

organization to make managerial decisions on the basis of the received data regarding the development of the company.

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Milićević Snežana
PhD, Associate Professor, Professor at the Department
Katrovanović Marija
Bachelor of Management
Faculty of Hotel Management and Tourism in Vrnjačka
University of Kragujevac
Banja, Serbia

EVENT TOURISM - POSSIBILITY FOR THE DEVELOPMENT OF A TOURIST DESTINATION

Modern tourism is increasingly characterized by the growth of demand by tourists for specific services and experiences. This is precisely the role and significance of manifestations as one of the main patterns of a constant increase in international tourism. Events are not only part of the tourism industry, but are part of human everyday life, interweaving through various traditional, historical, religious events. In the last few decades, there has been an increase in the number of events organized in one place, and accordingly, the interest in sharing their importance in the field of tourism is gaining importance. The aim of this paper is to point to the event tourism as a potential for the development of a

tourist destination. Then, to distinguish and explain the advantages and disadvantages of this type of tourism, while in the end, there will be a brief overview of the most famous events in Serbia.

Tourism is closely related to events that are often part of the tourist offer offered to tourists. Likewise, events that are known at the international level can also be the main reason why tourists will visit a specific tourist destination. The present is characterized by the competition between tourist destinations, which is becoming stronger due to the rise of international tourism. There are many different manifestations globally, the number of which grows year after year, making this type of tourism more and more popular. Therefore, tourism influences events, but also events affect tourism, so they can significantly increase demand for a particular tourist destination. One of the many roles of events is to create a specific and vibrant atmosphere that characterizes the spirit and different people, their uniqueness, history, quality, authenticity, and the tradition of the local community.

A tourist destination is a major part of the tourist activity because it has factors that attract tourists and motivates them to direct at destination. It is not easy to define a tourist destination because it can only be one of the numerous travel elements. The very concept of destination derives from the Latin word *destination* and means a destination or, in a wider sense, a goal [Štetić & Šimičević, 2014]. According to Buhalis [2000], tourist destinations are amalgams of tourism products and services that offer a unified experience to consumers. The tourist destination is primarily a set of different components that jointly ensure the satisfaction of the needs of tourists [Popescu, 2011]. Each tourist destination should strive to make as much of a combination of its resources as possible to meet the needs of increasingly demanding tourists. In tourism, it is necessary to continually innovate the tourist offer because tourists are increasingly seeking new tourism products, new destinations, new experiences and occurrences [Milovanović & Milićević, 2014]. Hence, the tourist destination is composed of several different components, attractions, experiences, needs, which are commercialized under one product.

Tourist destination and events are in cohesion. Marzano & Scott [2006] emphasize that "it is a challenge for organizers and event managers to consistently fit events in relationships between the elements of marketing mix and thus increase the value of the destination brand." According to the model developed by Getz [2005], there are four different roles that tourist organizations can have: In some events, tourist organizations are directly involved in the organization. Secondly, a tourist organization can leave the organization of events to one of the *event* specialized companies that can be partial or complete and still be the carrier of the event. The third way that tourism organizations can support manifestations is in the form of sponsorship and financial support. The fourth role of tourist organizations is direct and indirect support to the event organizer, which can be financial, marketing, advisory, logistical. When the event is properly branded, it has the potential to add a feature (attraction) to the destination, making it unique and appealing to future visitors [Esu & Mbaze-Arrey, 2009]. Events that are well-branded can be used to better position the destination. This can be called co-branding, which Chalip & Costa [2005] describe as a practice of combining an event brand with destination brand. In order to reach the peak of its tourist potential and improve its position on the market, each tourist destination should develop event tourism. The brand of a event can influence the improvement of the image or the designing of a destination brand, by transferring elements of the brand of event to the destination or vice versa [Trošt, Klarić, Dropulić Ružić, 2012]. The greatest benefit in the

destination organizing events is the possibility for the participation of different types of companies and organizations, since many public and private companies are involved in the organization of events. When it comes to the organization of events, very often the positive and negative effects of events on the tourist destination are mentioned, that is, the impact of event tourism on the environment, destination and local community. The most frequent positive impacts that the event tourism has on the destination is the development of tourism in the destination itself, the more the event is famous, the promotion for the place of maintenance is better, which implies greater oral propaganda and an increase in the number of visitors. Events themselves are becoming a source of comparative advantage to the destination [Della Corte, Zamparelli, Brancaccio, 2009]. Regarding economic benefits, this may include the temporary work of the local population, which will provide additional income for the sellers of various products and services in that place. With numerous positive effects, certain negative effects of events on the environment, local population, cultural and historical buildings are also present. Events result in a large amount of waste left behind by visitors. In addition, depending on the place of maintenance, various cases of destruction of cultural and historical buildings, pollution of the environment may be mentioned. Many local residents often have numerous complaints concerning noise, traffic congestion, inadequate behavior of certain tourists, drastic price changes, illegal accommodation and transportation services [Petrić, 2011].

Serbia has a rich offer of very different manifestations, from historical and religious to cultural manifestations. The examination of the contents of the festivals gave insight into how the human sense of their identity is closely related to their attachment to the place [Quinn, 2005]. Namely, a large number of events are held in this area, some of which are known at the international level. The most famous and most frequently visited events in Serbia are *Exit* and *the Trumpet Festival in Guča*. *Exit* is a summer music festival held every year at the Petrovaradin Fortress in Novi Sad. It was announced as the best European festival at the *European festival awards* in the Netherlands [European Festival Awards, 2017]. *The Trumpet Festival* is a traditional festival event and a unique trumpet tour that has been held every year since 1961 in Guča, in the region of Western Serbia. [Trumpet Festival in Guča, 2018]. The event, which in recent years has become more and more attractive in Serbia, is a manifestation of *Nušićijada*. This event combines cultural contents: music concerts, theater performances, exhibitions, film projections, and more content, such as educational programs for young people, dance street performances or various exhibitions [Marković & Ostojić, 2013]. Other events that take place in Serbia include: *LoveFest*, *Cabbage Festival*, *Beer Fest*, *Drina regatta*, *Pie Days* and many other events.

The tourist offer of the destination can be significantly expanded if it provides the opportunity to organize events. They can provide visitors with a good entertainment opportunity, and therefore a window into the local community culture and make their experience even stronger. Tourist destinations must manage their development, precisely by investing in event tourism as this can provide the destination with increased positive benefits and make it as attractive as possible. To achieve this, the destination as well as all its accompanying contents must be well-promoted and the tourist offer adequately designed. Since manifestations do not depend on the season, it is important to develop event tourism, as this can enable a year-long tourist offer. Today, at a time of constant financial instability, event tourism could be an incentive and lead to significant financial resources that would later allow a tourist destination to develop in all segments.

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