

Željko Bjeljac

TOURIST EVENTS IN SERBIA

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A book of the author Željko Bjeljac, *Tourist events in Serbia*, represent an original scientific monograph, written on the basis of field research (surveys, interviews) and with using of domestic and foreign scientific literature. The book contains seven chapters on 176 pages. The event tourism can be defined as public performance of an event or several events (of the same or different contents) of various categories of human achievements identified according to their particularity and attractiveness, realizing tourist effects and goals, and organized in all settlements that have interest in that, with massive appearance and public expression significant by the extent, size, quality and quantity of the contents and clearly expressed central subject, recognizable term of holding by which the profitability is realized as the part of tourist

destination. From the beginning of the 1980s the event tourism has been mentioned in the world as separate industry. In Serbia, the event tourism gained significance as economically prosperous form of tourism by the first half of the first decade of the 21st century. In 2010, 2 426 traditional events were held in Serbia. The following events are identified according to the contents: artistic (628 i.e. 25.89%); economic (451 i.e. 18.59%) children (272 i.e. 21%) entertaining, religious (143 i.e. 5.89%), political-historical (77 i.e. 3.17%), tourist-propaganda (16 i.e. 0.66%), sports (368 i.e. 15.17%), scientific (54 i.e. 2.26%) and ethnographic (227 or 9.36% of the total number of events). Cultural centers 457 (18.84%), sports clubs and associations 359 (14.80%), local authorities 353 (14.55%), non-governmental organizations 239 (9.85%), tourist organizations 150 (6.18%) and artistic associations 113 (4.66%) have mainly been the organizers of the events. The basic division of this form of tourism can be done on the basis of the complex and detailed analysis. The division on the basis of geographical and economic group of criteria is developed by Ž. Bjeljac on the basis of his ten-year researches. Geographical group of criteria includes contents; the origin of participants according to rank, i.e. significance; tradition; the location (place) of holding; traffic accessibility; time of holding; the number of visitors and participants; the artistic value of the event; accompanying events; contentment of visitors; the organizers of the event. All these indicators are judged by points from zero to five. Based on tourist valorization,

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the events that belong to the first and the second category of tourist events are singled out. The first category includes: 'Dragačevo Trumpet Festival', Guča (115 points), 'Exit', Novi Sad (114 points), 'Haymaking on Rajac Mt.', Ljig (110 points), 'International Fair of Agriculture', Novi Sad and 'Vintage days', Vršac (108 points each), 'International Book Fair', Belgrade (106 points), 'Beer days', Zrenjanin (105 points), 'Vuk's festival' Tršić (104 points), 'International Fairs of Hunting, Fishing, Sports and Tourism', Novi Sad (101 points); International Fair of Tourism, Belgrade (100 points), 'The First Serbian Concertina', Sokobanja (98 points), 'Dužijanča', Subotica (97 points). Based on the research, some events in Serbia represent the significant segment of tourist offer and extremely important element in the development of the selective forms of tourism by their long tradition of holding, attractiveness and ambience of holding, as well as their forged image. Some events, outgrowing the national frames and acquiring a reputation on the international market, are positively differentiated and they become the recognizable brands the attractive power of which increases, while the economic effects rapidly increase the profit realized from tourism.

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