Humak University of Applied Sciences  
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ABSTRACT

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Title  
IISALMI - TOESET SANNOO SAVON SIELUKS - value of the publication lisalmen palveluopas 2009 for the town image and services attractivity

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Abstract

My thesis will examine the value of the publication lisalmen palveluopas 2009 (lisalmi service guide 2009) for the marketing of the town of lisalmi located in the Northern Savonia region in Eastern Finland. The orderer of the research was marketing department of lisalmi. I researched how well the service guide is serving as a tool of place marketing and how the guide could be developed in the future. Service guide is the biggest visible marketing effort of the town of lisalmi. Its distribution is 70,000 units and its content and appearance are also building lisalmi’s place image.

The sample of the survey consisted of 66 residents of lisalmi and 13 students of Humak University of Applied Sciences. The students are not residents of lisalmi. The students and the residents were given different web polls. The residents were questioned about the attractiveness of the services and the students were asked what kind of image the guide creates for lisalmi. The service guide got a good grade from the respondents but they wanted to get more information about festivals and events as well as leisure possibilities. Non-residents were demanding clearer design of the appearance of the guide.

The guide encouraged the respondents to use the services presented in the guide. 71.4 % of the residents thought that the guide motivated them to use the services. The biggest single service group that the respondents planned to use was the events. The events and the cultural offering of the town were the most interesting services also for non-residents. Non-residents felt that lisalmi is a typical town in Savonia region that arranges interesting events and offers good cultural services.

lisalmi has tried to highlight the local traditions and the abundance of events and festivals in its marketing. The students who read the service guide saw the image of lisalmi in the similar way that the marketers did so it can be seen that the marketing strategy of lisalmi is transferred well to the minds of readers by the means of the service guide. In the future, the marketing department and the town of lisalmi should allocate more resources for the development of creative fields of activities to ensure that the real situation would respond to people’s images of lisalmi.

Keywords

Place marketing, image, marketing, lisalmi ,service, town guide