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TOURISM IN FUNCTION OF DEVELOPMENT OF THE REPUBLIC OF SERBIA

Spa Tourism in Serbia and Experiences of Other Countries



THEMATIC
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UNIVERSITY OF KRAGUJEVAC
FACULTY OF HOTEL MANAGEMENT
AND TOURISM IN VRNJAČKA BANJA



THE ROLE OF MODERN EVENT-BASED TOURISM INDUSTRY IN THE TOURISM DEVELOPMENT IN THE REPUBLIC OF SERBIA

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Abstract

In recent years event tourism has gained more attention and become more important. Event tourism is considered to be far beyond the tourism as an economic activity, which is indicated by the fact that there are more than a million different tourism events in the world every year, with more than 400 million of visitors and annual revenue of over \$2.5 billion. Tourism Development Strategy of Serbia identifies events as one of the main products for achieving competitiveness, development and commercial effects in the tourism market, in the fastest possible way. Considering the size of population, Serbia has the largest number of events in the world. They represent a significant source of revenue for the State, as well as for tourism, hotel industry, hospitality, food production, transport and so on. Hence, modern event-based tourism industry directly and indirectly brings profit to everyone involved in the process of events realization.

Keywords: *tourism, events, tourism industry, destination, visitor.*

Introduction

Event tourism is a form of tourism that can contribute to increasing the volume of tourist demand, especially against natural and anthropogenic values of a tourist site or region. Namely, people's need for entertainment, leisure, recreation, getting to know new landscapes, habits, customs, making acquaintances with a change in their living and working environment, also affected the need for organizing diverse, attractive events, as a part of the tourist offer of a certain area (Bjeljac & Štrbac,

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2004). Dynamic and growing event sector has had an important role in human societies since ancient times. People have always felt the need to celebrate certain dates with various kinds of ceremonies and celebrations. The need for celebration is of vital importance for expressing the human spirit, perhaps even more important than the physical need for food, clothing and shelter (Goldblatt, 1990). At the time when country was mostly agricultural, when even 90% of the population lived from agriculture, the so-called "village fairs" or fairs were very well-known. They were the places where young and old people used to gather and where families went. It used to be the only way for people to gather in large numbers, to socialize and meet. It was an event not to be missed, whereby they did not have programs and did not have the tourist character in today's meaning.

An event, as a conscious and economically oriented human activity, occurred very long time ago with the emergence of ancient civilizations. But, considering that events include a broad basis, their occurrence does not relate to the same time period. The first forms date back to ancient times, i.e. six hundred years BC, when the king of China (Sui Jangdi) hosted a one-month celebration for the people in his palace, where he gathered 30.000 entertainers who entertained all present; or in the second century BC, where the emperors of ancient Rome hosted gladiatorial games and other spectacles in order to gain support of the people. They probably occurred even before the advent of money, but their development undoubtedly followed the establishment and acceptance of the general equivalent, since the intangible character and ideological basis of events were not particularly favorable for in-kind exchange (Andrejević & Grubor, 2007). It cannot be said with certainty which event occurred first in economic terms. What is quite certain is that the economic occurrence of events dates back from the beginning of socially organized human life, but the economic study of events, and particularly their management aspects, is of recent date. The development of events in economic terms helped solve employment problems of modern labor force, and it also reflected on the economic growth, primarily of developed market economies. In parallel with the development of contemporary events, their economic role and importance have been increasingly emphasized; thus, the events are a special offer within the service economy.

Today, the organization of events and conventions is an activity in which 100 billion dollars are in circulation and which employs about 1.5 million

people. The event segment has a high average annual growth rate of about 6%, achieved primarily due to business events. About a million of various tourism events are held in the world, and according to the data even 57% pleasure travels are related to a specific event. It is believed that event tourism, with its significance, has surpassed tourism as an economic activity and it is studied as a separate industry (event industry) that represents the connection between tourism and events. Also, it is increasingly studied on a number of universities in the world as a specific scientific and education field. In fact, the study of events is in the near or distant relation to studies of business (economics), arts and sports, recreation, tourism and hospitality, leisure, and event management stands out as the most common teaching subject (Getz, 2000). This is a relatively new area of management theory application, and event management is one of the youngest scientific disciplines within the business economy.

Events are composed of a large number of services with different characteristics that represent experiences. Thus, an event can be viewed as a set of individual experiences, which, using the synergistic effect, provide a higher level of overall event experience. Donald Getz and Joe Goldblatt emphasize that they represent the possibility for rest, social and cultural experience that differs from everyday activities and experiences (Berridge, 2007). They also represent one of the most exciting and fastest growing phenomena related to leisure, business and tourism. At the same time, they are clearly open to the public, with a central theme and limited by the opening and closing day. They are distributed all over the world and are an attraction for both residents as well as for tourists and often serve as an association for a city. They actually represent a gathering of people, usually for a few hours or days for the purpose of satisfying certain needs, celebration, sales, learning or some other reason. They have become an indispensable segment of diverse and quality tourist offer of a country, region or site, especially if they are traditional and offer a rich and eventful program in the fields of culture, economy, arts, sports or entertainment. In addition, they have a great economic significance for hotels, restaurants and the overall non-accommodation spending in the city in which they are being held for employment of people, investing in infrastructure development, and improving the quality of the environment. The destination in which the events are implemented has numerous benefits that can be divided according to the following principle: new offer, new employment, new revenues, new season, and new perspectives for the domestic population.

The impact of event tourism

The event tourism has a significant impact on all spheres of life, due to which the effects caused by it can be roughly divided into economic, socio-cultural, environmental, psychological and socio-political. To some extent, it is in line with the sustainable tourism designed to improve the living conditions of a certain community, while meeting the needs of tourists and maintaining the quality of the environment (Pavlović et al., 2009). *Economic effects* have a positive and a negative side. Direct positive economic effects in tourism are reflected in the size of revenues arising from the tourist offer as a result of the volume of visitors, spending, price increase and the like. They are achieved through increased employment and increased capital inflow through investments in tourism. Indirect economic effects can be observed through the effects arising from the publicity achieved by the event for the site or the region as a tourist destination as a whole or for specific entities that are the tourist offer holders (Koprivica, 2008). *The socio-cultural* impacts of events are reflected primarily through the impact on the lives of the local population (family life, habits and traditions that are subject to changes, before, during and after holding of the event) and changes in tradition or religious principles. Namely, visitors come from different socio-cultural environments with different moral, cultural, religious and political beliefs, which is typical for tourism in general. These contacts lead to insight into, mixing, and sometimes adopting the values of other cultures. Therefore, the positive socio-cultural impacts are: expanding experiences, tradition revitalization, building local or national pride, affirmation of community groups, increased community participation, introduction of new ideas, expanding cultural perspectives. This aspect is probably the most difficult to understand, assess and predict as it relates to people and their behavior (Koprivica, 2008). The occurrence of adverse effects is also possible, such as the commercialization of culture, religion and art, changes of traditional moral and social values system, increase of crime and the like. But if events are properly managed, a negative impact on social life can be prevented. A positive example is English football where successful visitor management strategies have been taken with the intention to protect the football reputation, image and future. Today, English football is a proof that the behavior of visitors can be modified with careful planning that can occur as an evolutionary process. It is more difficult to statistically measure the socio-cultural effects of events in relation to the economic effects, but they are equally important for the long-term development and image of a destination. Events also have their

environmental aspects, the positive impacts of which are educational and have practical achievements such as renovation of buildings of anthropogenic heritage and spatial planning, while the negative effects appear as large crowds, thereby threatening the environment. When considering the relationship of events and the environment, the negative effects, environmental degradation due to a variety of accumulated waste, large crowd, noise and the like, are usually emphasized. The negative impact of tourism includes the pressure on the environment, habitat biodiversity, waste generation and pollution. Unsustainable tourism can cause the same forms of pollution as any other industry (Pavlović et al., 2009). The number of events that encourage the development of environmental awareness is growing in the world, but unfortunately they are not equally distributed in all countries. In numerous countries, as is the case in Serbia, the economic profit is still a high priority. In such cases, the goal is to generate as much money as possible to improve the life situation at a given destination through the highest possible number of visits and spending.

Numerous political reasons for holding events should also be mentioned. The ancient Romans, who managed to affirm their own ideology by organizing circuses and gladiatorial combats using the slogan "bread and circuses", were also aware of this. The English Kingdom, which constantly organizes popular and highly visited events such as the coronation of Elizabeth II, the weddings of Prince Charles and Princess Diana, and recently Kate Middleton and Prince William, then Diamond Jubilee of the reign of the Queen and the like, is particularly aware of this fact, which significantly affects the British economy. *The psychological aspect* of the impact of events can be viewed through the impact on the local population and a venue. Positive psychological effects are reflected through the positive experience of the site by various tourist groups, through the rise of enthusiasm and community spirit, as well as through increased social awareness. Incomprehension of the local population and tourists, a defensive posture and lack of interest of the local population can also occur. One of the key factors of success of any event is the support of local community and understanding of the effects that events make. However, there has been almost no research on event effects on the local community. As the economic effects are considered to be the main reason for organizing events, they are in the focus of research. Research shows that the events, as well as other forms of tourism, promote the growth of prices of products and services at a destination, which negatively affects the standard of the local population, crowd at the

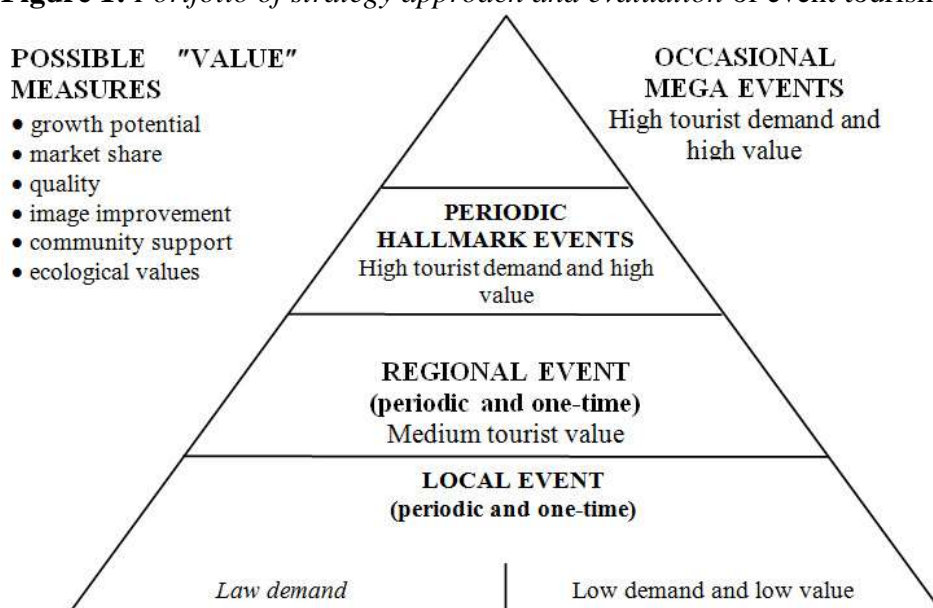
destination, traffic jams and parking problems. It was repeatedly concluded that increased traffic jams and pressure on local services were key issues arising as a consequence of tourism development. However, it was not determined whether the event organizers shared the opinion of local communities. An instrument for measuring perceptions of festival and event effects on the local community from the perspective of organizers, tested using the factor analysis, was proposed. The research results showed that from the perspective of organizers, the events created more benefits than costs for the local community, and one of the reasons was the fact that the events were short in duration, only a few days, due to which they could not cause larger and long-term social problems. On the other hand, the organizers emphasize the benefits from events in order to gain support from local communities, without which there are no successfully organized events (Dragičević, 2012). A similar instrument was developed exclusively for measuring the perception of the local population on social effects of festivals. Then the effects were grouped into two categories: benefits and costs, as well as measuring expectations and importance of each individual element for the local population. Although the instrument was designed for festivals, it could also be applied to other types of events, as suggested by the author.

Classification and typology of events

Using events in numerous areas, and by a large number of organizations and people has led to the fact that the events are characterized by a large number of classifications and divisions. The basic division of events is into planned and unplanned. The planned events are subject of event management study and they require setting up, management, executors and specific time duration, while the unplanned events consist of accidents, natural disasters, forced reactions and the like. The division of events can be made on the basis of different criteria. If their size and volume are taken as the criterion, it is possible to distinguish three types of events. Mega events are the biggest events and they are directed towards the international market (Rollins & Delamere, 2007).

In fact, these are the events which, with their volume and size, affect the overall economic activity of the host country and are globally covered by the media. In economic terms, they are strongly reflected on tourism and economic infrastructure of the host country and help build the organizers' image and media prestige (Andrejević & Grubor, 2007).

Figure 1: *Portfolio of strategy approach and evaluation of event tourism*



Source: (Getz, 2008, p.403)

These include the Olympic Games, FIFA World Cup, UEFA Champions League and the like, i.e. mainly sports mega events that can overcome the economic crisis due to the fans' emotional attachment (e.g. UEFA Champions League), which affects the increase in economic and trade activity, thereby achieving significant revenues. Therefore, mega events have at least one million visitors, the capital costs of their setting up and execution exceed 500 million dollars, and the interest of the public and the mass media is such that their prominence must be ensured.

Hallmark events are events with a distinctive program quality, indicating the event destination, facilities or event organization. They have a particular importance and attractiveness for participants and visitors, draw great attention of the public, contribute to image building, maintain and revitalize the tradition and enable the achievement of competitive advantage to organizers (Carnival in Rio, Tour de France, Oktoberfest in Munich, Wimbledon). Events like this have a strong impact on the economy and tourism of the host country. As events of distinctive program quality, i.e. holding authenticity, they have a slightly higher number of types compared to mega events, since the eligibility of organizers affects the achievement and reaching of hallmark standards in setting up and execution of these events. Major events are of large volume

with pronounced public interest and media coverage. They attract a large number of visitors, and enable the achievement of good economic results to organizers. They are usually sports-oriented, with an international reputation and defined competition structure (Formula One Grand Prix). This means that they attract great public interest and therefore are very well covered by the media.

We should also mention a very important destination division according to the demand, which is measured by the trend of the number of attracted tourists and the value in meeting other tourist objectives such as media attention, image improvement, development and sustainability. There is a model for describing the event portfolio that illustrates how different types of events have a different value and tourist demand. Local tourism events with a low tourist demand and low value are usually small and organized occasionally or only once. Regional events have a medium tourist demand and value and they can be periodic or one-time. Periodic hallmark events have a high tourist demand and value, while occasional mega events, also with a high tourist demand and value, are at the very top of the pyramid.

Tourism events in Serbia

Viewed in terms of population, our country has the largest number of events in the world. Numerous specialized publications tend to write them down, classify and present their calendars. Their diversity, spatial distribution and presence throughout the year constitute a very rich event offer. They are a significant source of income not only for the State, but also for tourism, hotel industry, hospitality, transport, food production, national handicraft, private initiatives, etc. Therefore, they bring profits to all those who are indirectly (by living in the place where it is held) or directly (participation in organization, providing services to visitors) involved in their implementation (Delić, 2010). They are held during the whole year and in all parts of the country. Also, they are the mirror of the life of our people, displaying national kitchen, national costumes, the spirit of games, competitions and the like. Events as tourism products are important for Serbia for three key reasons (Ministry of Trade, Tourism and Telecommunications of the Republic of Serbia, 2006):

1. there is a big global market potential of this product;
2. Serbia, as a country of events and festivals for its own pleasure, can make good use of this product to build a general image as well as guest loyalty; and

3. Serbia has several relevant events which, with better organization and greater investments in marketing, in terms of market volume and internal economy, can become respectable events destination on the European map of events.

There is a large number of events (over 2,000) organized in Serbia today, the largest number of which is of local and regional character. The most frequent age structure of visitors ranges from 18 to 25 years for individual visits and from 25 to 55 years for group visits. The main motive for arrival of tourists is to visit the event itself, while secondary motives are the event attractiveness, gastronomy and night life. The average time of stay is 1-2 days. The number of tourism events is rapidly growing and the number of participants is increasing.

The oldest tourism event in our country is the Carnival of Flowers in Bela Crkva, which was first held in 1852, and it has been continuously (with minor interruptions due to wars) held since 1911. The first Smederevo Autumn was held in 1888, as well as the first event of grape and wine exhibition in Smederevo at the pier. The first wine exhibition in Vršac was held back in 1875, and Vidovdan Ceremonies in Kruševac in 1904. Also, one of the oldest tourism events on the territory of Serbia was Dužijanica, held from 1911 until the beginning of World War II as a public celebration with dual character: it was a ritual that preserved the traditional folklore and culture and agrarian ritual of administrative and agrarian type (Bjeljac, 2010). Over time the events have become a distinctive product that attracts an increasing number of domestic and foreign guests. The authentic ambience, pleasant atmosphere, entertainment and recreation leave impressions on visitors which they carry home. In this way, they contribute to spread positive impressions on Serbia, which results in an increased number of guests, representing a significant resource and potential of the country. This is confirmed by research showing that events are on the second place as the reason for the arrival of foreign tourists. The first place is occupied by business trips. Analyses conducted in Vrnjačka Banja show that important motives for arrival of the respondents are enjoying the spa ambience and cultural and entertainment facilities (Žarevac et al., 2013b).

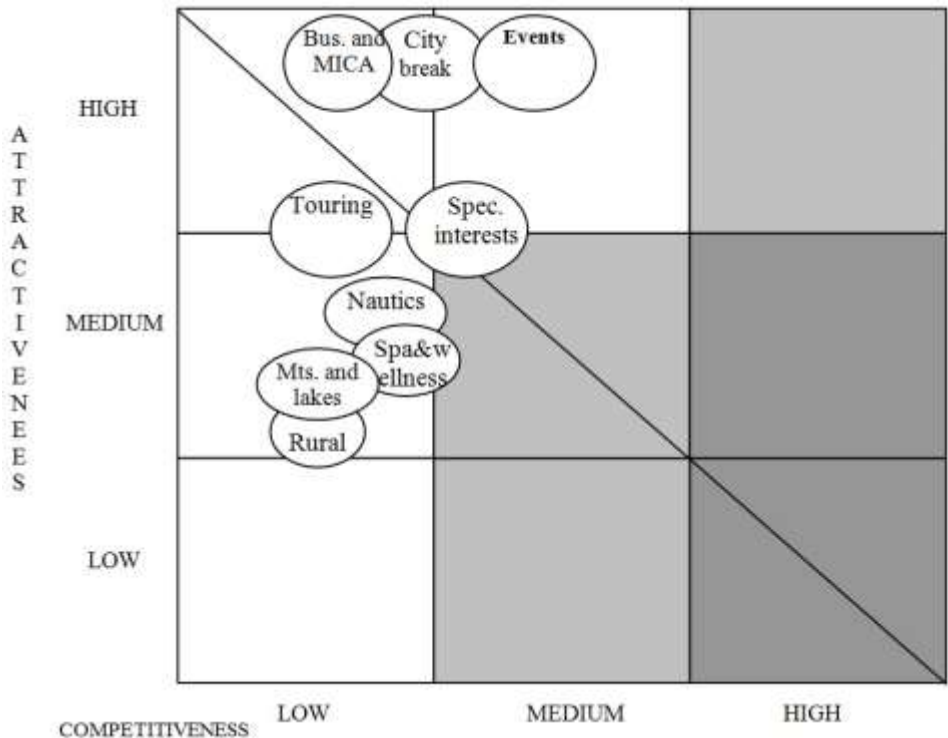
During the preparation of the tourism development strategy of the Republic of Serbia, it was established that nine tourism products had potential for further development and investments. The study showed that

five prominent tourism products can achieve success in a short period of time, these being:

- City break;
- Touring;
- Business tourism and MICE;
- Events; and
- Special interests.

The goal is to quickly launch these products on domestic and international markets, develop and commercialize them in the short term. It is known that no sites, landmarks or events by themselves are tourism resources. They become tourism resources only when the tourist system marks, establishes and raises them to the status of an attraction (Popescu, 2009).

Figure 2: *Attractiveness and competitiveness matrix*



Source: *Ministry of Trade, Tourism and Telecommunications Republic of Serbia (2006)*

It is necessary to ensure the promotion and sale of the so-called "quick win" products by building awareness of Serbia as a tourist destination,

and to simultaneously ensure creating awareness of other strategic resources and attractions, on which the other internationally relevant products would then be financed (Ministry of Trade, Tourism and Telecommunications, Republic of Serbia, 2006). In the course of drafting legislation in rural tourism, certain problems occurred related to the specificities of rural tourism and rural households as well as animating receptive agencies (Žarevac & Lakićević, 2013).

Table 1: *Key success factors and assessment of the current status of the "Events" product*

Grade	1	2	3	4	5
Availability for the purposes of the "Events" product development (air, roads, rivers)					
The offer of cultural and sports activities (facilities)					
Cultural and sports events organized in Serbia					
Diversity and quality of events organized in Serbia					
Attractiveness of the existing events in Serbia					
The offer of accommodation and hospitality facilities with the appropriate service level					
Diversity of the overall offer/packages associated with the "Events" product					
Specialized companies offering complementary services and/or activities					
Internationally recognized events in Serbia					
The level of awareness abroad about the events in Serbia					
Commercialization system of the "Events" product					
The quality and quantity of tourist information concentrated on the "Events" product (brochures, catalogues, guides and the like)					
Services and products related to the so-called night life					
Serbia's image associated with the "Events" product					

Source: *Ministry of Trade, Tourism and Telecommunications, Republic of Serbia (2006)*

The rank of priorities and development of Serbia's tourism products is presented in the attractiveness and competitiveness matrix. It can be clearly seen in the matrix that the events are rated as the most attractive offer of Serbia, and also as those with the highest competitiveness in the choosy global market of offers. Given the growing importance of this tourism product in the world, i.e. the trends in the development of demand, which increasingly indicate an increase in interest for learning

about other cultures, customs and traditions of certain regions, Serbia must emphasize hospitality, openness and an inclination to having fun.

In this way, in the short term and without major financial investments, it is possible to achieve success and attract a significant number of foreign visitors. The Table 1 shows that cultural and sport events, diversity and quality of events and services and products associated with the so-called night life have got the highest grade at this tourism product. Thereby, the average grade is 1.9, which indicates the necessity of a lot more effort and hard work on all the key success factors presented.

In Serbia, there are several events of great international importance such as: Carnival Of Vrnjci, Belgrade Tourism Fair, Construction Fair, Guča Trumpet Festival, Exit in Novi Sad, Nišville Jazz Festival, Belgrade Beer Fest, Serbian Open, etc., which indicates that Serbia is on the right track in developing this sub-segment. The cultural and entertainment program in Vrnjci Spa started to develop at the end of the fifties. However, the real boom occurred in last thirty years of the past century, starting with the establishment of a complex cultural event, Vrnjci Cultural Ceremonies (Žarevac et al., 2013a).

The analysis of this product has led to the information that the events, in addition to attracting the citizens of Serbia, represent a real attraction for the foreign residents in Serbia, the citizens of other Balkan countries and the EU citizens. Also, a research conducted in Vrnjačka Banja showed that the majority of respondents would prefer to visit Carnival Of Vrnjci, Beer Fest and Love Fest, while there was considerably less interest for the Festival of Film Scripts, sports events, scientific and educational events and Festival of Flowers and Horticulture (Žarevac et al., 2013a).

Key success factors and competitiveness level

Determining competitiveness in tourism is a complex and multidimensional concept, taking into account a variety of elements and levels from which it can be observed. Some of the researchers have at one time initiated numerous controversies, as well as changes in tourism marketing and tourist destination management (Ritchie & Crouch, 2003).

Table 2: *Analysis of Serbia's competitive environment*

Country	Position on the GCI list for 2011	Position on the TTCI list for 2011	Direct income from tourism in billions of dollars of national GDP	Capital investments in tourism in billions of dollars	Ranking on the ICCA list	Emissive markets
Austria	18	4	16.006	3.725	14	Germany, Switzerland, Italy, Slovenia, Hungary
Greece	83	29	15.79	7.473	28	Russia, EU, ex-SFRY
Hungary	52	38	8.843	0.952	27	Germany, Austria, Italy
Czech	36	31	4.731	1.77	30	Germany, Great Britain, Poland
Slovenia	45	33	1.597	0.731	45	Italy, Germany, Austria, Croatia, Hungary
Croatia	77	34	5.7	1.36	40	Germany, Austria, Italy, Great Britain, France, Russia,
Romania	67	63	2.596	1.03	48	Italy, Germany, France
Serbia	96	82	0.937	0.223	43	Great Britain, France, Russia, Germany, Italy, SFRY
Bulgaria	71	48	2.006	0.631	61	Serbia, Montenegro, Macedonia, Greece
Macedonia	79	76	0.128	0.05	81	ex-SFRY, Russia, Albania, Bulgaria
Bosnia and Herzegovina	102	97	0.374	0.143	/	Croatia, Slovenia, Italy, Austria
Montenegro	49	36	0.347	0.278	/	Serbia, Russia, EU
Slovakia	60	54	2.103	0.447	60	Czech, Poland, Germany

Source: *The author, on the basis of the processed data*

Today we can say that there are several typical tourist destination competitiveness models, and one of them is based on the relationship between tourism, quality of life and competitiveness. Tourism events can be viewed in the context of key resources and attractions that affect the achievement of tourist destination competitiveness. In this regard, tourism events can be designed as an interface of tourism, competitiveness and quality of life of the local community, and that of the visitors. On the other hand, events can greatly affect the specific tourist experience that is nowadays increasingly seen as a fundamental tourism product (Vitić, 2007). The first thing that needs to be analyzed is who the competition is. Namely, competitors are all actors offering the same products or services to the same target market at a similar price. Competitors may be direct (events held in Serbia at the same time and various events abroad) or indirect (other products on Serbia's tourism market).

Serbian events have significant potential for further development and improvement. In order to determine its market position and establish guidelines for the development and improvement of competitive strategy in the best possible way, it is necessary to know who the main competitors are and how they behave on the market. Analysis of competitiveness is an important part of the strategy and marketing plan of any company.

Serbia has great potential for improving the competitiveness of events combined with other tourism products, especially because the global trends also indicate that a variety of activities (culture, agriculture) tend to be associated with this industry. Advantages of our country are reflected in (Delić, 2010):

- Serbia's proximity to emissive tourist markets, especially the EU Member States;
- Favorable prices for visitors coming from abroad;
- A new destination (insufficiently known) on the world market, which possesses a significant attractiveness;
- Diversity of well-preserved natural and anthropogenic resources;
- The possibility of creating favorable tourist arrangements for the most diverse tourist categories;
- Great potential for organizing city break and mini break tourism; and
- Attractiveness and global recognizability of Serbian events (which attracts an increasing number of visitors every year).

Knowing the leaders is also important because when presenting a destination which has just entered into international waters and on the markets where there it already a strong competition, it is best to study the strategies of the best and learn from them. When determining its own competitive strategy, Serbia, first of all, needs to study both the countries in the immediate environment, and those at an intermediate distance and aspiring the same markets or already doing business with them. Realizing the importance of this tourism product, a group of event organizers was formed, whose goal is the following:

- Gathering the largest possible number of event organizers;
- Creating a database (records and registration) of the existing events in Serbia;
- Classifying and sorting the events into groups and subgroups according to certain criteria;
- Determining the models and sources of event financing;
- Licensing and certification of events according to the adopted criteria; and
- Education and informing of event organizers in the preparation and implementation of events and marketing campaigns.

Conclusion

It is perfectly clear and evident that tourism events are an essential part of almost every tourist offer, and there are increasingly more events which themselves become a means of attracting tourists, which is certainly contributed by expectations of tourists who are looking for new destinations, adventures and experiences. Many destinations in the world use a variety of events in order to position the country, extend the season, attract new segments of tourists, generate profit, enhance the image and attract investors. Also, there is an obvious need of modern tourists for more dynamic holidays through which they can get to know different cultures and have a good time gaining new adventures and experiences, with a tendency of more shorter tourist travels during the year, with a more intensive facilities.

Serbia needs a strategic approach to events as the development of specific tourist offers can significantly contribute to the development of our country, reduce the trade deficit, increase employment, improve the image of the country and encourage significant investments. No less important fact is that the rich cultural heritage could thus be restored and

presented to the world, and to the local public, as well. However, although the tourism development strategy of Serbia envisages, i.e. recommends establishment of an institution that would, inter alia, deal with the organization, promotion and valorization of events at the national level, nothing significant has been done in this respect. Examples from practice show a great need for this, and therefore the organizers are teaming up to share experiences and help each other. In accordance with this, the *Meetings of Event Organizers* have been established, the event aimed at educating organizers through various workshops. The practice so far leads to the conclusion that it is necessary to establish a separate body that would deal with the research, organization and promotion of events, as well as the coordination of activities with other relevant institutions and the private sector. There is also a need for institutions that would have adequate educated and professional personnel of different professions such as tourism experts, economists, media and others who would participate in the organization of events in Serbia. In this way, we would get the personnel that would completely understand the event management problems, who would have adequate knowledge and skills. In doing this, we should look up to a number of countries in Europe that have established separate institutions that deal with the event planning, organization and management at a national level. For example, the national agency in Sweden very successfully presents this country as a well-known event destination. The national event development strategy that represents a framework for the development of events in this country until 2020 was prepared. Great Britain is also making great efforts in this area. Namely, standards have been established specifically for the event industry in order to develop it in a more sustainable manner.

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