ABSTRACT

The topic for this study was given by Film Center of Central Finland (FCCF). FCCF wanted to improve their cinematic activity. Kino Metso is their cinema which tours around Central Finland.

This thesis studies what kind of cinema is a good touring cinema and also how a good cinema-tour should be produced. The goal of this research was to get an answer to this question using a questionnaire and a half-structured interview to collect feedback from the audience of Kino Metso. Feedback was also gathered from the organizations which worked in collaboration with Kino Metso. The research took place starting from August 31st to September 16th 2007. During that period Kino Metso toured Hankasalmi, Laukaa, Muurame and Leivonmäki.

It was possible to make guidelines to develop Kino Metso based on the material gathered from the research. The study pointed out the existing weaknesses particularly in marketing and in media-publicity. Based on the research, the majority of the customers of Kino Metso named local newspapers as their primary source of information. It means that FCCF needs to improve its communication towards the local media in the future. The study also points out the importance of the collaboration between Kino Metso and the organizations in the local communities, particularly in public relations.

Keywords
film tour, cinema, cinema tour, Kino Metso, Film Center of Central Finland