cup, International trade fairs and exhibition, the Olympic Games etc. The graph illustrated below is a typical example of a mega event as of 2001; the 127th running attracted a crowd of 154,210, the second largest attendance in Derby history. Overall Derby Day wagering (all sources) rose to a record \$107,598,904.

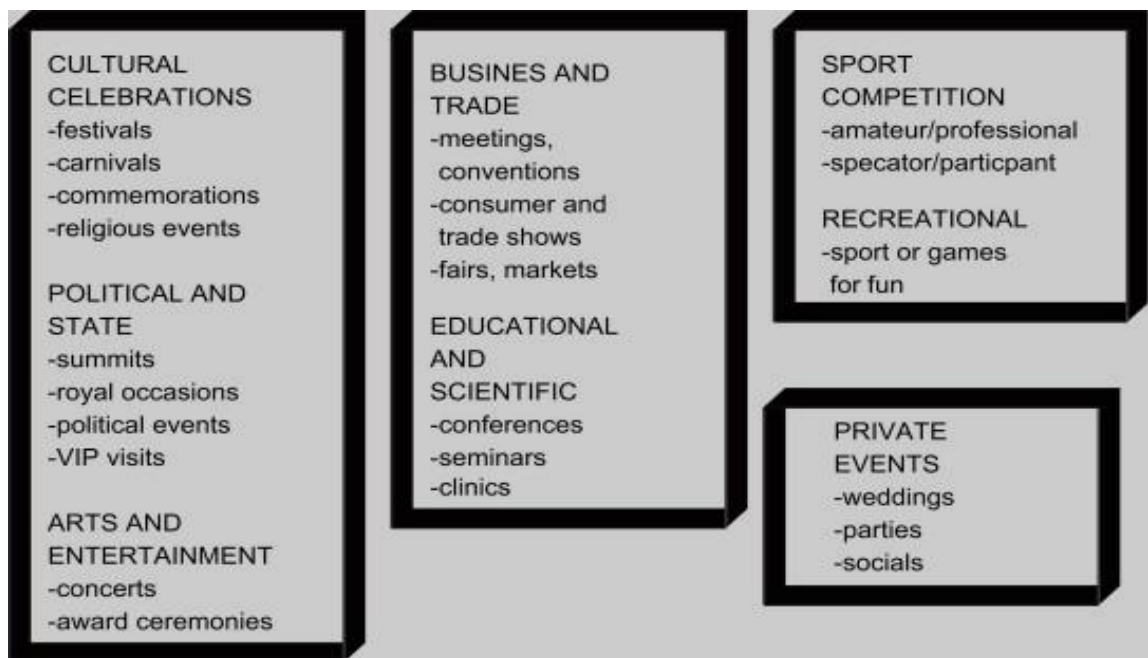


GRAPH 2. Kentucky Derby (adapted from <http://www.kentuckyderby.com/news/photos>)



## 2.4. Typology of planned events

Under this subheading and in the subsequent, the events will be sorted to major categories, differentiating between those of the public domain and those falling into the primary interest of individuals and small, private groups. Take note that events could fall into more than one of these categories depending on the purpose and circumstances. Having said this, events can be regarded as special, but only the public events can be considered as mega and hallmark events. Also depending on the media coverage and other factors relating to uniqueness, any of these events can be 'news'.



GRAPH 3. Typology of planned events (adapted from Getz 1997, 7)

The graph above highlights the seven categories of planned public events and one category of planned private events. The emergence of planned, public events is evident in virtually every culture and community. As can be seen above, cultural celebrations involve festivals, carnivals, religious and heritage events, parades, historic commemorations of all kinds. Cultural celebrations can sometimes be a key element in other types of events.

Sport competitions or events are normally hosted to differentiate the professionals from the amateurs, so to speak. There are many varieties of sport competitions and this makes it quite difficult to classify considering it from a global view. Most of the sporting activities or games are mainly played for recreational purposes and these have been highlighted in the recreational category.

Art and entertainment events are events with performances and exhibitions which frequently occur on their own, and mostly in a for-profit environment. Business and trade covers a broad area of meetings, conferences, fairs, sales and markets, consumer and trade shows, expositions and publicity events.

Educational and scientific events entail seminars, workshops, and congresses. They are all involved in learning processes and information exchange. Although the political and the State usually fall into the smallest category, it is worthwhile since the visits by important personalities always attract a lot of attention. (Getz 1997, 7.)

#### **2.4.1 Festivals**

The contemporary English language definition of a festival was summarized by Falassi as a “sacred or profane time of celebration, marked by special observances”. Although traditional festivals which usually have long histories retain religious or mystical roots, contemporary festivals which have been created in recent decades normally take the profane and secular nature (Falassi 1987, 2.)

A more concise definition of a festival is that festivals are public, themed celebrations because without the invitation of the public to take part in it, it then becomes a private party or celebration. One major criterion for any celebration to be classified as a festival is that it should be by and for the public and the theme must be recognized in the name as in Jazz festival, food festival. One common element in festivals are the parades and processions, also most of the other major types of event like the art and entertainment are often found as part or

as a theme of festivals. Another category that features in festivals is the sport and recreational events category (Getz 1997, 8.)

Festivals showcase and contribute to the human culture and social life and they are also avenues for host communities to generate incomes as they have a strong link with business activities. The common world class festivals are the New Orleans' and Rio de Janeiro's huge Mardi Gras festivals, Winter Carnival held in Quebec City etc.

### **2.4.2 Sport events**

The sport event apart from being a form of tourism has in past time been one of the oldest and most sustaining activities of the human race. Its history dates back to the ancient Greek Olympics and beyond. Sport events is a fast growing segment of the entire events industry just like every other segment, and it entails both individual sports and multi-sport events. Sport events have a very viable potential of attracting tourist visitors and also generate media exposure and economic impacts to host nations or destinations. For this reason, most government event strategies and destination marketing programs have been earmarked towards it. Apart from benefiting the host government, destination or organization, it also benefits participants involved and gives entertainment and enjoyment to spectators. (Allen et al. 2011, 15.)

As a result of the sport event growing to become a field of its own, and despite the fact that most games are played solely for recreation, most types of sports are organized and competitive. Organizing bodies are acquired all the time to cater for the emergence of new sports also. Sport events are fast becoming big business these days looking at the variety of sports worldwide which entails a lot of travelling by teams, their entourages and spectators. It has been argued that sports events and some other kinds of special events have a lot in common, especially regarding their service orientation, the incorporation of celebration and drama, media coverage etc. It was also noted that they share similarities in organization and

operations and traveler's motivations. Some important terms that usually arise from sport event and are commonly encountered are meet, tournament, Championships, Grand Prix.

The term 'meet' is usually a connotation for meeting for the purpose of a competition and this term can be applicable to any sports event. A 'tournament' is a sport meeting organized to select a winner from participating players or teams through various rounds of competition. An example is the Royal tournament in London. 'Championships' are play-offs within the league play to select the winning team, or can be athlete-focused and designed to select the top performers from members in a sport category, while the 'Grand Prix' or top prize is usually used to describe the premier events in a type of sport or among top athletes. Examples of sport events are the Olympics games, FIFA world Cup, Tennis Open etc. (Getz 1997, 10.)

### **2.4.3 Business events**

This is one type of event that has somehow been neglected over the years as more focus has been placed on all other forms of events, although it has been a long established component of the event industry. This form of event is also known as the meeting industry, or the MICE (Meetings, Incentives, Conventions and Exhibitions) industry. This sector mainly focuses on business and trade despite the strong public and tourism aspect to many of its activities. The Commonwealth Department of Tourism (1995, 3) defined meetings thus: all off-site gatherings, including conventions, congresses, conferences, seminars, workshops and symposiums, which bring together people for a common purpose – the sharing of information. (Allen et al. 2011, 16.)

The business event industry has given rise to many professional and entrepreneurial opportunities and also corporations and associations now employ the services of meeting or convention managers for their business get-togethers. Also there are quite a lot of meeting-planner firms and many of these firms have ventured into this special event field. Accommodation and convention facilities owners nowadays use the professional services to market and host meetings and other events. The association with the task of overseeing the MICE sector is the Meeting Planners International (MPI). It was chartered in 1972 and in

1994; its members amounted to 12,000 in 42 countries. This body differentiated between associations, corporate, scientific and incentive meetings but argued that 'meeting' is a general term which applies to an assembly of people for any purpose. When it is a secret or a very private meeting, then it is sometimes referred to as a 'conclave' and when the purpose or objective of the meeting is for training, a seminar, clinic or workshop emerges. There are also 'retreats' which are special meetings that people normally hold outside their usual environment. Conferences were also distinguished from conventions thus: conferences are small assemblies held for the purpose of conferring and discussion with an interactive section while conventions are the assemblies of people from different delegations such as political parties, association, organizations, clubs or religious groups. Symposium or forums are usually meetings attended by academics with speakers presenting papers for discussion (Getz 1997, 9.)

#### **2.4.4 Art events**

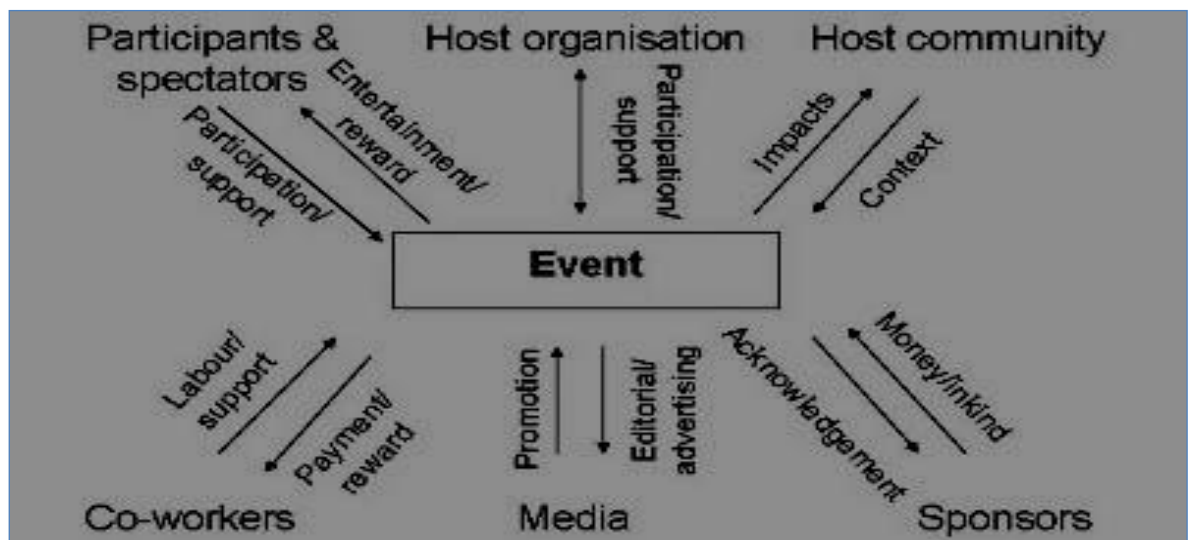
This is a sector of the event industry which encompasses the various classifications of arts, the categories of which are; the visual, such as, painting, sculpture, and handicraft etc, the performing art, such as music, dance, drama, cinema, storytelling, poetry, which usually involves performers in front of audiences, and the participatory art where both the performer and audience are involved. In most cases, arts are temporary which often awakens the term temporary art, and by definition means visual art created with a limited life expectancy, or a one-time only performance. This one-time performance art has become a potential high growth area in the event industry.

Some of these forms of art are concerts which are musical performances usually of more than one artist or multiple numbers by an artist. Concerts can be scheduled regularly or can be a one-time and periodic special event. The strength of concerts could be uniqueness which could arise from the location, special talents or festive atmosphere. Another form is the art exhibition which involves museums, galleries and touring exhibitions. The museum and galleries are not necessarily mind-blowing in this regard but the touring exhibition such as a famous painter's

work or unusual collections attract a lot of people and media coverage. Art festivals are also versatile in this industry as they are found in almost every part of the world. Art festivals are the celebrations of an art form, artist, or historical event in the art world. Majority of these festivals always bring together different performances or exhibits, top performers and artists in the field, and educational events. There are also prize-awarding festivals but these are usually competitive (Getz 1997, 11.)

## 2.5 Stakeholders in events

Due to the rapid growth of the event industry, different stakeholders have become attracted and consequently involved themselves by showing their support for the industry. Bodies like the government and the corporate sector are now part of this highly professionalized industry. One recent development of this industry is that it is no more just enough to meet the needs of the audience but it is also necessary to meet other criteria such as, government objectives and regulations, sponsor needs and community expectations and media requirement. Some key stakeholders in the event industry are the host organization, the host community, sponsors, media, participants & spectators and the co-workers.



GRAPH 4. The relationship of stakeholders to events (adapted from Allen et al. 2011, 127.)

The graph above demonstrates the relationship between these various stakeholders and the event industry itself and also illustrates their functions/ benefits. The event industry brings together these stakeholders and without these stakeholders, the event industry cannot be established neither can it function.

### **2.5.1 The host organization**

These are organizations whose responsibilities include staging or hosting events. They may be event –specific bodies, such as, the Sydney festival, the Adelaide festival or the Australian Open tennis tournament organizers in Melbourne, or special teams within a larger organization, such as, the city of Surf fun run organized by the sun-Herald newspaper in Sydney or the taste of Tasmania organized as part of the Hobart Summer Festival by Hobart City Council. (Allen et al. 2011, 17.)

Host organizations produce or organize events for various reasons. While most of the festivals are organized by governmental and nonprofit, community-based organizations, other increasing forms of events are being organized by for-profit organizations, economic development and tourism agencies, and resort and facility managers. Governmental agencies and voluntary groups mainly organize events such as sport and general leisure events that are service-based and whose goals are cultural, economical and environmental. These events are usually a community developmental tool, free or inexpensive but aimed at the widest possible audience and sometimes at specific market segments. Despite generating revenue and attracting visitors being the major focus of these events, the community wishes and impacts are also vital. (Getz 1997, 42.)

These sectors often try to interact with the public event sector that provides avenues for cooperate sponsorships and hosting. There are also entrepreneurs involved in the corporate sector whose interest is the staging or selling of events. The events can cover a wide variety of events, such as, sports, concert, conferences, and exhibitions etc. for the public, and in most

cases the media partner co-operates with these entrepreneurs or groups in organizing these events. (Allen et al. 2011, 127.)

### **2.5.2 The host community**

Host communities or tourism destinations tend to brand themselves by providing some form of tourism core product for which they will be known. And one way of doing this, is to have some particular form of event which has been described as temporary attractions. (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008, 313.)

There are various trends and forces going in the wider community and these trends nowadays determine the operating environment for their events. There are specific event styles and fashion that pertain to specific communities and only these are receptive to them. Therefore, for event managers and planners to be able to host and carry out successful events, they must first and foremost get a good understanding and also interpret these basic concepts and forces behind the events.

Climate change is one major factor that is currently affecting the hosting of events and for this reason, there has been an increasing worldwide interest and commitment to sustainability and the protection of the environment. Another factor is globalization, which is due to the fact that global networks now make it possible for the world to be seen as a global village. This factor has now made it difficult for local cultures to maintain their uniqueness and identity. For instance, local festivals and celebrations now see the international products and streamlined television production as big competitors because of the raised expectations accustomed to them by the audience. Another factor is technology, which has impacted much on how the audience receives events and also on how the events are created and delivered. In the process of planning events these days, event software programs and templates play a major role in reducing the planning time and also enables the event managers to work on several events at the same time. (Allen et al 2011, 129.)



Having recognized these factors and forces affecting the organization or the hosting of an event in any host community, the event manager must then pay attention to local benefits, and cost, the programming should be broad and the event should give back something tangible to the community (Getz 1997, 47.)

### **2.5.3 Sponsors**

Sponsors in the event industry are individuals or companies who provide support either in terms of money, services or other means, to events and event organizations in return for specified benefits. They could also be thought of as individuals or agencies providing monetary grants or subsidies to events unless there are no obligations tied to the assistance. In most cases, sponsorships are often short-lived but they create a long term partnership which is a major desire of both the sponsor and the organizer. Partnerships are said to be created when both parties work to achieve benefits that cannot be achieved separately. But in this case, a longer-term arrangement is needed in order for both parties to know and understand each other with their mutual interest or goals and fundamental principles still intact. (Getz 1997,44.)

There has been an increase in the interest and perception of sponsors these days towards events. Before now, many business individuals or large companies have seen sponsoring an event as a public relations tool for generating community goodwill, but these days it is regarded as a promotional tool in the marketing mix, a way of increasing brand awareness and also driving sales. Another consideration is that it helps to build good partnership relationship through hosting, and it allows corporations to achieve corporate objectives and sales goals. For event managers to secure sponsorship for any event, they must first and foremost offer considerable and tangible benefits to sponsors and also aid them with effective programs. They must also have an idea of what sponsors desire from an event and what the event can also deliver to the sponsors, because in some cases, their needs might be different from that of the event manager or the organizers. A typical example could be that in an event, the media coverage might be more important to the sponsors than the number of attendance. It should be noted by event managers that sometimes sponsors are looking for ways to increase sales and

also strengthen customer relationships through the hosting of events. For this and other earlier mentioned reasons, the event manager or organizer per adventure, should go out of the formal sponsorship agreement and treat the sponsors as partners in the course of the event (Allen et al. 2011, 132.)

#### **2.5.4 Media**

The recent development of the media sector as a result of improved delivery systems which entails cable satellite television and the Internet, have created an urge for the consumption of media products as never before. The global networking of media organizations and the instant electronic transmission of media images and data have made the global village concept a reality. For instance, the Beijing Olympics games attracted the largest global television audience ever which amounted to 70 percent of the world's population, i.e. 4.7 billion viewers. The social media has also contributed to the developments of events as many events now add these social media to their websites, enabling feedbacks, comments and opinions, exchanging views and even participating in the design and programming of events. Social media such as Facebook, Twitter, Youtube, Flickr and LinkedIn make events more personalized in their communication, and more interactive. (Allen et al. 2011, 133.)

The global village concept has become possible with communications being more global and instantaneous in nature. Although there are positive attributes to this, there have also been some unfortunate consequences. A typical example is the lamentation of economist that television has turned the Olympics and other sport events into 'light entertainment'. Host communities and nations place so much value on the Olympics because of its unrivaled spectacle and drama which has the potentiality for passing political, tourist promotion and other messages to the global audience. Sponsors also depend on this relationship between the events and the ability to reach the target audience for product messages and imagery reinforcement. But nevertheless, it can be seen that media events will increase in the near future, and will be desirable within the event tourism sector as tourists will no more have to travel to a destination to see what it has to offer but watching those events on television or

other medium will help to influence their decision. It has also been forecasted that virtual reality will also impact on event tourism because it will get to a stage that people will not just want to watch events on television but also to feel that they are actually participating in those events (Getz 1997, 34.)

### **2.5.5 Co-workers**

This is another key stakeholder in the event industry sector which involves, key managers, marketers, consultants, talent and publicist, right through to the stage managers, crew, gatekeepers and even cleaners. Anyone that is on one way or the other participating in the team that is formed or assembled to carry out an event is called co-workers. And for any event to be implemented successfully, they must all work as a team and be very effective in dispersing the vision and philosophy of the event. Regardless of the size of the team, the co-workers or event team acts as the face of the event and each one of them is responsible for the event's success or failure. Goldblatt (1997, 129) illustrated the role and responsibility of the event manager thus:

‘The most effective event managers are not merely managers; rather they are dynamic leaders whose ability to motivate, inspire others and achieve their goals are admired by their followers. The difference between management and leadership is perhaps best characterized by this simple but effective definition: managers control problems, whereas leaders motivate others to find ways to achieve goals’.

There have been mixed experiences by people while attending an event, some being successful and others marred with some shortcomings. There could be several ways of correcting such bad instances but good teamwork and management are always in the forefront in addressing them. In some cases, the best options could be merging roles and responsibilities to ride with the needs of the moment. A very good example could be drawn from Disney Organization which adopted a system in which roles, such as performer, cleaner and security, are merged so that staff considers themselves to be one team looking after the place (Allen et al. 2011, 134.)

### **2.5.6 Participants and spectators**

Finally, these stakeholders are the ones for which the event organized is intended and they are the ultimate in making the event a success or a failure. In order to avoid a flop, the event manager must carry out feasibility studies on what the audience's physical needs are, as well as their needs for comfort, safety and security. The event should also be organized in such a way that it will be special, i.e. being able to connect to the emotions of the participants. In other words, the event should give the participants a life-time experience where it will be memorable in their minds. Hammerling (1997) illustrates the criteria by which spectators assess an event thus: Their main focus is on the content, location, substance and operation of the event itself. He further went on to say that for them, the ease with which they can see the event activities, the program content, their access to food and drinks, amenities, access and egress etc., are the keys to their enjoyment.

Also some secondary issues, such as, mixing with the stars of the show, social opportunities, and corporate hospitality and opportunity to move freely, are all measures of evaluation of spectator's success. A proper understanding and knowledge of the type and categories of the event audience can help the event manager tailor out the event that will best suit and meet the needs of the audience. (Allen et al. 2011, 135.)

### 3 PIETARSAARI AT A GLANCE

Pietarsaari as it is called in Finnish, and Jakobstad in Swedish, was founded on the 19<sup>th</sup> of June 1652 by Count Jacob de la Gardie after being granted the right to found a town in the parish of Pedersöre by Queen Christina. Unfortunately, Count Jacob died shortly after he got the grant, but his wife, Countess Ebba Brahe, renewed the rights on 27th October 1652. She also ordered a plan for the town, built a council house and a customs house and decided that the name of the town would be Jakobstad. The Finnish-speakers however retained the old name of the parish and therefore the name of the town in Finnish still remains Pietarsaari (from Pedersöre). The town's coat of arms is based on the de la Gardie coat of arms. (welcome to Jakobstad/Pietarsaari)



GRAPH 5. Pietarsaari City Hall

(adapted from [http://en.wikipedia.org/wiki/File:Jakobstad\\_City\\_Hall.jpg](http://en.wikipedia.org/wiki/File:Jakobstad_City_Hall.jpg))

### **3.1 Pietarsaari as a host community**

The town has been a destination when it comes to hosting different kinds of events considering size, form and content. There have been sporting, business, festivals etc. which have attracted both local and international tourists. Many of these events take place all year round especially mostly during the summer.

It is a well-known fact that the success of any event greatly depends on the host community. Pietarsaari as a host community has been able to recognize its role in making any event successful, and so it involves itself totally which in turn sends positive feedback to visitors. There is also one great feature which is worthy to be noted, and that is the fact that most members of the Pietarsaari community participate fully in any event hosted and at the same time act as advocates on behalf of the event to potential participants.

### **3.2 Pietarsaari and events**

Various events are hosted all year round in Pietarsaari, many of which are small scale events mainly attended by residents and local tourists from surrounding towns and cities, but would like to dwell more on the main and widely attended events, especially by international tourists and that which draws attention from other countries through media publicity. Examples of these categories of events are; the Jeppis Jazz festival, Jacobs Dagar otherwise known as the Jacob's days, and the newly founded Ostrobothnia food festival etc.

These three events mentioned above have in time past shown the potentiality of branding Pietarsaari as a well-known tourist destination and as such they are worth taking note of. These are the events which draw major attraction and are well attended by quite a lot of participants /visitors, especially the Jacob's day's festival.

### 3.2.1 Jeppis Jazz Festival

In the autumn – often in September, there is a big jazz festival which runs a whole weekend long, and that tends to grow every year. At the time of the year, the town has different scenes and a lot of sessions everywhere. Some for free entrance and some to pay a small entrance fee for. Pietarsaari is a little but special town in regards to music. Residents have the hobby to sing in a choir or play in a band (or play theatre for voluntary sorts). And there are many special kinds of music bands of different categories. It has been so for 40 years or more. The cultural old history due to music traditions is very strong on the coastline, even if the previous music was mostly folk music. Still folk music with for example violin is very strong in the area, but these days many various branches of modern music, jazz and blues for example exist. One of the driving forces for this is an institution for music education. In the year 2001, a Jazz music club was founded in Pietarsaari as an answer to the growing interest for Jazz music, and the organization has become an important part of the music culture in the region. The aim of the organization is to give people of all ages and backgrounds a chance to enjoy live music. Today, the organization has over 200 active members and together they are working towards increasing the awareness of Jazz music. (Jazzo Jakobstad Pietarsaari jazz club, 2012.)



GRAPH 6. Jazzo Summer Jazz 2007-08-18 Maria-11

(adapted from <http://www.jazzoo.fi/nggallery/page-9/album-2/gallery-1>)

### 3.2.2 Jacobs Dagar (Jacob's Days)

This is a festival that is being held in this city every summer in the month of July, to be precise. Every year this festival draws tourists from all over the country and outside the country. Tourists especially from neighboring countries like Sweden, Norway, and Estonian etc often attend this festival too.

Jacob's day's festival has been organized since the 1970's, and with time has expanded from one weekend to a whole week of public festivals where people meet each other and reunite. During this whole week, the town is full of different forms of events and happenings for both the young and the old all over the streets and lanes. The climax of the festival is usually on Saturday at the Old- Times Fair, when the market place is full of salesmen and women dressed up in quaint old-fashioned clothes, and there is a non-stop programme in the town centre all day long. In the evenings, the town is filled with music from the market place, cafes and restaurants along the pedestrian precinct, and the outdoor stage in the school park. (Jylhä 2008, 8.)



GRAPH 7. Jakobs Dagar in Jakobstad

(adapted from <http://kallvarshow.blogspot.com/2011/04/hell-yeah.html>)



### **3.2.3 Jakobstad Matfesten (Ostrobothnia Food Festival)**

This is a new festival in the city of Pietarsaari which started this year and has just been hosted for the first time. Notwithstanding, it is worth mentioning and talking about considering the interest of the people in it and the prospect when measuring with the number of participants recorded during the festival. Being a new festival and at the same time hosted for the first time this summer, getting materials and information was a bit cumbersome as there has not been any previous festival of this sort hosted in Pietarsaari. Nevertheless, the organizers were of great help as they were able to give a compact detail of what the festival was all about. Pietarsaari was one of the three communities that have been scheduled to host the festival. Other places where the festival also took place were Vaasa and Närpes.

The idea for this Ostrobothnia food festival was boned out of the inspiration the organizers have gotten while attending other food festivals in the past. Some of the food festivals that gave them this idea were the food festival in Skellefteå (Sweden), as well as the Middle Ages Market in Åbo (Finland). The main theme of the party was local food, both in the form of crop products; refined food stuffs products as well as food experiences produced by Ostrobothnian restaurant- and service companies. The activities and events in connection with the food festival were based on the local culture supply, by making room for organizations, clubs and individual creators within, for example, art, music, theatre, handicraft, literature and design. (Food festival in Ostrobothnia, project plan 2011.)

One major reason why it is believed that this festival has come to stay, is the fact that this kind of a festival has long been in existence in other cities maybe not in Finland but in neighboring countries like Sweden. Seeing it happen in this small city definitely shows that the participation in terms of visitors, sponsors and even government interest will grow with time. Ostrobothnia as a region has the ability to produce various categories of foodstuffs and food experiences. Their turnout in regards to raw materials from agriculture, greenhouse farming and livestock, as well as refined foodstuffs is quite large.

## **4 IMPACTS OF EVENTS ON HOST COMMUNITIES**

There are always lots of impacts of events on a host community and these impacts are usually both positive and negative. However, it is the responsibility of the event's organizers or managers to try to keep the positive impact higher than the negative by identifying and predicting beforehand these impacts, and then trying to manage them so as to arrive at the best results for all the parties involved which in turn gives overall positive impacts. One way of achieving this goal, is to develop and maximize all the foreseeable positive impacts, and counter potential negative impacts. Proper planning which involves awareness and intervention should be engaged in order to address these possible negative impacts. This will therefore help the event manager to achieve a positive balance sheet and thereafter communicate it to the various stakeholders which will at the end result in the overall success of the event.

When discussing about the impacts of events, more emphasis is often placed on the financial aspects probably, because it accounts for the justification of the budget goals and expenditure. However, the 'triple bottom line' of social, economic and environmental goals/ measures should not be underestimated because government policies commonly acknowledge them. For instance, social and cultural benefits play a vital part in the calculation of an event's overall impact. Underneath are the major impacts of events on a host community and these impacts will be discussed from both the positive and negative aspects. (Allen et al. 2010, 60.)

### **4.1 Social and cultural impacts**

Society and culture are two concepts that can hardly be separated. While a society is a community or a broad grouping of people who have common traditions, institutions, activities and interest, culture represents the practices of a society; its customary beliefs, social roles and material objects that are transferred or passed down from generation to generation. In this context therefore, the potential effects or impacts of events or tourism as a whole on the

culture of a society are major concerns for the host community, event managers/ organizers and other stakeholders in the event/ tourism industry. This is because events often attract visitors or ‘outsiders’ into a host community or ‘society’ and then, there is a possibility that the society can be influenced by changing its culture (Cook et al. 2010, 303.)

Tourism which generally involves events can be a source of conflict between hosts/ host communities and tourists/visitors in destinations where it can lead to perceived and actual impacts. At some point, the host community’s attitude is one barometer to measure its ability to receive tourists, and the impact is a function of the interaction between them and it is dependent on some factors. Some of these factors could be the nature and the extent of social and cultural differences between the tourists and the host community, the ratio of tourists/visitors to the host community residents etc. (Page 2009, 489.)

Event and event tourism although could impact socio-culturally on a host community by way of strengthening the regional values or traditions, and it also has the potentiality of introducing social and cultural costs to the host community. Despite the fact that a host- guest interaction is improved through joint participation in festivals and events, it can also be strained by events and tourism in general (Getz 1997, 46.)

Every event hosted in a community usually has direct social and cultural impacts on the participants, and in some cases, the wider host communities too. These impacts can be simple experiences in form of shared entertainment such as sports events or concerts. Events have the ability to intensify community pride, introduce new and challenging ideas and also help to revitalize the traditions of the host community. Major events can sometimes create unintended consequences which can hijack the agenda and determine the way the public perceives the event if not managed properly. Such consequences can be in form of substance abuse, bad behavior by crowds and the increase in criminal activities. Events can also impact on the social life and structures of communities in various ways. An example of which can be car traffic which may impede the access to resident’s homes, loss of amenities, cost inflation of goods and services, which can raise housing markets thereby impacting on the low-income groups. (Allen et al. 2010, 61-64.)

## 4.2 Political impacts

In managing any event, government policies have an important role to play in order to actualize the goal of the event. Policies have to be taken into account before planning and hosting events as different events have different policies governing them. For instance, there are regulations involved when planning an event where there has to be public disturbance, environmental pollution, erection and staging etc. Politicians in recent times have realized the ability of events to raise their profile also of their cities and states as events normally gain media coverage and at the same time attract visitors and increase economic benefits and job opportunities. Therefore, they have become major key players in bidding for, hosting and staging major events.

Hall (1989) stated that; “Politics are paramount in hallmark events. It is either naïve or duplicitous to pretend otherwise. Events alter the time frame in which planning occurs and they become opportunities to do something new and better than before. In this context, events may change or legitimate political priorities in the short term and political ideologies and socio-cultural reality in the longer term. Hallmark events represent the tournaments of old, fulfilling psychological and political needs through the winning of hosting over other locations and the winning of events themselves. Following a hallmark event, some places will never be the same again, physically, economically, socially and perhaps most importantly of all, politically” (quoted in Allen et al. 2010, 66.)

Events can be hosted for many political reasons, and their management and marketing are usually influenced by politics. In mega-events, the dominant power in society seeks to showcase and reinforce its values, or to gain support. Event being an image-making tool, gives political propaganda the opportunity for their unpleasantly loud and noisy messages. When an overtone occurs, events can lead to manipulation or control over media coverage either to hide or highlight the truth. An example was the political overtone that happened in Nazi Germany when Hitler used the Nurnberg rallies to stir up nationalism and to promote aggression. This therefore means that the emotional powers behind events can be used for both political good and evil by way of mesmerizing the crowd and provoking deep emotions (Getz 1997, 45.)

### **4.3 Environmental impacts**

One way of showcasing the unique characteristics of a host community is by hosting events during which the real properties of the destination is pointed out. A lot of environmental impact assessment should be carried out and considered before hosting an event. Some of the major things to keep in mind when hosting a rather large event is the venue, because the impacts will be more if the event is not held in a suitable purpose built venue – for example in a stadium, sports ground or entertainment centre instead of a park, town square or street. In most cases, there are always more negative environmental impacts on a host community than positive, especially when there has not been enough study, assessment and measures put in place on how to curtail these impacts. Impacts like crowd movement and control, noise pollution, access and parking and most rampantly, waste disposal.

The environmental impact of event tourism on a host community or destination actually starts right from the planning stage to the assessment stage of any event. In order for any destination or host community to be able to provide services to visitors, they first have to develop the necessary infrastructures to support these services. This is because infrastructure is the underlying factor or basic framework. For major events like the FIFA world cup, infrastructures like stadia, roads, welcome centre, rental facilities and hotels has to be put in place and in developing these infrastructures, they will impact on the environment negatively on the initial stage but positively in the long run. But in order to minimize these impacts, there should be good designs and planning, for instance, the use of underground lines for utilities can retain the more natural look of vistas. After these infrastructures have been put in place, another detrimental impact that can occur to the environment is the substantial increase in the number of people using them. They could be simple impacts, like increase in traffic, crowded parks but might be severe enough to cause harm to a fragile environment. (Cook et al. 2010, 301.)

#### **4.4 Tourism and economic impacts**

The main driving force for event tourism and for tourism development as a whole is the economic benefits derived from it. Although an international tourism activity is easier to measure than a domestic tourism activity, there are often economic benefits associated with the two categories depending on the magnitude and nature of the event being hosted. Events can impact on a host community through various means, examples of which could be in form of foreign exchange earnings, income and employment generation. The expenditures by tourists can be as real as any other consumption and international tourist expenditures can be seen as an export from the host country, while domestic events can be seen as an export from the hosting region to the other local regions. (Cooper et al. 2010, 129.)

This is somehow the most important impacts event organizers and host communities most look at from the positive side. Whether or not the budget will be enough to host the event and at the end of the day if the event will result in a surplus or profit or not is always the greatest concern for event organizers and host communities. Tourism revenue to host communities normally accounts for a large portion of the total revenue i.e. spending at the event either on travel, accommodation, goods and services by tourists, especially external visitors.

Some other great impacts an event can cause on a host community are the ability for it to create more business opportunities. Events are avenues for host communities to showcase their expertise, hosting potential investors and promoting new business opportunities. Events also impact economically on a host community by leveraging the business outcomes as it reflects on the benefits to local businesses and through them to the community at large. Employment creation is another way an event can impact on the host community as expenditures during events by visitors can provide more jobs for the host community. Although most people argue that these jobs provided as a result of visitors are short term jobs and that most employers tend to use their existing staffs more rather than employing new staff members, there is a level of demand that it will be impossible to use existing staff alone especially when it is a hallmark, major or mega event. (Allen et al. 2010, 68-69.) Underneath is a table summarizing the impacts of events on host communities highlighting both the positive and negative outcomes.

TABLE 1. The impacts of events (adapted from Allen et al. 2010, 61.)

<b>Impacts of Events</b>	<b>Positive Impacts</b>	<b>Negative Impacts</b>
<b>Social and Cultural</b>	Shared experience	Community alienation
	Revitalisation of traditions	Manipulation of community
	Building of community pride	Negative community image
	Validation of community groups	Bad behaviour
	Increased community participation	Substance abuse
	Introduction of new and challenging ideas	Social dislocation
	Expansion of cultural perspective	Loss of amenity
<b>Political</b>	International Prestige	Risk of event failure
	Improved profile	Misallocation of funds
	Promotion of investment	Lack of accountability
	Social cohesion	Propaganda
	Development of administrative skills	Loss of community ownership and control
		Legitimation of ideology
<b>Environmental</b>	Showcasing the environment	Environmental damage
	Provision of models for best practice	Pollution
	Increased environmental awareness	Destruction of heritage
	Infrastructural legacy	Noise disturbance
	Improved transport and communications	Traffic congestion
	Urban transformation and renewal	
<b>Tourism and economic</b>	Destination promotion and increased tourists visits	Community resistance to tourism
	Extended length of stay	Loss of authenticity
	Job creation	Damage to reputation
	Increased tax revenue	Exploitation
	Business opportunities	Opportunity costs

## **5 RESEARCH METHODOLOGY AND ANALYSIS**

In this chapter, the researcher tries to establish a suitable research method that can come up with the best possible findings and thereafter analysis them in accordance with the results.

### **5.1 Research method**

Before talking about the research method that will be adopted for this research work, it will be worthwhile to define the term research and also methodology to serve as a gate way. The term research has been defined from various points of view and by various writers but one phenomenon is common among these definitions and that is the fact that it is all about discovery. A research is a detailed study of a subject, especially in order to discover (new) information or reach a (new) understanding. It is all about discovery and discovery simply means making known something previously unknown which could cover a number of activities (Veal 2006, 2).

Research methodology on the other hand, is a branch of pedagogics dealing with analysis and evaluation of subjects to be taught and of the methods of teaching them. (Methodology, 2012.) There are basically two categories of research methods which are the qualitative and the quantitative research methods. The difference between qualitative and quantitative method is that while the former is normally used for analysis of qualitative information through interviews and observation, the latter is used as a basis for numerical data collection and analysis.

The fact that this research work was carried out to ascertain how events impact on their host communities, a quantitative method of research could not be applied but rather a qualitative approach was adopted. But the flexible nature of qualitative research methods made it suitable for interview within the tourism field. In the course of this research work, the data will be obtained through a research method known as the quantitative research method.



## **5.2. Qualitative research method**

The term 'qualitative' is used to describe research methods and techniques which use and give rise to, qualitative rather than quantitative information. The qualitative research is said to collect greater and richer information about relatively few cases than the quantitative research which gives limited information about each of a large number of cases. It is however more possible to deal with large number of cases with the qualitative research method.

The qualitative research method can be applied in pragmatic situations or in instances where formal, quantified research is not necessary or possible. There are many differences between the qualitative and the quantitative research methods. While the qualitative method is generally based on the belief that the people personally involved in a particular (leisure or tourism) situation are in the best position to describe and explain their experiences or feelings, the quantitative method tends to impose the researchers view on a situation; the researcher decides which are the important issues and which questions are to be asked and determines the whole framework within the whole research concept. Some of the merits of this kind of a research method are that it corresponds with the nature of the phenomenon being studied i.e leisure is a qualitative experience. Its results are more understandable to people who are not statistically trained. The method is better able to include comprehensively personal change over time. (Veal 2006, 193,195.)

## **5.3. Semi-structured Interview**

In the course of this research work, the semi-structured style of interview will be used for the research. This is so because the researcher wants the interview to be quite flexible and also to give room for other important information. This type of interview is normally the most common type of interview adopted for qualitative social research. The reason being that it allows the researcher to know specific information which can be used as a benchmark with information gained in other interviews. The researcher will produce a list of specific questions or themes to be discussed in the form of an interview schedule. An audio recording equipment

was used as the recording method by the researcher because of its advantages which include: concentration on listening to what is being said, ability to maintain eye contact, it allows for complete record of interview and also plenty of useful quotations for report. (Dawson 2009, 28, 66.)

#### **5.4 Presenting the result of the research**

This research interview was conducted basically with those involved directly or indirectly in the organization and planning of various events in Pietarsaari. At least representatives from the organizing team of the three major events treated earlier were interviewed. This was so because the researcher felt that the views and opinions of these people would serve as the basis for the recommendations after the findings. The interviewees' ages were between 35-60 years. Although one may argue that the numbers of interviewees' are perhaps too few, it should be noted that for a research of this kind, experts and professional views are mainly required in order to gain the desired result.

The information provided by the interviewees will be used primarily as the basis for the findings, analysis, recommendations and finally drawing of conclusion. Their information will be relied upon based on both their positive and negative remarks of the impacts of event tourism on the community from the four major point of view earlier treated; socially and cultural, environmental, economic and political.

##### **5.4.1 Presenting the organizer's interview**

Theme 1 "What remarkable positive changes have your events made on the people of Pietarsaari socially and culturally?" This questions talks about the impacts and remarkable changes the events hosted here in Pietarsaari have made on the city socio-culturally. The idea is to know how events have transformed the city socially and culturally positively. The interviewees' expressed their opinions based on their experiences and the changes they have felt through the years.

Interviewee A gave the remark;

Due to the difference in audience and the difference in the place or location, where the jazz events are been held, there has been lots of social and cultural integration because inhabitants (both Finnish speaking and Swedish speaking) come together and also foreigners too. This is has helped to open up the people to accept some things they are probably not used to.

Interviewee B thinks that since his past event was mainly about families, food and culture and also because it involved programme for different age groups, it impacted on the city more socially and culturally because it served as an avenue for reunion. He also stated that since there were mainly Finnish foods present in the event, it gave foreigners a bit of the Finnish culture through food.

Theme 2 “What are the economic impacts of your event on Pietarsaari as a host community? This question was based on the impacts of events on the community from the economic point of view. It was asked in order to check the general notion that the city of Pietarsaari does not host or organize events basically for economic benefits. It was believed that the organizers view on this particular theme will be very important because their opinions will help to clarify the notion.

Interviewee A answered by saying that it is very difficult to ascertain the economic impacts their events has on the city but notwithstanding, when people come for the events, they buy stuffs and also perhaps visit restaurants and shops but he thinks the economic impact is very minimal considering the fact that it is a one day event.

Interviewee B responded;

I wouldn't say there were economical impacts on the city as a whole in any specific ways but for the food companies and farmers who came there with their products to sell.

Theme 3 “What do you think were the negative impacts of your events on Pietarsaari socio-culturally and environmentally?” The idea behind this question is about reducing the negative impacts that impacted on the city during these events socio-culturally and environmentally. The organizers were asked this question so as to put in measures to checkmate these negative impacts in the future.

Interviewee A stated that:

There haven't really been any remarkable negative impacts as they have always tried to make sure that such impacts are avoided especially environmentally and socially as well although few years back when the event was hosted in an hotel and didn't give youngsters the opportunity to attend, the organizers decided to host something for them too and during the events, there were little challenges with Alcoholism among the underage.

Interviewee B said that:

He cannot remember any negative impacts environmentally as there were good arrangements for the waste and it worked quite well and socio-culturally, perhaps because of the different categories of people that were present i.e from adults to kids, there weren't any negative social impacts. Culturally he would say there were little challenges because he got a feedback from the Finnish speakers after the event that most of the programme was only in Swedish especially the seminar aspect. He also talked about taking the event to a level where it will serve as a medium for foreigners to visit the city by having it also in English although he thinks it may be difficult to do this only for the city but maybe for the Ostrobothnia region because the event was held in three places simultaneously in the region.

#### **5.4.2 Presenting the expert's interview**

Theme 1 “Based on your experiences about events hosted here in Pietarsaari, how would you rate the present level of these events and their impacts on the city?” This question was asked in order to examine and analyze the present state of event tourism here in the city and it was important to seek the experts view because they are both involved in the tourism development of the city.

Interviewee C said that:

I think it will be difficult to rate the current level of events in Pietarsaari perhaps because there are lots of things to consider before thinking of grading. For example the population could be an effect but I will say that there has been lack of investment in the event tourism not only in this city but the whole region. Mostly entrepreneurs' sponsor who runs different businesses but their sponsorship is not enough to come up with something really huge. So I think the city should get more involved in this sector because at the moment most of the events are hosted by different groups.

Interviewee D responded that:

It's difficult to rate as the events hosted here are mainly done by interest groups and associations who take it as a hobby and not as a profession. Only few concerts and events are professional. If we take from 4-10, I'll say 6.

Theme 2 "In what ways do you think hosting of events in Pietarsaari can impact on the community economically, socially and culturally, environmentally and politically?" This question was intended to serve two purposes, one of which was to know the experts' view streamlining the impacts of events to these four points of view and secondly, it was meant to benchmark what the organizer have said.

Interviewee C responded that:

For me, my greatest concern is to see that different events hosted in the city suit different categories of people, e.g drama, music events (which ranges from Jazz, Classical and rock), arts events etc. In this way, the inhabitants of the city get their taste of events for their enjoyment. This in turn impact on the city socially and culturally and environmentally, the constant hosting of events has led to the construction of some event centres, an example of which is the new music auditorium that is being built in the new school building. If there will be any political impact, it would perhaps be negative; which is the language thing. If the region decides to uphold the major language that is widely spoken in this area and use it against the minority, it could end up in a political way and would be negative. Economically, events haven't really gotten to the level of impacting significantly on the city because majority of the events hosted here are still on the low level but the Jacobs days might impact a little.

Interviewee D said that:

Socially, I think that events here in the city has helped the people of the city to become more lively and culturally there has been some kind of cultural integration amongst the inhabitants with themselves if you look at the bilingual

nature of the city, also with foreigners present in the city from different part of the world with different cultures. Economically, during the biggest event here, shops, restaurants, hotels and other business companies get more customers and this indirectly impact on the city. Environmentally, it is more of the negative impacts because in most cases, the city or the organizers spend more money to avoid or clear waste after events are held and sometimes there are problems with parking, noise pollution. But positively, it has creates avenues for more constructions and decorations like flowers and faunas displayed practically everywhere in the city centre. Politically, I can't really see any impact.

Theme 3 “What major things can be put in place in other for the city to benefit more from events hosted here in the future?” This theme is meant to seek the experts' view on what they think should be changed or improved upon in other for the city to feel more impacts from events positively.

Interviewee C said that:

I think one of the major things should be that these smaller groups who host all these various events come together under one umbrella. In this way, something big could be organized and the impacts will be felt more on the city. And these small groups don't have the risk capital to organize these big events so if there could be this organization where the smaller groups come together and become one and then they raise money by selling tickets and stuffs like that and then they can come up with something big. The city only gives money for the organization of the Jacobs days because they have seen it to be a good marketing tool to sell the city to other parts of Finland and perhaps other countries too. In summary, there should be more cooperation and more finance.

Interviewee D responded that:

There has not being enough cooperation between the organizers and individuals involved in the organization of events in the city. One thing is also that the city's' tourist office is not allowed to organize any event although in places like Kokkola, the tourist office organizes and cooperates with other bodies to host events. This kind of cooperation makes it easier to come up with a mega event with more impacts. There is much expectation when the music hall is being finish as regards hosting something quite big and using it as a marketing tool. But there should also be an office that will be responsible for selling tickets for events although at the moment, there are a few shops like the music house and other places but the most important issue is that there should be an office that will be responsible for selling tickets, packages etc and in this way, the city will benefit more. The conclusion is that there is a lot of marketing but no selling, so the selling issue should be addressed.

## **5.5 Analysis of the research interview**

The research interview will be analyzed in accordance with each theme simultaneously and will be in line with how the research themes have been presented above.

### **5.5.1. Analysis of the organizers interview**

Theme 1 expresses the opinions of the organizer on the changes their events have had or impacted on the city over the years. This question was meant to ascertain the impacts these various events by these organizers have had on the people of the city socially and culturally. There is the tendency that when organizers embark on hosting or organizing any events, there are anticipated impacts or benefits that are often envisaged and these impacts are seen and accessed after the event. For this reason, once an event is hosted, it should if not to a large extent at least a little bit impact socio-culturally on the intended audience and the city at large either by increasing the community pride or the revitalization of community traditions etc. To this regard, the interviewees gave their opinion as follows.

Interviewee A gave his remark by saying that considering the different age groups that make up the audience of their event, he believed that the positive impacts on the people socio-culturally has been quite good in the area of shared experience, validation of community groups, revitalization of traditions. Interviewee B believed that their event impacted on the people and the city in a distinctive way. Since it was an event that had to do with food and had only been held once, it impacted by way of introducing new and challenging ideas especially to the organizers and also by expanding the cultural perspective of the people.

Theme 2 was about the organizers' opinions on how they feel their events have impacted on the city economically. It is often believed that when people attend events, they directly or indirectly contribute economically to the destination. Although there is the belief that events are hosted here for the enjoyment of the inhabitants and not for economic gains, there is still

the possibility that an event must have impacted on the city economically. Interviewee A believed that their event has not in any significant way impacted economically on the city except for the fact that participants during the event purchase some stuffs at the period of the event.

Interviewee B believed there was an indirect economic impact of their event on the city looking at it from the individualist view. Many of the food companies and small farmers who came to sell their products benefited economically and that impact on the city indirectly.

In theme 3, the organizers were asked about the socio-cultural and environmental negative impacts their events have had on the city since the topic under research was not all about the positive impacts of events but negative impacts also.

Interviewee A was of the opinion that there were not any noticeable negative environmental impacts of their event on the city perhaps due to the venues that are normally used. Also he highlighted the only social negative impact as alcoholic consumption amongst youngsters.

Interviewee B believed there were not any negative social impacts because the participants were of different age groups, but culturally there was a slight negative impact in regards to language as there were some negative feedbacks in that direction. Environmentally, he believed there were none because measures were put in place to cater for any negative environmental waste. And due to the location of the venue, parking problems and noise pollution were not present.

### **5.5.2 Analysis of the expert's interview**

In theme 1, the experts were asked to rate the present level of events hosted in the city and their impacts based on their experiences. The question was asked in order to get the experts' view on the present level of event tourism in the city. Interviewee C believed that the level is quite low as there has not been enough sponsorship in the event tourism sector by the city and also from larger cooperation. She further said that smaller businesses and entrepreneurs



presently involved in the hosting of events in the city lack the financial ability to come up with huge that will benefit or impact positively on the city more. She believed that in the nearest future, the city will see the need to invest and be more involved in this sector.

Interviewee D rated the level of events in the city as 6 if a scale of 4-10 is taken. She believed that the reason behind the low level is that most of the events are being hosted by interest groups and associations who take up the task as hobbies. Only a few of the events according to her are organized by professional bodies.

In Theme 2, they were both asked to identify the possible ways hosting of events in the city can impact it economically, socio-culturally, environmentally and politically. This question's intention was to seek the experts' opinion on how they think the hosting of events in the city can impact on it from the four major points of view highlighted above.

Interviewee C thought that since the events hosted in the city are meant to meet the individual needs of the inhabitants i.e there are different ranges of events and they can choose which one suits them most, it impacts on the city socio-culturally by way of increased community participation. Environmentally she believed events have impacted on the city through infrastructural development. Politically, she felt the only impact could be somewhat negative and it is the language thing. In other words, there could be some social cohesion politically. And finally, economically she believed the major event hosted here has only had the capability of impacting on the city through perhaps more business opportunities.

Interviewee D in her turn believed that socio-culturally, events had helped the inhabitants to be livelier through shared experiences and also cultural integration between foreigners. She shared the same opinion with interviewee C in regards to the impact economically and environmentally, she believes despite the positive impacts which are infrastructural developments, she thinks there are also negative impacts which range from pollution in form of waste and noise and also traffic congestion especially during the major event. Lastly, she argued that she cannot really see any political impact on the city.

In theme 3, the experts were asked to give their advice on what they feel could be done better or put in place in the future in order for the city to benefit more from the events that are being hosted. The question was meant to aggravate the experts' feelings and aspirations for the city's event sector and how they think better results could be gotten in the future. Interviewee C thought that one major step towards actualizing the intended goals of events hosted in the city, is for the smaller organizers, associations and interest groups to come together and form cooperation. Secondly, there should be more finance towards this sector from both sponsors and the city's administration.

Interviewee D shared her opinion by saying that there should be more cooperation amongst the various stakeholders in the city's event sector which will enable the hosting of a mega event. She also believed that there has been a lot of marketing but there has not been any selling which could be handled by an office solely formed for that responsibility. In this way she thought they city could gain more economical impact.

## **5.6 Findings**

The study examined the socio-cultural, economical, environmental and political impact of event tourism on Pietarsaari as a host community. It could be deduced that the hosting of events has a great effect on the lives of the host community in many ways. The following paragraphs reveal the findings based on these impacts of event hosting on the community.

The research carried out showed that from the response of the organizers of events in the city that events hosted in the city are meant basically for the enjoyment of its inhabitants and not for economical benefits. Although there have been little economic impacts, this impact has reflected more on businesses and companies rather than the city at large. The events hosted here are structured in a way that all age groups are involved, the organizers also try to arrange events to suit everyone's taste as different people have different tastes regarding events.

The research also showed from the analysis that events here in this city have impacted positively on the people socio-culturally majorly by way of intercultural integration through shared experiences, revitalization of traditions and since different groups are always involved, it has helped to validate these groups. Secondly events hosted in the city have also impacted on the people by expanding their cultural perspective.

Another point that arose from the analysis was that the organization of the various events in the city has been quite excellent and that negative environmental impacts have always been taken good care of. There have not been any alarming negative environmental impacts like pollution either in form of waste or noise, also the traffic congestion has always been put to check. Culturally, the only noticeable negative impact has been about the bilingual nature of the city as the majority of the events have been arranged in Swedish and the minor Finnish speaking population feels a bit disappointed most times after these events.

Now from the experts' point of view, some of the findings are as highlighted; first and foremost, the present level of the event tourism in the city is quite low if compared with the population due to lack of finance by sponsors and also the city. This is so because the city and other larger cooperation have not really invested in the event tourism sector and at the moment, the few small businesses and entrepreneurs cannot afford the large capital to invest big.

The research also revealed that due to the different categories of events that are hosted to suit individual needs, events in the city have impacted on the people socio-culturally by way of increased community participation and it has also made the people more open especially through cultural integration with foreigners. Economically, the findings were that only the major event hosted here which is the Jacob's day's festival has shown the capability of impacting on the city through more business opportunities. Environmentally, it was found out that positively events have spurred most of the infrastructural development in the city, an example of which is the new music auditorium still under construction. On the other hand, some slight negative environmental impacts have also been detected during and after these

events especially the main event hosted in the city and these impacts are in the form of noise and waste pollution and sometimes traffic congestion.

Lastly, the research also revealed that the event organizers, associations and interest groups involved in the event tourism of the city have always been independent as there has not been cooperation among them. Also, there has been lack of selling of events in the city solely because no office is responsible for that, but there has been quite a lot of marketing.

The above illustrations or findings are the holistic summary derived from the interviews conducted with organizers and experts of the event tourism sector of the city. It shows that event tourism had both positive and negative impacts on the individuals and the host community at large. Therefore, much is still needed to be done in the area of financing, selling, and cooperation and consultation. This will help the event tourism sector to have more positive impacts and reduced or minimized negative impacts on the city. The next main chapter will highlight some recommendations that emerged from the findings by the researcher.

### **5.7 Reliability and validity**

It is every researcher's duty and responsibility to carry out a reliability and validity check of their research work no matter the method of research that was being applied. This is specifically important because knowing the reliability and validity of any research work is of great significance not only for the researcher but also for everyone especially those for which the research is being intended. The major reason behind this is actually to check or evaluate the authenticity of the research work.

Reliability is the extent to which research findings would be the same if the research were to be repeated at a later date or with a different sample of subjects. This is quite difficult to attain because this form of research deals with human beings in differing and ever-changing social situations. Reliability is for certain when a research that is repeated can produce the same or

identical results but only if the experimental conditions are properly controlled and if the model is taken from natural sciences. (Veal 2006, 41.)

This research is a qualitative study of the impact of event hosting on host communities, using the city of Pietarsaari as a case study. The interviewees had a broad knowledge of the interview themes and concepts as the interview questions were sent to them before the actual interview, this gave them the opportunity to familiarize themselves with these themes. The reliability was further given a lift with first-hand information and the responses received from the interviewees. Two tourism experts who have worked in the city's tourism sector for about 20 years were among the interviewees, one of whom is the cultural secretary of the city. The other is the city's tourism manager who is fully employed in the field of tourism, which is an indication that their responses to the interview can be said to be highly reliable, valid and credible and can be relied upon. The organizers interviewed have also been involved in the hosting of various events for quite a number of years and so their response can be relied upon also.

Validity on the other hand, is the extent to which the information collected by the researcher truly reflects the phenomenon being studied (Veal 2006, 41). This is quite difficult to accomplish when it comes to leisure and tourism research because they mainly deal with people's behavioral attitude and for information on these, the researcher is greatly relying on the interviewees' responses. The validity of this research work can be seen from the way the interview was carried out, presented, analyzed and findings arrived at. In the subsequent chapter the recommendations will be given and conclusion drawn and this will add more to its validity even though only a few persons were interviewed, it is believed that their responses are what matters most to the outcome of the research.

## **6 RECOMMENDATIONS AND CONCLUSION**

Having carried out a research of this magnitude, where interviews have been conducted, presented, analyzed and also findings have surfaced from the analysis, it is imperative and very important that recommendations are given. The recommendations will focus on how the positive impacts of event tourism on the city can be increased and also the possible ways to reduce the negative impacts to the barest minimum in subsequent events.

### **6.1 Recommendations**

The various organizers, interest groups and associations otherwise known as the stakeholders of the event tourism sector of the city should form a cooperation. This will make a team of reliable and efficient persons from different area of specialization and when they enforce their professionalism into the organization or hosting of an event, it will definitely be a grand success. And apart from this, more realizable ideas will emerge because of the combined force.

When planning on hosting any event especially the major ones which are intended for a wider audience and have the capability of bringing more participants, there should be more media awareness. From what is on ground, it seems as if the only media means that is being used to advertise these events are mainly newspapers, handbills and billboards but if a wider audience wants to be reached, television and radio adverts should also be adopted. In other words, there should be more media awareness as it is a contributing factor to the development of any tourism destination.

The chosen event venues should be such that they can accommodate the audience envisaged and also suit them because different event participants have different tastes when it comes to venues due to certain issues like religion, health matters and others. So in choosing any venue for any event, the organizers must consider this entire phenomenon so that some target groups

will not be left out. And also, the organizers should ensure that the basic amenities and needed facilities are in place in any chosen venue. This and many more always affect the assessment of any event afterwards.

From the findings, it was realized that the city lacks the economic impacts of events hosted here basically because there has not been any selling of tickets but just marketing. It is therefore recommended that the city should either create an office or an avenue where there will be people that are responsible for the selling of tickets during events. It could be under an existing office like the tourist office or some other municipal office dealing with issues relating to tourism. In this way, more sponsors will be interested in financing any events because the economic impact will be felt at least gradually.

The city is becoming more international as there are different foreigners coming to live here and study here all the time, so it is my recommendation that when events are being planned, these foreigners should be considered in regards to the language. This will help to fasten the socio-cultural integration they need and thereby making them to gradually fit into the system before they get to know the language. More should also be done in encouraging foreigners to participate in the events hosted here not just be attending but being involved in whichever way they feel they can. There should be a means where foreigners are sponsored to come up with events from their own cultural background; this will impact a lot on the city by way of introducing new and challenging ideas to event organizers in the city and also expanding the cultural horizon of the inhabitants.

Lastly, more should be done in encouraging the private investors, larger cooperations and the city council to invest in the development of the tourism sector. If more finance is made available for the hosting of events, especially bigger events, more tourists both local and internationally will be attracted to the city and the positive impacts will be great in all ramifications.

## **6.2 Conclusions**

In conclusion, it can be seen from the research that event tourism is a sector that has all the potentials of developing any tourism destination, or host community/ city. It is like a tool used in placing a destination at a level where other nationalities and nationals want to reckon with. The research has also shown that the hosting of events can impact on the host community socio-culturally, environmentally, economically and politically.

It can also be seen from the research that event hosting has had a huge success by different organizers although the aftereffect anticipation and impacts are not always enough as envisaged by these organizers due to many militating factors. Furthermore, there has to be more cooperation among the organizers, associations and interest groups involved in the hosting of events in the community so that there could be more commitment, dedication and focus towards the goals, objectives of these events and the aspirations of the people for which the events are intended. And in achieving all these, the city council should give all the support needed both financially and morally to these coordinated groups under one umbrella so that the city can also be well-known amongst other cities in Finland.



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**APPENDIX 1****Interview themes for Organizers**

**Research: The impacts of Event tourism on Host Communities. Case: The City of Pietarsaari**

**Interview type: Semi-structured Interview**

- ❖ **Theme 1:** What remarkable positive changes have your events made on the people of Pietarsaari socially and culturally?
- ❖ **Theme 2:** What are the economic impacts of your event on Pietarsaari as a host community?
- ❖ **Theme 3:** What do you think were the negative impacts of your events on Pietarsaari socio-culturally and environmentally?"

## APPENDIX 2

### Interview themes for Experts

**Research: The impacts of Event tourism on Host Communities. Case: The City of Pietarsaari**

### Interview type: Semi-structured Interview

- ❖ **Theme 1:** Based on your experiences about events hosted here in Pietarsaari, how would you rate the present level of these events and their impacts on the city?
  
- ❖ **Theme 2:** In what ways do you think hosting of events in Pietarsaari can impact on the community economically, socially and culturally, environmentally and politically?
  
- ❖ **Theme 3:** What major things can be put in place in other for the city to benefit more from events hosted here in the future?



