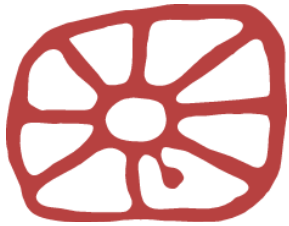




The festivalisation of the rural north; community-building and social entrepreneurship



Arvid Viken

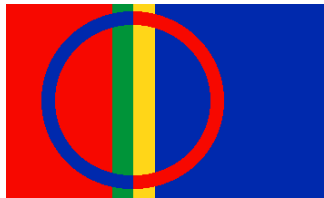
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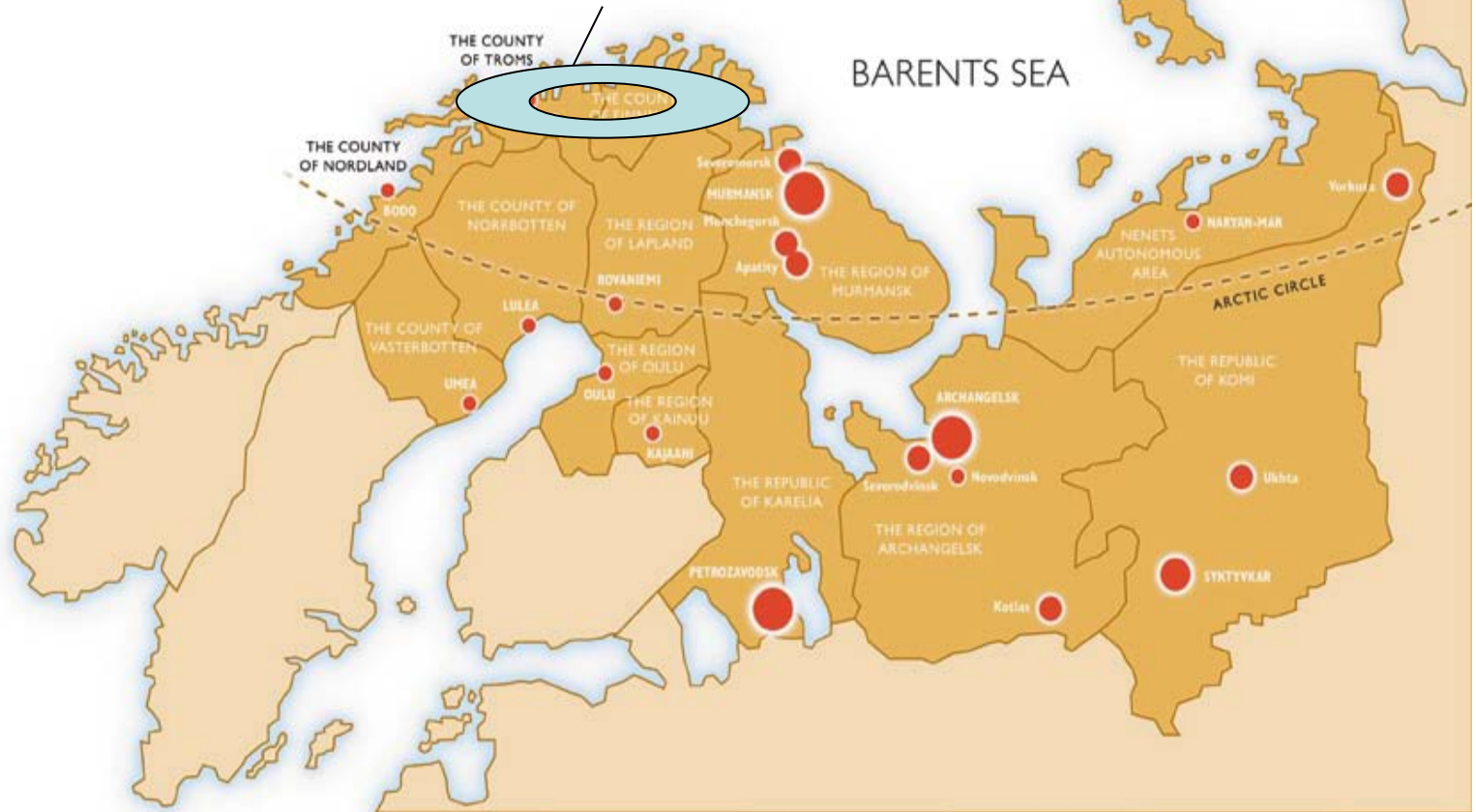
The 19th *Nordic Symposium in Tourism and Hospitality Research*
Akkureyri, Iceland September 22-23, 2010

Photos: *Riddu Ridđu, O.M. Rapp, A. Viken*

Where are we?



Troms County
Finnmark County





Festivalisation

- Growth in number of festivals recent years
- The festivalisation reflects changed community functions and public life – we think.
- In this perspective; we have studied why festivals in Finnmark and Nord-Troms, Norway are created;
What have been the motives/platforms, and what the aims for the festivals currently are.



Theoretical frame



- Festivals as community-building and place-making
- Spaces of appearance' – the individual speech and communication – and 'the common world' (the institutional world)
- Festivals as counter-acts; they are breaking the privacy trend and are channels for spontaneous interacting.
- Festivals used to combat social alienation and insecurity of public space.
- Place based events express identities, celebrate communally held values and strengthened communal bonds.



Festival Creation Processes

- Festivals do not just happen.
- There are two major approaches to this;
 - One is to see it as a function of a system, structure, trend and competence.
 - The other is to see it as a result of somebody's thinking and acting – that there are some entrepreneurial persons and processes behind such events.





Festival motives and platforms - an analysis of festivals aims in three Australian provinces.

- They were as follows (Gibson et al. 2010);
 - promote place/theme/activity (29 %)
 - show place/theme/activity (18 %)
 - build community (16 %)
 - compete (16 %)
 - entertain (14 %)
 - foster/encourage (13 %)
 - celebrate (9 %)
 - fundraise (9 %)
 - educate (4 %)
 - make money (3 %)
 - increase regional income (3 %).





Festival origins - categories applied

- *Festivals as celebration (of traditions)*
- *Festivals for profit and commerce*
- *Socially motivated festivals*
- *Politically motivated festivals*

And:

- *mixed motives*
- *changed motives over time*





Methods and data

Questionnaire including some open-ended questions:
56 questionnaires from festivals in Finnmark, using the "questionnaire for festival managers or owners" (Andersson, Carlsen, Ali-Knight, Jaeger, Mykletun and Taylor, 2008);

In-dept interviews:

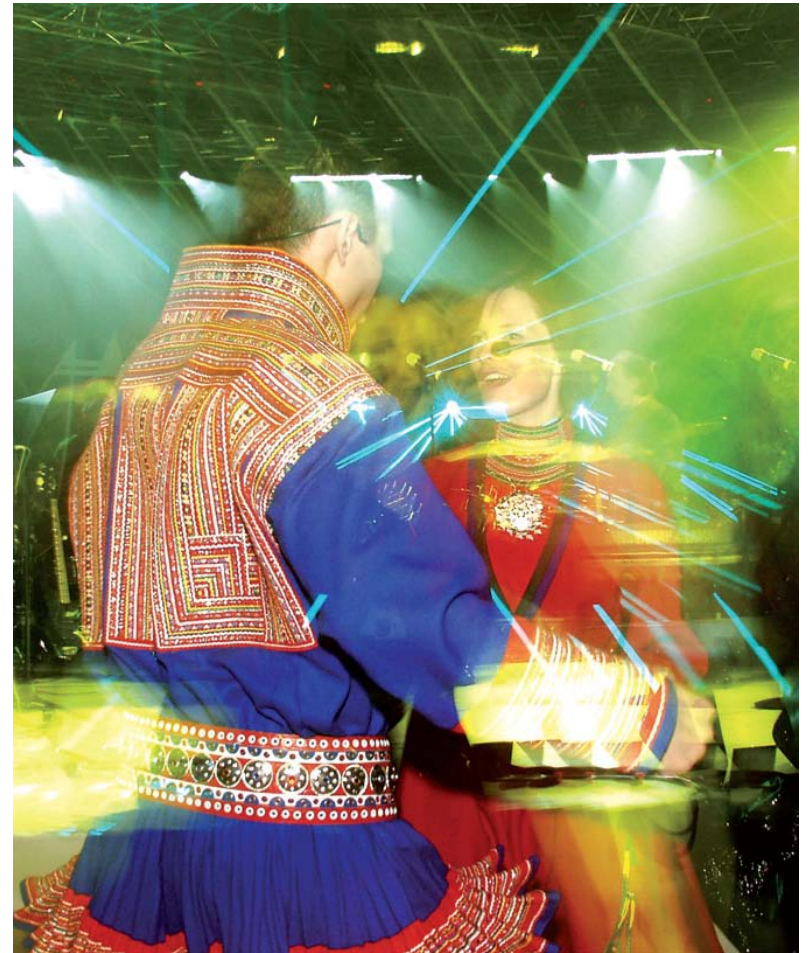
- Stakeholders related to these festivals
- Some done within the frame of identity study (Viken 2008)
- Interviews done in a border-related study (cf. Viken and Nyseth 2009).

Case studies of five festivals; mixed methods



Case studies

- *The Kautokeino Easter Festival*
- *The Midnight Rock Festival*
- *The Riddu Riddu festival*
- *The Barents Spektakel*
- *Skippargura festival*





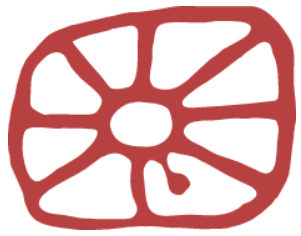
Festivals as celebration of traditions

The Kautokeino Easter Festival

For centuries a social event;
now turned into a festival

- Based on Sami traditions, new activities have been added; showmobile race, yoik concerts, rock concerts, a music competition and a film festival.
- Changed from a traditional local event to a modern local event with some tourism in addition





Ethnic awakening and Sami tourism



Fostering:

- *Children's Festival. Youth Camp.*
- *Course in yoik, storytelling, duoddji, traditional cooking etc.*
- *Riddu Riddu Indiville, for families and others interested in indigenous cultures*
- *Courses: yoik, Inuit drum play, dance, rock music, etc.*



Tourism:

- *Sami event for Sami tourists; a place to meet family and friends, to be educated in Saminess*





Festivals as commerce

- A business sector
example: A crab festival
 - Infrastructure looking for more business.
- A way of creating income:
 - Music festivals
 - Sports tournament

The commercial side not central for most festivals in the survey



Socially based motives



- Most commonly used expression is "well-being", "to make fun" or "to create a feast for the locals" "a need for local activities", or "something to happen" ("create life") and "to gather people" ("create a rallying point").
- A way of activating and developing skills.

• The Midnight Rock in Lakselv

From social motives to business

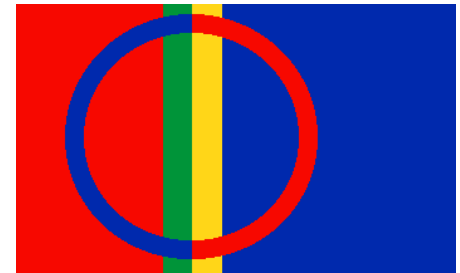




Politically motivated festivals

- “Present the cultural diversity of the municipality”. “To increase co-operation between culture and the business sector.”
- Goals or motive related to “growth”, “collaboration” and identity building.
- Place promotion

The Barents Spectakel
Change: From politics to
popular culture - democratisation



Festivalisation



- Festivalisation of events; everything is named as a festival
- Festivalisation of festivals; expanding in themes, time and space.
- Festivalisation of time and space in general
- Festivalisation as place making and place promotion
- Festivalisation of media



Conclusion

- Changes from social motives to commerce
- Democratisation of festivals
- Institutionalisation of festivals
- Festivalisation as a trend makes the festival term fuzzy





Thanks