PROBLEMS OF TOURISM AND RECREATION

Warsaw 2014
Advisory Committee
Prof. dr hab. Andrzej Kowalczyk
Prof. dr hab. Aleksander Ronikier
Dr hab. Wiesław Alejziak
Dr hab. Ewa Dziedzic
Dr hab. Janusz Zdebski
Dr hab. Jolanta Żyśko
Dr Bartłomiej Walas
Armanda Cecil PhD – Indiana State University (USA)
Cafer Topaloğlu – Mugla University (Turcja)
Tamara Rátz – Kodolanyi University (Węgry)
Dr hab. Peter Čuka – Uniwersytet w Preszowie (Słowacja)
Rob Davidson – University of Greenwich (W. Brytania)
George G. Fenich prof. (PhD) – East Carolina University (USA)

Editorial Board
Leszek Butowski – Editor in Chief
Krzysztof Celuch
Elżbieta Nagórka
Teresa Skalska – V-ce Editor in Chief, Editorial Secretary
Jerzy Walasek
Krystyna Żelazna

All articles published in the journal are subject to review

© Copyright by Warsaw School of Tourism and Hospitality Management 2014

ISSN 2084-5162

Typesetting and imposition
Anna Jarząbek

Printing and binding
Mazowieckie Centrum Poligrafii
ul. Duża 1, 05-270 Marki
# TABLE OF CONTENTS

Issues of Tourists and Locals Behaviour: the Case of International Kotka Maritime Festival – *Irina Borovskaya, Mariya Dedova, Ekaterina Shishova* ............ 5

The Role of Travel Agencies in Poles’ Travels Abroad – *Maria Byszewska-Dawidek*...... 21

Tourist Aspects of the Health Resort Infrastructure in Poland
– *Maria Byszewska-Dawidek* .......................................................... 26

The genesis and concept of the sustainable development in meetings and events industry – *Krzysztof Celuch, Maryna Tishchenko* ............................................. 37

Traditional Food in Culture and Tourism – *Piotr Dominik*........................................ 47

Time is not the easiest thing: reflections on leisure, social capital and public policy – *Michał Koskowski* .................................................................................. 58

Preferences of Russian Incentive Tourists in Finland – *Natalia Kushcheva, Maria Ivanova* ........................................................................................................... 66

The Market for Travel Agencies in Europe – *Krzysztof Łopaciński* ................................. 76

Cultural policy principles on the examples of France, Great Britain, Germany, the United States of America, and Poland – a general system analysis – *Alicja Teresa Sanakiewicz* ............................................................ 81

Role of Hotels’ Affective Factors in Formation of Territory Image
– *Valeria Tarasova, Ksenia Kuzmina* ........................................................................ 97

Tourism as a Factor of Local Development – *Kazimierz Waluch* ................................. 109
Issues of Tourists and Locals Behaviour: the Case of International Kotka Maritime Festival

Abstract

This paper is aimed to differentiate types of visitors’ behavior at one of the biggest event in Finland - International Kotka Maritime Festival. Based on 367 questionnaires the research revealed that behavioral practices of local residents, domestic and international tourists differ, though not radically. Despite its international character the festival is more significant and interesting for locals, who spend more money and participate in more activities of the festival comparing to other groups. These trends can be explained by involvement of local residents and their families or friends into organisation of some of the festival’s events and possibility to spend time together. While developing a concept of the festival, organisers should consider a context and features of international tourists arriving to Kotka, but focus on raising level of satisfaction of the local community through more active engagement in preparation and conduction of the festival, diversification of the events and taking into account interests of all the stakeholders.

Key words: Festival, community engagement, locals, tourists.

JEL codes: Z13, Z32

Introduction

Festivals are one of the most popular events held in urban and rural areas around the world. They play vital role in attracting tourists to a destination (Backman et al., 1995; Anwar and Sohail, 2004; Gursoy et al., 2004; Boo and Busser, 2006; Mackellar, 2006; Chirieleison et al., 2013), bringing economic benefits as well as social and cultural impacts for local residents (Arcodia and Whitford, 2006; Rollins and Delamere, 2007). However, festival organisers do not often distinguish visitors based on their geographic background that may decrease the effectiveness of promotion strategies and adversely affect festival’s impacts.

The present study is devoted to International Kotka Maritime Festival held in Finland. The purpose of this study is to explore the features of the festival’s visitors differentiating as local residents, inner tourists and international tourists. This paper highlights such issues as
choice of events to visit within the festival, expenditures, revisit intentions, and willingness to recommend the festival.

Overview of research on festival visitors, segmentation between tourists and residents and its practical implication is first given in the literature review section. The next section outlines features of Kotka and International Kotka Maritime Festival to provide background information. The methodological section follows. Next section reports the findings. Types of the festival’s visitors, their characteristics and peculiarities in behavior are identified and described. The discussion section comments on the results of the study and their implications. Finally, conclusions and prospects for the further research are presented.

Tourists and locals at festivals

In tourism and event studies special events, in particular festivals have been attracting attention of scholars for recent decades as a source of new, unique experiences that enhance portfolio of a destination (Getz, 1997; Axelsen, 2006; Quinn, 2006; Crook, 2009; Singh et al., 2010; Oh and Lee, 2012). Festivals are featured by creation of special atmosphere, variety of highly interactive activities and possibility to get to know local culture and people. Especially the last attribute is typical for community festivals as they represent values shared within the community and help locals to preserve their identity (De Bres and Davis, 2001; Delamere et al., 2001).

Much of academic literature is devoted to exploration of motivation of festivals’ visitors (Uysal et al., 1993; Kim et al., 2002; Lee et al., 2004; Thompson and Schofield, 2009), their satisfaction (Baker and Crompton, 2000; Cole and Illum, 2006; Kim, 2008; Kim et al., 2008; Lee and Beeler, 2009; Yoon et al., 2010) and behavioral intentions (Baker and Crompton, 2000; Cole and Illum, 2006; Thompson and Schofield, 2009).

As festivals provide unusual experiences that differ from day-to-day living, they attract both attention of tourists and local residents. For tourists, visiting an event can be the only reason for travelling to a destination (Prentice and Andersen, 2003; McKercher et al., 2006). Meanwhile, participation of local residents not only increase attendance rates, but also contributes to sustainable development of a festival (Getz, 1997). By expressing their culture, beliefs and traditions, locals contribute to continuous evolution of an event arising from genuine spirit of a hosting community. In the same time, festivals serve as a tool for strengthening social capital of a community (Arcodia and Whitford, 2006; Rollins and Delamere, 2007), creating and enhancing sense of a community (Attanasi et al., 2013; Van Winkle et al., 2013) and making locals become “proud locals” (Kozorog, 2011; Small et al., 2005). Thus, hosting a festival is mutually beneficial for locals and festival management and provides a lot of new opportunities for social and cultural life (Raj and Vignali, 2010).
Target audience of an event varies significantly depending on such factors as event’s theme, scale, history, etc. Thus, marketing efforts should be targeted at particular groups of visitors, who can be interested in gaining various experiences at a festival. Festival management should employ appropriate information channels to disseminate information effectively and satisfy visitors’ needs and expectations (Ritchie and Smith, 1991; Fodness and Murray, 1999; Fyall and Garrod, 2005). Products and services provided within a festival should also meet the demands of attendees to ensure sustainability and continuity of an event. Through understanding of information sources used by visitors, their motivations, evaluations of event’s services and satisfaction, festival’s organisers can guarantee successful development of their project.

The present study seeks to explore features and attitudes towards the festival of groups of visitors differentiated by their origin: destination’s local residents, inner tourists from Finland and international tourists representing primarily countries in the Baltic Sea region. Consideration of local residents is of high importance as their acceptance of events or negative perception can significantly influence development of event tourism in a destination (Blešić et al., 2014).

City of Kotka and International Kotka Maritime Festival

Kotka is a city located in the province of Southern Finland and is part of the Kymenlaakso region on the coast of the Gulf of Finland. Population of the city is about 54,000 people. City position along the shore of the Baltic Sea has defined its role as one of the most important ports in Finland. Originally the city port was built for timber transportation. Today, port of Kotka serves the foreign trade not only of Finland, but also of Russia as a transit port. However, being an industrial center Kotka is experiencing economic difficulties. High proportion of seniors and unemployment rate exceeding the national average are structural problems for economy of the city. Under these circumstances tourism has become a significant industry for city development. Located only 50 km from the border to Russia, Kotka is the most rapidly growing destination for Russian tourists.

International Kotka Maritime Festival is one of the top tourist attractions in the region. The festival has been taking place since 1962. The festival is among the biggest festivals in Finland. In 2013, the festival had more than 230,000 visitors [Yle, 24.02.2014]. In total, approximately 200 different activities and events, most of which are free of charge, are organised during the festival. They are devoted to the maritime-themed heritage, food and music; include performances of top artists, street theatre performances, yacht events and sea cruises, the Baltic Sea Village and international Europe market, diverse sports competitions, maritime-inspired foods and Children’s Maritime Festival.
In 2014, when data within the research project were collected, the Gangut regatta devoted to the 300th anniversary of the victory of the Russian fleet took place during the festival. The regatta was a race for traditional sailing boats and tall ships from the Baltic Sea region. Not only speed, but also environmental aspects were taken into account. The winner of the main race, which was called Greening race, was the one, whose sailing had been the most ecological. Such indicators as the carbon footprint, the recycling and storage in waste management as well as use of the septic tank were measured to find the winner.

Variety of activities and events organised within International Kotka Maritime Festival provide possibilities for different groups of local population and tourists to get enjoyable experiences. Distinction between local residents and inner and international tourists in perception of the festival and level of engagement in its events defines a research interest in studying it.

**Methodology**

The research project was implemented by the Laboratory of Economics of Culture of the National Research University Higher School of Economics in St. Petersburg (Russia). The group of researchers together with students of the master programme “Experience Economy: Management in Hospitality and Tourism” collected data during International Maritime Festival in Kotka in 2014.

The main aim of the research project was to reveal festival effects, which influence city area and local community development. Mixed methods (qualitative and quantitative), namely semi-structured interviews with stakeholders and visitor survey with a questionnaire, were employed within the study. The present paper is focused on exploration of the features of local residents, inner tourists and international tourists as visitors of the festival, that’s why only the quantitative part of the research was used for analyses.

The survey was based on the research tool developed by the Association for tourism and leisure education and research (ATLAS), in particular Cultural Tourism Research Group, which is the part of the ATLAS interested in visitor studies. The questionnaire for this research was elaborated for an event monitoring project. It can be applied for different types of cultural events and measures behavior and motivations of cultural tourists.

The questionnaire contains groups of questions on motivation for visiting the event, sources of information about it, event visiting patterns (visiting days and choice of visitors’ activities during the event), visitor satisfaction level of the experience gained during the event, festival’s performance level and visitor’s opinion on region promotion by the event, expenditures rate and social and demographic characteristics of visitors.

To take into account the most part of visitor behavior patterns during International Kotka Maritime Festival the sample was formed on a few grounds presenting different types of
IRINA BOROVSKAYA, MARIYA DEDOVA, EKATERINA SHISHOVA

events and high level of visitor accumulation. The interviewers worked in the park, at the regatta, city mall, harbor, city Maritime museum, international Europe market, concert stages located in different parts of the city. Collected database consists of 367 questionnaires of visitors. The database was formed and analyzed in software package SPSS.

Findings

Visitor type description

The sample consists of 367 cases. There are 54.8% females among respondents and 45.2% males.

Age variables were enlarged and transformed into two categories: visitors younger than 29 years and those, who are older than 30 years. There are 43.6% of visitors, whose age is less than 29 years and 56.4% of more than 30 years old.

Income structure categories were enlarged. As consequence two income categories were made: more than 20 000 euro per year for a household and less than 20 000 euro per year. Among the festival visitors there are more of those, whose income exceed 20 000 euro per year. This type of respondents amounts 62.5% in the sample. Those, who earn less than 20 000 euro per year, are twice fewer (37.5%).

The data demonstrate that there is a little bit high percentage of visitors, who have no higher education, namely 51.9%. Percentage of respondents with higher education is 48.1%.

According to the data three types of visitors can be distinguished on the basis of their origin. Namely there are 50.1% citizens of Kotka (172 persons) in a sample, 37.9% inner tourists from other regions of Finland (130 persons) and only 12% tourists from other countries (41 persons). As number of tourists from other countries is not very high in some types of analysis this category is joined with the category of inner tourists.

Among locals in the sample there are more women (62.2%) and fewer men (37.8%). Number of men and women among inner tourists is almost equal – 51.9% and 48.1% respectively. Tourists from other countries consist of 50% women (20 persons) and 50% men (20 persons).

The ratio by age among locals is more equal compared to other groups. There are 47.1% of those, who are 29 years old and younger and 52.9% of local visitors are 30 years old and older. Inner tourists consist of 42.3% of those, who are 29 years old and younger and 57.7% of those, who are 30 years old and older. There are more visitors, who are 30 years old and older among tourists from other countries, namely 68.8% (28 persons). This visitor type contains 31.7% of those, who are 29 years old and younger (13 persons).

Percentage proportion of tourists from other countries differs from other visitor types by education. There are more persons with higher education (68.3%) (28 persons) compared to
other groups. Among them there are 31.7% visitors without higher education (13 persons). On the contrary, among local residents, who were questioned there are more persons without higher education, namely 58%. Persons with higher education amount for 42%. There is almost equal proportion of persons with higher education and without it among inner tourists (50.4% and 49.6% respectively).

As for income, the locals and inner tourists proportion with annual household income of more than 20 000 euro is higher than tourists from other countries proportion. There are 62.6% of questioned locals, who earn more than 20 000 euro and 37.4%, who earn less. 65.8% of inner tourists’ households earn more than 20 000 euro per year and 34.2% earn less than this sum. Among tourists from other countries the proportion is equal: 50% for each of the category. These income differences between visitors from other countries and Finnish visitors can be explained by country living standard and salary rates. In our sample visitors from other countries is presented mostly by tourists from Russia, where salary rate is lower than in Europe.

Analysis of Finnish tourists’ structure demonstrates that there are visitors from 12 regions of Finland (out of 20 country’s regions). The majority of tourists are from nearby Uusimaa region (50.2% of inner tourists), where such cities as Helsinki (35.4%) and Vantaa (5.4%)

Figure 1
Festival attendance by inner tourists’ location
are located. A little bit fewer visitors are from the region Kymenlaakso, where festival takes
place (24.6% of inner tourists). There are 14.6% citizens of Kouvol and 4.6% of Hamina
presented in the sample. Among other nearby regions Päijänne Tavastia and South Karelia
regions can be emphasized. The sample consists of 4.7% and 4.6% of inner tourists respec-
tively. There are also visitors from the more distant regions, which are situated on the west
and northwest of Finland. There are 5.5% from Pirkanmaa region and 3.9% from Southwest
Finland. There are a few visitors from other distant regions, which are situated on the north
and north-east of Kymenlaakso. 1.6% of visitors come from Central Finland region; 1.5%
– from Northern Ostrobothnia and the same number of visitors – from Southern Savonia.
The lower number of visitors came from the west part of Finland. It is only one west region
(Northern Savonia), which is represented in the sample. There are 0.8% of visitors, who
came from there to the festival. The same percentage of visitors came from Tavastia Proper
and Ostrobothnia regions, although it is more close to Kotka (see figure 1).

There are 12% (41 persons) tourists from other countries in the sample. The most part of
them are from Russia – 23 persons. Nine persons are from other countries of the Baltic Sea
Region (namely Lithuania, Latvia, Estonia, Sweden), four persons are from the USA, two
persons are from Europe (namely France and Belgium), the same quantity of tourists are
from Asian countries (Japan, Thailand) and one person comes from Belarus.

Visitor pastime at the Festival

In this part of the analysis two types of tourists – inner and international, who visited the
festival are joined as their attendance pattern is almost equal.

The data demonstrate that the number of persons for the first two days of the festival is
lower compared to other days. It is 13.3% for the local residents and 30.1% for the tourists.
The peak of attendance of the locals (66.7%) falls on the third festival day accompanied by
the parade and the beginning of the concert programme. Then attendance level of the locals
decreases slowly attained 62.7% for the fifth day of the event. For the tourists it rises from
the first day of the programme to the end of the regatta until 46.3%. Afterwards tourists’ at-
tendance compared to locals continues to rise slightly attaining its peak on the fifth day of
the programme (60.1%). At the last day of the event attendance rate for the locals and tour-
ists falls down until 42.1% for the former and 27.1% for the last.

It is important to note that the peak of attendance for tourists is related with a week-end
(Saturday is the fifth day of the festival). It can mean that for this type of visitors the pro-
gramme proposed by the festival organisers is less important than their leisure time, when
they can come (Figure 2).

The question about events that respondents are going to visit is a multiple choice ques-
tion. This question was transformed into two variables: events, which are related to the main
festival programme (namely, music programme and regatta) and events, which include not only the main festival programme, but other activities (namely, walking around the city and the park, sport events, Children’s Maritime festival, bar, museum, amusement park, international Europe market and shopping, visiting parade).

Figure 2
Attendance of Maritime Festival in Kotka (%)

According to the data there are more people, who prefer to visit the main festival programme (56.9%), whereas there are 40.7% of those, who visit other activities during the festival and some main programme activities.

The most part of respondents prefer to visit only the main programme during the Festival. Among those, who visited only the main festival programme, there are 55% (104 persons) of local residents, 37% (70 persons) among inner tourists, 8% of tourists from other countries (15 persons). Among those, who visited not only the main festival programme, but some additional activities there are 51.5% of locals (70 persons), 36.8% of tourists from Finland (50 persons), 11.8% tourists from other countries (16 persons).

Visitor type expenditure structure

There was expenditure division into two types, namely admission expenditures, connected with directly festival organisation and other incidental costs during the festival (merchandise/souvenirs, food and drink, shopping).
The festival visitors spent on average 14 euros for admission and 25 euros for incidental costs per person during the event.

Anova analysis demonstrates absence of statistical significance between visitor types and admission expenditures (F-test - 1.2; sig - 0.299). Locals spend a little bit more for this expense type (17 euro per person during the event). Tourists spend almost the same amount of money: 11.6 euros for inner tourists and 11 euros for tourists from other countries.

There is statistical significance between visitor types and other incidental costs (F-test - 4.6; sig - 0.01). It is inner tourists, who spend more money for this type of expenditures compared to other groups (30 euros per person during the event). Tourists from other countries spend less (23 euros per person during the event), but a little bit more than locals (21.5 euros per person during the event) (see table 1).

Table 1
Festival expenditures significance by the visitor types

<table>
<thead>
<tr>
<th>Specification</th>
<th>Locals (mean, SD)</th>
<th>Inner tourists (mean, SD)</th>
<th>Tourists from other countries (mean, SD)</th>
<th>F-test (sig)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admission expenditures, euros</td>
<td>17.05 (35.4)</td>
<td>11.57 (27.3)</td>
<td>11.00 (22.1)</td>
<td>1.2 (0.299)</td>
</tr>
<tr>
<td>Other incidental costs (merchandise/souvenirs, food and drink, shopping), euros</td>
<td>21.5 (19.7)</td>
<td>30.3 (28.9)</td>
<td>22.9 (22.8)</td>
<td>4.6 (0.01)</td>
</tr>
</tbody>
</table>

Visitor satisfaction with the festival

Questions about likelihood to advise the festival to the friends or family and visit again this event in the future consist of ten-point scale. The respondents chose answers mostly from 7 to 10 in this question. As a consequence the scale was transformed into binary variable, where 1 is more likely to recommend the festival or visit it again and 0 is less likely to do it.

According to the analysis there is statistical significance between visitor types and likelihood to recommend the festival to the friends and family (chi sq=19.794; p < 0.05). Tourists from other countries are less likely to recommend it for their friends compared to locals.

Almost the same results demonstrate the comparison of visitor types by desire to return to the festival. There is statistical significance (chi-square=25.541; p < 0.05). There is less possibility for the tourists from other countries to visit the festival again. The locals, on the contrary, will come more possibly.

The data demonstrate that there is no statistical significance between visitor types and emotions and experience gained during the festival. The sample mean of this indicator is 4.1.
Statistical significance absence also was found between visitor types and satisfaction from the festival organisation. A mean in the sample is a little bit higher than mean of previous indicator. It is equal to 4.9. Statistical significance was found between visitor types and satisfaction with promotion of Kotka within the festival (F=3.818; sig=0.023). The local residents in general agree with positive influence of this event on image of Kotka (mean=4.9). Tourists from other countries agree to a larger extent with this parameter (mean=4.5) compared to inner tourists (mean=4.4). Such an error among tourists from other countries can be explained by cases insufficiency in this group (Figure 3).

Figure 3
Different visitor types satisfaction from Kotka promotion on the festival

Discussion

To increase positive impacts of a festival – both the social-cultural and economic – it is vitally important to identify requests of target audience of a festival to develop a list of expected services. From this perspective, analysis of behavioral intentions and practices as well as segmentation of visitors can give food for thoughts.

Using existing tool – the ATLAS questionnaire aimed at studying visitors and effects of the festival, the behavioral aspects are analysed in order to understand, whether segmentation of visitors (into locals and tourists) is needed and should these segments be taken into consideration by the festival organisers for planning the programme and services of the event.

International Kotka Maritime festival is actually of national character as more than a half of the sample is locals and in addition approximately 40% of visitors are inner tourists.
Maritime theme in its „blurred” form, when everything connected with the sea is comprised within the concept, is more interesting and important for residents of the city and country rather than for tourists. Sea is an integral part of the life of the city: its history, economy, daily life, self-consciousness of local residents. This enhances interest and engagement of locals in the festival.

Analysing the findings of the research on attendance of various events and activities within the festival one should point out that neither the music concerts, nor the regatta, being key events, do not become reasons to visit the festival for any of attendees’ groups. Locals are attracted mostly by the variety of offered events and amusements. For other categories of visitors disparity between concerts and other events is not so significant. One can assume that there are several explanations.

First of all, the programme of the festival does not take into account specificity of tourists’ behavior; most of them come only for the weekend (peak of tourists’ attendance to events falls on Saturday). The peak of locals’ attendance falls on the opening of the festival and the parade, which take place on Thursday. Thus, the regatta and the music concerts are neglected.

The most part of the festival’s events is free; it creates sustained interest to the festival for all groups of visitors. However, the locals are more engaged in sports tournaments than tourists (particularly those, who arrive only for one day and unlikely feel comfortable after the scamper, while locals can return home and brush up). Locals can also have additional motives to see the parade, wherein different local communities, associations, clubs take part to see their own friends, family members or colleagues. Especially in case of their involvement into preparations for the parade through building platforms, creating costumes, etc.

As for the music programme and concerts, they are not attractive for international tourists due to domination of performers known only in Finland and performance of Finnish songs. Tourists also try to save money under the conditions of incidental expenses preferring not to pay entrance fees. On the contrary, locals tend to be more interested in music concerts.

One should also consider the context and features of international tourists arriving to Kotka. Geographical location of the city, its proximity to the border of Russia makes it more amiable for one day or weekend tours. For Russians, who live not far from the border – generally for residents of St. Petersburg a trip to Finland for one or two days by their own transport or by coach (within an organised tour) is quite popular type of break. The aims of these short tours may be camping, visiting aqua parks or shopping. Especially this is the case of South and Southeast Finland, where Russian tourists generate the most part of tourist flows. According to available statistics, in 2013, approximately 5.5 million Russians crossed the border over to southeast Finland [The Kotka-Hamina Region]. The choice of events within International Kotka Maritime festival is defined to a large extent by existing tourists’ practices as the majority of the sample is Russian tourists.
Tourists arriving to Kotka do not often have any information about the festival. Coming there incidentally, people usually want to add to their leisure programme visits to different outdoor cafes, fairs and other events, if they have enough time for this. In particular, this is relevant not for individual tourists, rather than for organised groups of tourists: their schedule is tight. Some travel agencies collect information about main cultural events, festivals and inform tourists on them to promote their services and create additional motivations to visit one or another city. However, in most of the cases such events will not be the main reason for travelling. On the other side, promotion issues of International Kotka Maritime festival abroad aimed at increase of tourist flows lie beyond the scope of the present paper.

Short-term and spontaneous visits of Russian tourists may reflect their expenditures at the festival; on average they spend less than other groups of the festival’s visitors. Perhaps they simply have no time. In matters of food participants of organised tours show the propensity to save, often preferring to take food from home. As for inner tourists, the excess of their expenditures over the other groups of visitors can be explained to some extent by existing constraints. Local residents have opportunity to dine at home, rather than at the festival, tourists are deprived of this opportunity. At least those, who stay in hotels and not in apartments or with friends, tend to have lunch in a café or restaurant. Nevertheless, they try to reduce costs at the festival (this type of spending is less than among locals), preferring some free entertainment as they already had to pay for travel and accommodation.

Despite of the fact that all groups of the festival’s visitors were satisfied with it, the likelihood of returning to the festival among tourists is much lower comparing to locals. Obviously locals visit the festival every year, for them it is the significant event in social and cultural life of the city. Inner tourists also see it as a good reason to travel and tourists from other countries come there by chance and are unlikely to make plans for this event in the future. The vague concept of the festival might affects. Although there is the theme, the festival is not focused on certain niche, a certain segment of consumers. It is difficult to find fans of everything that is related to sea. If the festival is more closely linked to the regatta in the future, it has a potential to attract a certain category of visitors. On the whole, in contrast to, for example, the Savonlinna Opera Festival or Pori Jazz Festival, there are no fans of the festival, who return every year for a new programme.

In the same time, the festival is of great importance for local residents due to their engagement. Such type of engagement may influence satisfaction with the festival’s impacts on image of the city. Mean value of this indicator is higher among locals than tourists. Despite the scale of the festival, in the eyes of tourists it does not contribute to the brand of the city, but it increases magnitude and value of the community in the eyes of locals. People learn about new places to visit in their city, they receive valuable information on its history and culture. The festival helps to realize local residents that in their own city they can have a good time.
Conclusion

Behavioral practices of local residents, inner and international tourists differ, but not radically. Selection of events for attending within the festival and distribution of costs depend on time that a visitor spends in the city; existence of any additional motives (relatives and friends participating in the parade, participation in sports competitions, etc.); total cost of the festival (including travel and accommodation budget). The features of inner tourists and tourists from other countries are more noticeable due to peculiarities of international tourists (primarily from Russia) and their visits to Kotka. The festival is one of the largest in the country in terms of number of visitors and, therefore, plays an important role for local residents and residents of the surrounding regions. The organisers should in the first place focus on needs of these groups of visitors to increase the level of satisfaction through more active engagement in the preparation and conduction of the festival, diversification of the events and so on. The event greatly affects different aspects of life in the community and the fact that the organising committee of the festival includes employees of the municipality is of great importance. Despite of the fact that due to the crisis the number of tourists in Finland fell, international tourists still may be considered as potential visitors, but the appeal of this category in terms of getting the benefits by organisers is not very high (especially considering the infrastructure problems etc.).

One of the biggest festivals in Finland should take into account the features of the behavior and interests of local residents and residents of the surrounding areas to adjust organisational and programmatic issues and increase profitability. In this regard, qualitative analysis of data obtained during interviews with the festival’s stakeholders is one of the most prospective directions for the future research. Exploration of positive and negative impacts of the festival and stakeholders’ behavior within the festival will help to develop recommendations for changing the concept of the festival to consider different parties’ interests and raise the event’s efficiency. In addition, investigation of the possibilities and potential for the event promotion on the Russian market seems to be promising. The proposed study can become a basis for conducting research on comparison of various Finnish festivals in terms of their attractiveness for international and Russian tourists. Review of existing worst and best practices will allow elaborating recommendations for festival tourism development in Finland, promotion of niche festivals on the Russian market, development of new tourist products, etc. Given the decline in tourist flows as a result of the crisis, this is of special significance.

Bibliography


Axelsen M. (2006), Using special events to motivate visitors to attend art galleries, “Museum Management and Curatorship”, No. 21(3).


Kozorog M. (2011), Marginalisation as a context for interpreting the impact of a subcultural festival on a local community, “Dve Domovini”, No. 35.


Zagadnienia zachowań turystów i tubylców: przypadek międzynarodowego Festiwalu Morskiego w Kotce w Finlandii

Streszczenie

W opracowaniu scharakteryzowano rodzaje zachowań uczestników jednego z największych wydarzeń w Finlandii - Międzynarodowego Festiwalu Morskiego Kotka. W badaniu, na podstawie 367 kwestionariuszy stwierdzono, że behawioralne praktyki mieszkańców oraz turystów krajowych i międzynarodowych różnią się, choć nie radykalnie. Mimo międzynarodowego charakteru, Festiwal jest bardziej atrakcyjny dla mieszkańców, którzy wydają więcej pieniędzy i aktywniej uczestniczą w Festiwalu niż przyjezdni uczestnicy. Można to wytłumaczyć zaangażowaniem mieszkańców i ich rodzin lub przyjaciół w organizację niektórych wydarzeń festiwalowych i możliwością spędzania czasu razem. Rozwijając koncepcję Festiwalu, organizatorzy powinni brać pod uwagę nie tylko spe-

2 Artykuł przygotowano w ramach programu Funduszu Akademickiego w Narodowym Uniwersytecie Badawczym „Wyższa Szkoła Ekonomii” (HSE) w roku 2015 przy wsparciu w ramach dotacji przyznanej HSE przez rząd Federacji Rosyjskiej ds. wdrażania programu globalnej konkurencyjności „Badania kreatywnego potencjału rozwoju turystyki kulturowej”.

PTIR_2014.indd 19 2016-12-14 13:47:18
cyfikę i cechy zagranicznych turystów przybywających do Kotka, ale skupić się też na podnoszeniu poziomu satysfakcji lokalnej społeczności.

Słowa kluczowe: Festiwal, zaangażowanie społeczności, mieszkańców, turystów.

Kody JEL: Z13, Z32

Affiliation:
Irina Borovskaya,
National Research University Higher School of Economics
Management Department, St. Petersburg School of Economics and Management of the HSE, Russia
e-mail: iborovskaya@hse.ru

Mariya Dedova
National Research University Higher School of Economics
Management Department, St. Petersburg School of Economics and Management of the HSE, Russia
e-mail: mdedova@hse.ru

Ekaterina Shishova
National Research University Higher School of Economics
Management Department, St. Petersburg School of Economics and Management of the HSE, Russia
e-mail: eshishova@hse.ru