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STRUCTURE AND MOTIVES OF VISITORS TO THE EVENT “EVENINGS OF TEŠNJAR” (SERBIA)

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Abstract: This paper is a continuation of the research on the socio-demographic structure, as well as the motives of visitors of tourist events in Serbia. So far, the events with the prevailing music, ethnographic, economic and entertaining tourist contents of the program have been explored. In this paper, an event is chosen as a subject of study which has a distinctly cultural and artistic content of the program, and is held in the area which is tourism attractive architectural ambience. The aim is to establish the socio-demographic structure and motivation among visitors. The tourism evaluation of the event has also been carried out.

Key words: visitors, motives, Evenings of Tešnja, Valjevo, Serbia

Introduction

Event tourism in Serbia is one of the most important forms of tourism. Except as a special attractive factor, events are by their program an integral part of the cultural, religious, MICE² tourism of large cities and others. According to the prevailing content of the program, they can be art, entertainment, economic, sport, religious, children, political-historical, tourist-propaganda (Bjeljac, 2010).

Since 2009, a group of tourismologists of the Geographical Institute “Jovan Cvijić” has launched a study in order to investigate the structure of the (socio-demographic) visitors and the motives of arrival to the events (Bjeljac & Lović, 2011; Bjeljac & Dimitrić, 2014; Bjeljac, Brankov, & Lukić, 2011; Bjeljac, Pantić, & Filipović 2013a; Bjeljac, Terzić, & Brankov, 2013b; Brankov, Bjeljac, & Popović, 2009; Lović, Bjeljac, & Cvetković, 2012; Terzić, Bjeljac, Jovičić, & Penjišević, 2014).

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² MICE - Meetings, Incentives, Conferences, Events (MICE is often a synonym for congress tourism).

The event “Evenings of Tešnja” is chosen as a subject of the study, which is held in Valjevo and has a distinctly cultural and artistic content of the program, and is also held in the area (Tešnja) that represents a tourist attractive architectural ambience. There have been no published scientific or technical papers about the event, especially on the structure of visitors and motives of arrival.

Tešnja as an Ambient Unit

On the right bank of the Kolubara River, squeezed between the river course and the hills to the south of the valley, there is an old, now revitalized bazaar, Tešnja. Tešnja word is of Turkish origin and means narrow alley (<http://www.domaci.de/>).

The Valjevo bazaar represents a significant agglomeration of buildings from the 19th century on the left bank of the Kolubara and “an oasis of Balkan architecture”. The Republic Institute for Protection of Monuments of Culture in Belgrade, based on Article 1 of the Basic Law on the Protection of Cultural Monuments (Official Gazette SFRY, 12/65) and Article 28 Paragraphs 1 and 2 of the Law on Protection of Cultural Monuments (Official gazette SRS, 3/66) on 03/05/1969, under the number 01-261/1, issues a decision that old bazaar in Valjevo has the status of cultural monument. Ten years later (in 1979), the Assembly of the Republic of Serbia proclaims it the cultural heritage of great importance (Official Gazette SRS, 14/79). According to this decision, the protected zone consists of two parts: the narrower (monument) and wider (immediate surroundings of the monument) (Institute for Protection of Cultural Monuments, 2008).

Tešnja in itself preserved architectural elements from the 18th and 19th centuries the truest and best, and it was a time when the architecture of the Serbian bazaar was dominated by an Orthodox manner of construction (Pantić, 1977). In the area of Tešnja a dozen buildings from the early 19th century were preserved in an unmodified form. They are the backbone, the core of the protected zone and the objects for which the actions of protection are being taken. One house for which it is reliably known that it is from the Turkish period, i.e. Muslim shelter, which is located on the left bank of the Kolubara, even today belongs to the National Museum (Drašković, 1996). Besides them, there are buildings created in the late 19th and early 20th centuries, which have certain architectural values, but are not closely related to the architecture of old Tešnja.

From the mid-19th century, intense craft activity is developing in this area. After rendering of guild regulation in 1847, the first mixed guilds are established:

trading-dressmaking-tailoring, furrier, blacksmith, rifle, bakery, traditional footwear and other crafts. Over time, sewing, gingerbread, shoe, barber and other crafts were also established (Pajić, 2013).

Evenings of Tešnjaar

Tourist event “Evenings of Tešnjaar” is held in the area of this environmental entity since 1987, representing a traditional event with predominantly artistic content of the program, i.e. evenings are artistic³, economic-tourist and entertaining-tourist events that take place in the second half of August. The organizers of this event are the Municipal Assembly of Valjevo and Cultural and Education Community of Valjevo. Municipal Assembly defined Evenings of Tešnjaar as the festival of theatre and film, writers, publishers, booksellers, top authors in the field of classical and modern music and achievements in the field of fine arts. Attendant programs are a tourist and economic offer of the city⁴, which is in charge of Tourist Organization of Valjevo. The average number of days of this event is nine days. From the very beginning Evenings of Tešnjaar are designed to contain programs for children, rock and roll evening, jazz evening, choral evening, evening of folklore, theatre scene and exhibitions.

According to the content of maintenance, Evenings of Tešnjaar belong to the artistic manifestations of mixed type⁵. According to the categorization of tourist events⁶ in Serbia (Bjeljac, 2010; Bjeljac & Brankov, 2010), Evenings of Tešnjaar are in the third category with 63 points, and as such, represent an additional tourist offer of Valjevo, that is, they have local level.

³ Artistic events include culture and arts, and according to the content of the program, they can be theatre, music, photo and film, art, literary and mixed. They are organised independently or as a complement to other (integral) tourist offer (Bjeljac, 2006).

⁴ Meetings of businessmen are organised every year. During these meetings, businessmen have a chance to present themselves to the citizens of Valjevo and their guests (organisation belongs to the Tourist Organisation of Valjevo).

⁵ Mixed artistic events contain music, film, literary, art and theatre programs.

⁶ According to geographical and economic group of criteria.

in conjunction with visitors' motives. The method is complemented with sociological research instruments that are also typical for research in cultural geography and event tourism (direct observation and semi-structured interview with the organizers and participants of the festival) (Cudny & Ogorek, 2014).

During the event of 2013, a survey was done on a random sample of 300 visitors present. It was done during six days (out of ten) of maintenance of the event, selected on the principle of presumption that the largest number of visitors will be these days due to the announced programs, with the exception of the first and last day, which are also represented by the opening or closing of the event. The survey was completely anonymous and through it reliable information were obtained on the place of stay of visitors, gender, age, educational structure, the data on the frequency of visits and the number of days of the visit, the way of informing about the event and the motives of arrival as well as other important information. After the manifestation, an interview was made with the director of the Tourist Organization of Valjevo, as well as with a representative of one of the main organizers of the event from the Cultural Centre of Valjevo from whom the additional oral information were obtained about the event.

Geographical Origin of Visitors

In the event, of a total of 300 visitors surveyed 251 of them were from Valjevo⁸, 70 visitors were not the residents of Valjevo. Of 70 visitors, 21 visitors were from the nearby villages of Valjevo, 42 from Serbia (Table 1).

Table 1. Structure of visitors from Serbia

Valjevo	Belgrade	Novi Sad	Šabac	Pančevo	Kraljevo	Total
251	37	2	1	1	1	293

Source of data: Data obtained by questionnaire surveys

The Table 1 shows that the largest number of visitors is from the territory of Valjevo, and then from Belgrade, while other cities are represented in very small numbers.

Number of visitors from abroad is seven (Table 1 shows the number of visitors from Serbia, which is 293, and the total number of respondents is 300), one from the Netherlands, Finland, Austria and Bosnia and Herzegovina (the Republic of Srpska) respectively and three from Switzerland (Lausanne). Most of the visitors who came from the rest of Serbia and abroad are accommodated with parents, relatives or have their own accommodation in Valjevo, which indicates that

⁸ Of that number, 21 visitors were from the surrounding villages of Valjevo municipality.

during holidays people are returning to Valjevo and attend the event. Of course, this also points to the local character of this event.

Gender and Age Structures

According to the gender structure, 187 visitors were female, which is 62.33%, that is, 113 males, which is 37.67% of the total number of respondents.

Table 2. Structure of visitors by age

Under 18 years	19 – 30 years	31 – 40 years	41 – 50 years	51 – 60 years	61 – 70 years	Over 70 years	Total
70	85	70	37	26	11	1	300

Source of data: Data obtained by questionnaire surveys

According to age group, visitors from 19 to 30 years were represented most, visitors under 18 years old and those from 31 to 40 years had the same degree of participation in the survey, that is, 70, while other groups were less represented.

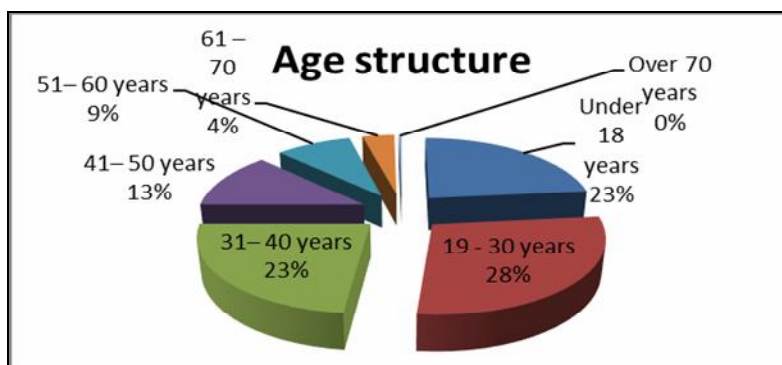


Figure 2. Structure of visitors by age

These three groups of visitors are accounted for 75% of the total age structure. Persons under 40 years of age, i.e. younger and middle population are the largest group of visitors of the event Evenings of Tešnjar.

The Structure by Education and Occupation

Results of the survey on the structure of visitors by education showed a very diverse structure. However, the largest number of visitors, nearly 50% or 142 visitors is with secondary education, and then 24% or 72 visitors hold a university degree. Other groups together make the remaining 26%.

Table 3. Structure of visitors by education

Primary school	Secondary school	Bachelor's degree	University (faculty)	Master	MSc and PhD	Total
37	142	32	72	13	4	300

Source of data: Data obtained by questionnaire surveys

The structure by occupation showed the following results: 103 visitors (30%) work in secondary industries, 70 visitors are pupils (25%), 46 visitors are unemployed (15%) and 37 students (12%). Pensioners were 19; 18 visitors are employed in quaternary and 7 in primary activities. The last three groups make 18%. Based on the processed results it can be concluded that 37% of the young population, i.e. pupils and students were present at the event.

The Frequency of Visit, Number of Days of the Visit, the Way of Informing About the Event

At the event, 253 visitors come every year, and only 47 visitors come sometimes, indicating that 83% of visitors are regular visitors of the event. A third of visitors come every day to the event, or 106 visitors.



Figure 3. How many days visitors were at the event

It is observed that 74 visitors were at the event from one to three days, 88 visitors were at the event from three to six days and 32 visitors were from six to eight days at the event. The number of visitors of 37 who come one or two days

are most often the visitors from other cities in Serbia or from surroundings of Valjevo and these visitors usually return to their places of residence (Figure 3).

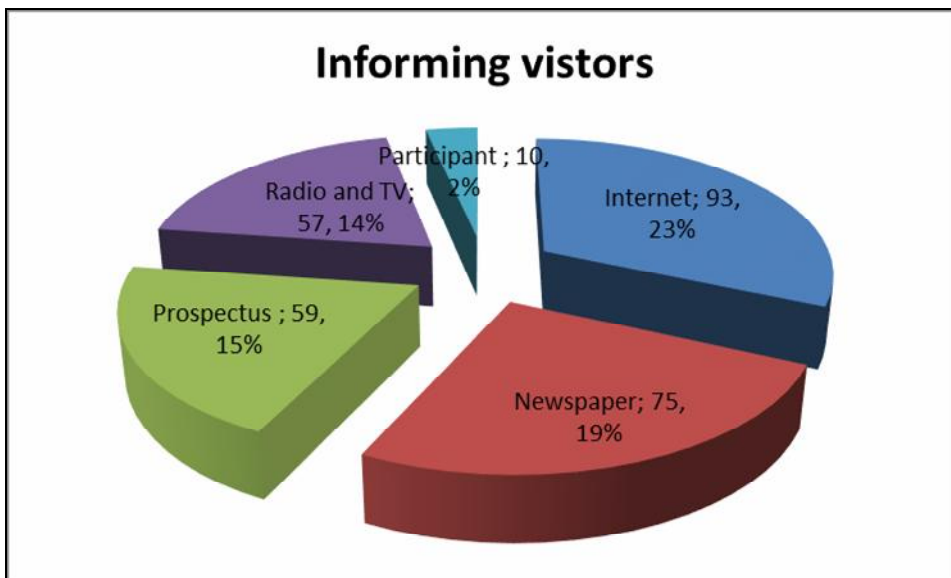


Figure 4. Method of informing visitors about the event

The largest number of visitors was informed about the event from friends, there were 111 or more than a third of total visitors; 93 visitors were informed about the event through the internet, 75 through the newspapers, 59 from the prospects, 57 through radio or television, and the smallest number of respondents was a participant himself, and he was informed in that way. The conclusion is that visitors are well informed, concerned and use all possible forms of information to a large extent.

Motives of Arrival

The largest number of visitors comes with their friends to the Evenings of Tešnjar, 171 visitors (49.71%), and with family members slightly less, 159 (46.22%) visitors, which makes a total of (95.93%) of responses obtained. Since the total number was greater than 300 surveys, 344 more exactly, this larger number is enabled by permitting the respondents to declare for one or more answers. Nine of the respondents come with colleagues to the event, five of them come alone and three organized. Three people who come organized were interviewed the first night and they were all members of the Symphony Orchestra which participated in the event.

As the visitors had multiple answers on the motive of arrival, the total number of responses to questions was 543. Of these 543, 192 decided for walking as a motive, and walking was encouraged by the event, which makes 35.36% of the total motives; 159 (29.28%) of respondents indicated entertaining program as the reason of their visit and in the third place, 110 respondents indicated performances for the motive of arrival or 20.26%. Exhibitions were the motive of 53 surveyed, 22 surveyed came for something else, and 7 of them were at the event due to work.

Question: How much money will you spend and what will you spend it on?

The percentage of 53.33% of visitors will spend about 1,000 dinars - 71 visitors; up to 500 dinars - 55 and 200 dinars per day - 34, or a total of 160 visitors. Less and more than 1,000, but not exactly 1,000 dinars will spend 30% and about 10% of visitors will spend 300 dinars exactly and also about 10% of visitors said they did not know on what to spend the money or that it will not be much.

Table 4. Consumption of visitors

On food	50
On food and drink	117
On book	8
I do not know	17
On drink	64
On bits and pieces	4
On exhibited products of Tesnjar	4
Nothing	5
On fun and entertainment	13
On various things	12
On souvenirs	54
On culture and amusement	2
On traditional costume	1
On jewellery	2
On tickets	1
On children	38
TOTAL	392

Source of data: Data obtained by questionnaire surveys

To the question “What will you spend the money on?” the largest number of responses, 117, was on food and drink, 64 only drink, 54 on souvenirs, 50 on food only and 38 on children. It should be taken into account that a large number of respondents came with children, so this number of 38 can be taken as relative as a part of the family people stated that they will actually buy food, drinks or a souvenir to children as well as to themselves.

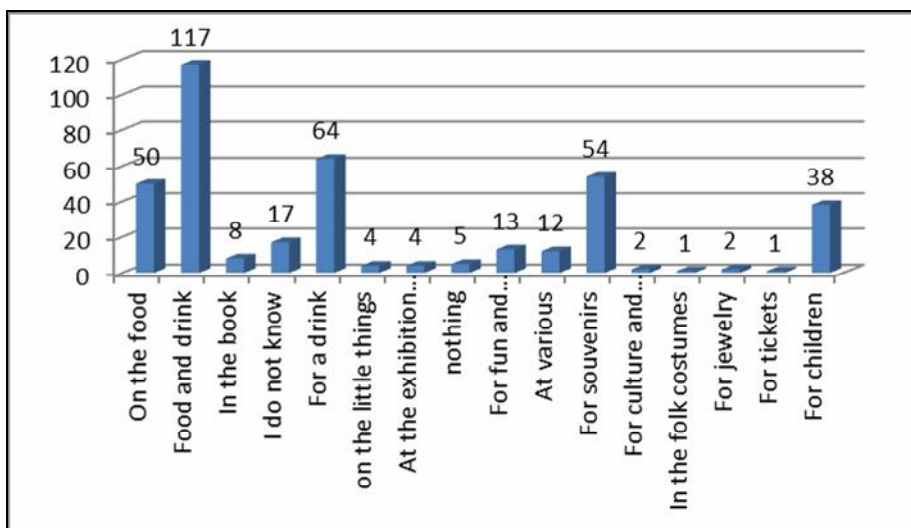


Figure 5. Consumption of money at the event

If we take into account that the possibility of multiple answers is given this time also (392 obtained), in total money consumption on food and drink the visitors participated with 58.93%, 13.77% on souvenirs, and the remaining 31.37% accounted for other options of consumption.

Suggestions for Improving the Program of the Event

Out of 300 visitors surveyed, 58.33% or 175 said they would not change anything at the Evenings of Tešnja, while others had suggestions for their improvement. Most said they wanted more and better music program, without repeating the performers - about 34 visitors, a better marketing of the event and events on the territory of Serbia supported 16 visitors, more famous artists and actors - 15 visitors, more space for the audience on performances and concerts which would favour transfer of these events to a larger area (e.g. the stadium) - 14 visitors, more theatrical performances - 10 visitors, that Evenings of Tešnja last longer - 6 visitors, etc.

In the opinion of visitors of the events, Evenings of Tešnja have local character (84 or 28%), regional (168 or 56%) and international character (48 or 16%). From a total of 300 visitors surveyed, 293 visitors would recommend the event to their environment, and it is 97.67%, the answer “might have” gave two visitors on the fourth day of the survey or 0.66% and 5 visitors would not recommend manifestation or 1.67%.

In order that the manifestation outgrew the local level and had significance at the regional and international levels, a more significant engagement of the organisers of the event, Tourist Organization of Valjevo and the local government of the city of Valjevo would be necessary in promoting Evenings of Tešnar (at Fairs of Tourism in Belgrade, Novi Sad as emissive zones). With pre-prepared program of the event, the one-day excursions to the monasteries of Čelije, Pustinja and Lelić should be added in the offer, as well as visit to Brankovina and one day to three-day trips to Divčibare. Visitors should be closer to other elements of the tourist offer in Valjevo.

Also, more activities are needed on the presentation of traditional crafts, the promotion of which could contribute to greater visit, which would have positive economic effects on consumption at the event (selling craft products as souvenirs). By merging and overlapping different types of tourism, consumption will have a significant effect.

Conclusion

According to the survey results, the largest number of visitors of the event is from the municipality of Valjevo. The age structure shows that the most numerous visitors are under 30 years of age, and most come with friends and family for a walk and spend up to 1,000 dinars (about 8 Euros) on food and drink. All these show that this event has a local ranking of maintenance (although the organizers declared it International) and is just a supplement of the tourist offer, that is, above all, offer of cultural-artistic and entertainment programs for residents of Valjevo, without a significant tourist traffic.

In order that the event has a significant share in the total tourist offer of Valjevo, good marketing moves are required, as well as a significant share of the Tourism Organizations of Valjevo with offers of one day trips to the environment, so that this event has something to offer both domestic and foreign guests. Also, more activities in the presentation of traditional crafts can contribute to a higher visit, which would have positive economic effects for the event. As for domestic visitors, their presence at the event is the primary, and it can be seen from the survey research (of 300 surveyed, 293 were domestic visitors), their consumption is caused by the overall economic situation in the country. With the improved economic situation, purchasing power of domestic visitors will be higher.

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