

**THE POTENTIALS OF HIGHER CATEGORY HOTELS FOR
ORGANIZING WORLD EVENTS: A CASE STUDY OF
BELGRADE LUXURY HOTELS¹**

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Abstract

The aim of this paper is to explore the potentials of luxury hotels in Belgrade to organize world events. These events include conferences, congresses, seminars and other events that involve a large number of participants. On the basis of the conducted research, the capacities of the congress halls of the hotels with four and five stars in Belgrade were analyzed. The analysis includes 12 hotels of a higher category with more than 100 rooms that have adequate space for organizing world events. The results of the survey have shown that the largest capacities of halls are if the style of sitting is "theater" or "cocktail". The average hall room has 533 seats in the "theater" or 585 seats in "cocktail". Considering 82% of international events in 2018, it can be said that the higher category hotels of in Belgrade have adequate space (hall rooms/venue) for organizing world events of up to 500 participants. For organizing events for more than 1,000 participants, there are "Sava Center" and "Belexpocenter" with the capacity of 4,000 and 2,000 participants respectively.

Key Words: *high category hotels, world events, luxury hotels, Belgrade*

JEL classification: *D11, M21, M31, Z30*

¹ The paper is part of the research conducted within the project: 179001 - Organizational and information support to the system of quality management as a key factor to increase the competitiveness of national companies and their rapid entering the global and EU markets.

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Introduction

Events have gained importance for the tourism offer and can, therefore, contribute to the economic development, image and relevance of a region (Pechlaner et al., 2007).

The meetings, incentives, conventions and exhibitions (MICE) sector emerges as one of the fastest growing components of tourism worldwide. In addition, MICE can assist in the marketing and branding of tourism destinations (Van Niekerk, 2017). This type of tourism includes all individuals who travel to specific destinations for professional reasons. It is among the most profitable types of selective tourism that requires modernization of hotel accommodation, modernization of capacities and improvement of the overall quality of services. Carriers of the mentioned tourist product are the largest cities in Serbia - Belgrade, Novi Sad, Niš and Kragujevac, where fairs, scientific and other conferences are held, although such gatherings are increasingly organized outside cities, in spas and in the mountains (Milovanović & Milićević, 2014).

According to statistics by the International Congress and Convention Association (ICCA) 400,000 conferences and exhibitions are held annually. The largest exhibitions, such as IMEX (The Worldwide Exhibition for Incentive, Travel, Meetings and Events), based in Frankfurt and Las Vegas, and EIBTM (European Incentive and Business Travel and Meetings Exhibition), based in Barcelona, host over 3,000 participants from over 100 countries annually. According to the World Tourism Council (WTC), approximately 30% of the tourism industry is business tourism, while business tourists themselves comprise only 22.5% of the total international tourist flows which indicates high solvency of this segment (World Tourism Council, 2018). This situation makes MICE tourism market more attractive (Katsitadze & Natsvlishvili, 2017).

For many years, the USA represented the largest market for MICE tourism. At \$291 billion, China surpassed the United States as the largest business travel market in the world in 2015. India and Indonesia are also showing double-digit growth rate. In 2015, with 11% growth of business tourism, India ended up in the world's top ten, its market comprising \$29.6 billion. Other countries in South-East Asia also display significant MICE growth rate, especially Taiwan, Singapore and Hong Kong, which make very effective use of the tourist market's tendencies and adapt them

to country's opportunities making use of innovations (Katsitadze & Natsvlshvili, 2017).

There are two ways of measuring the economic impact of world events. First, Demand side measurements include such variables as expenditure by meeting participants on specific services supplied by the meetings industry or other industries. Non-monetary variables to be related to the expenditure data include: number of participants, length of meetings, number of nights in hotels or other accommodation, distance travelled to get to the meeting and size of the travelling party. 2) Supply side measurements include such variables as income (represented by fees and commissions), value added and employment. In addition to businesses offering conference services as their primary activity, it is important to include also other relevant businesses which provide such services as a secondary activity, e.g. government agencies, hotels, etc. These variables are the main reference points used to measure the contribution of the meetings industry to the Gross Domestic Product (World Tourism Organization, 2006).

As with expenditure on other forms of tourism, expenditure related to MICE tourism has *direct effects* on suppliers who meet the incremental demand for goods and services, eg. who sell goods to and provide services to MICE tourists. *Indirect effects* then result from 'flow ones' when direct suppliers purchase inputs from other firms who themselves purchase further inputs and so on. These direct and indirect effects can be augmented by *induced effects*. These arise when the beneficiaries of the direct and indirect expenditure - owners of firms and their employees - spend their increased incomes on consumption goods and services or on investment goods.

The MICE industry generates expenditure which supports employment with the region. Through the economic multiplier effect, responding within particular industries generates an increase in economic output, household incomes and gross operating surpluses of business to support an increased number of jobs. The extent of the indirect impacts on employment, output and value added depend on the magnitude of leakages out of the regional economy by way of taxes paid and the import content of goods and services demanded (Dwyer & Forsyth, 1997).

The industry consists of multi-sectors of hospitality services, including lodging, food and beverage, catering, convention service, convention

facility supply, transportation, tourism, retail, and entertainment and thus bears great importance for the local economy of a destination (Yang & Gu, 2012).

In this paper, the term world events covers all business meetings, incentives, conventions and exhibitions of international character. In this regard, the paper analyzes the potentials of luxury hotels in Belgrade to organize these events.

World events and the hotel industry

There is no generally accepted definition of business tourism. At the macro level, the term business tourism is usually used, while the terms of the congress, conferences, conventions, meetings are used at the micro level, and often treated as synonyms. Some terms do not have the same meaning in different parts of the world that further complicates the problem and leads to confusion and misunderstanding (Dimitrovski, 2018).

Under world events organized in hotels, the authors of this paper include various meetings, conferences, conventions, congresses and exhibitions that are joined by a large number of participants from different countries of the world and that have an international character.

The meeting can be defined as any gathering of people for the exchange of information. These are the events that require the presence of different sessions, participation in discussions, socializing or attending other organizational activities. They gather from 10 or more people who spend together at least 4 hours in a certain place.

The conference is a participatory meeting intended for discussion, fact-finding, problem-solving and consultation. It covers the period before opening, and ends with closing. The goal of the conference is to exchange opinions, initiate debates and provide publicity on certain issues.

The convention is an official set of legislative bodies, delegates of associations or representatives of consultative organizations with the aim of providing information on a particular topic or situation, agreeing to the attitudes and principles of the participants and voting on them. Conventions are usually held every year. They require the use of a congress center and more hotels in the destination. This term is in use in

the United Kingdom and the USA and marks a major event, while in Europe more is used the term congress which is a big conference.

The congress is a regular gathering of a large group of individuals that presents a periodic, scheduled meeting of delegates or representatives of interested groups organized to discuss a specific topic. The congresses are attended by full members of certain associations or associations. They last for several days, have several parallel sessions and are usually held at annual level.

Exhibitions include journeys whose main motive is participation in cultural, music, sports and corporate events.

In theory, almost any object can be seen as a place for organizing congresses. Maintaining a congress means the most often closed space where participants can interact during the event. Spaces can vary from small independent objects to large multifunctional objects (Holloway et al., 2009).

Before the appearance of large congress centers, congresses were most often organized in hotels. In recent years, there has been a noticeable trend of increasing space in hotels designed for the organization of the congress. Hotels make up more than half of the congress area in the international market. Conference organizers are important hotel clients and they have different requirements regarding capacity, quality and organization. In addition, hotels can be the seat or partner of some major congresses and associations. If they are located near the congress center, hotels also have significant incomes from the accommodation of participants in the congress. The choice of hotels for the organization of the congress is influenced by their location, design, technical equipment and quality of services (Rogers, 2008). There are special types of hotels in the world (congress hotels) that are specialized for this type of event, have adequate space and capacity to organize gatherings for thousands of people. In addition they provide a variety of additional services such as food and beverage, spa, sports facilities.

Besides hotels, large cities have specially built congress centers dedicated to organizing large events. Congress centers are the most attractive places to organize events where hundreds of delegates take part. Because of their high capacity, congress centers are the most common choice for organizing congresses of medical associations, which are the most

numerous events of this type. These spaces are of great capacity, specializing in organizing large events that can not be organized in hotels, due to which they become increasingly larger and larger (Fenich, 2011). Because of the possibility of joining and sharing space, congress centers can organize several events simultaneously in different halls. These spaces are usually located in the center of the city, with a recognizable design, which is why they are often a tourist attraction and a symbol of the city in which they are located (Holloway et al., 2009). Conference centers globally are especially characteristic of Europe and North America. In recent years, a significant congress tourism market become Asia.

Specificity of hotel product is reflected in inseparability and complexity of service itself and physical product. That is, hotel product represents a group of tangible and intangible attributes which satisfy needs and wishes of hotel guests. Quality of services represents one of the most important factors which influence satisfaction and loyalty of customers (Sekulić & Mandarić, 2014).

The main characteristic of luxury hotels is the delivery of high quality services. To create a first class service in addition to the tangible elements of hotel services such as high quality furniture in the rooms, modern AV equipment, the diverse range of food and beverages, the presence of additional facilities such as swimming pool, wellness center, sports facilities, and employees of the hotel are a significant component. Employees are responsible for creating an invisible part of the hotel's service. Kindness, empathy, service, security are intangible components of hotel services that greatly affect their quality.

Hotels can be categorized in several ways. In this paper, the quality of equipment and services is taken as a dividing criterion. So we distinguish hotels with one, two, three, four and five stars.

One-star hotels have clean, preserved and simple equipment. They offer a minimal service. Often the reception does not work for 24 hours. They do not have a phone in the room and sometimes do not have a restaurant, but they offer very good prices and attract guests.

Two-star hotels have better furniture compared to one-star hotels, larger rooms, restaurant, TV and telephone in the room and oriented to guests whose price is the most important factor in the choice of accommodation.

They meet standards of functionality and cleanliness, while quality of equipment is not particularly important.

Hotels with three stars are hotels with fewer rooms, but they are characterized by comfort. Furniture and equipment can be older but well preserved.

Four star hotels have modern equipment, providing a high level of service and various options for the use of leisure time, as well as suitable conditions for the meeting. They have rooms that are larger than average, well-trained staff ready to respond to everyday wishes and requirements of guests. They satisfy the high architectural standards in terms of spatial-functional layout and arrangement.

Five-star hotels (luxury hotels) provide a high level of service to meet the exact requirements of guests. The restaurant is of superior quality. Rooms are cleaned twice a day. They have exclusive and unique equipment of high quality. The architecture of the building is unique (Sekulić, 2014).

Successful hotel companies are trying to create and deliver to the guests services that meet or exceed their expectations. This strategy aims to create customer satisfaction or even their enthusiasm. Delivered services of superior value that exceed customer expectations are the source of sustainable competitive advantage (Sekulić & Mandarić, 2017).

The subject of this paper are the hotels of higher categories, or hotels with four and five stars, located in Belgrade.

Research methodology

For the purposes of this research, the data from the Tourism Sector - Ministry of Trade, Tourism and Telecommunications of the Republic of Serbia were used. In January 2019, a total of 393 hotels were registered. Hotels (62.6%) and Garmi hotels (30.8%) have the largest share in the accommodation capacities, which together account for 93.4% of the accommodation offer. Other accommodation facilities are apart hotels, pensions, motels, marinas, campsites, apartment and tourist resorts.

The higher category hotels are hotels that are categorized with 4 and 5 stars. In Serbia, there are 105 such hotels. The highest number of hotels of the highest category is in Belgrade, 46 hotels or 44% respectively. Of

these hotels, the survey included only hotels that have more than 100 rooms and have the corresponding venue necessary for the organization of congresses, conferences, seminars and other events. Based on this, a sample of 12 hotels listed in Table 1 was selected.

Table 1: *Higher category hotels in Belgrade (4* and 5*)*

No.	Hotel	Category	Apartments	Rooms	Apartments + Rooms	Beds
1	Crowne Plaza	* * * *	29	387	416	535
2	Hyatt Regency Beograd	* * * * *	43	265	308	371
3	Hilton Belgrade	* * * *	14	228	242	309
4	Radisson Blu Old Mill	* * * *	10	226	236	300
5	Metropol Palace	* * * * *	33	203	236	259
6	IN Hotel	* * * *	31	156	187	281
7	Hotel "M"	* * * *	8	172	180	232
8	Falkensteiner Hotel Belgrade	* * * *	8	162	170	294
9	Holiday Inn	* * * *	0	140	140	170
10	Hotel "Zira"	* * * *	2	125	127	161
11	Hotel "Moskva"	* * * *	10	113	123	142
12	Courtyard Marriot Belgrade City Center	* * * *	2	112	114	139

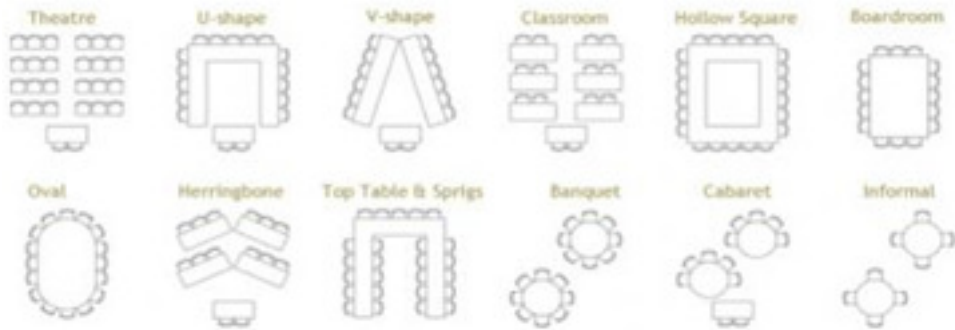
Source: *Ministry of Trade, Tourism and Telecommunications, 2019.*

Hotel "*Crowne Plaza*" has the largest capacity of 29 apartments and 387 rooms with 535 beds. The second in capacity is "*Hyatt Regency Belgrade*" which has 308 rooms and apartments and 371 beds, and the third "*Hilton*", which has 242 accommodation units and 309 beds. The smallest capacity is "*Courtyard Marriot Belgrade City Center*" of 114 rooms and suites with 139 beds.

Results and discussion

Events organized in hotels represent various formal and informal gatherings for a number of people. The organization of these meetings is under the responsibility of the sales and marketing department. Depending on the number of participants, different table settings (seating styles) can be organized in the hotel room. The most common seating arrangements at the hotel's events are: U-shape, T-shape, Classroom, Conference, Square, Theater, Cabaret, Banquet and Cocktail (Stutts & Wortman, 2006).

Figure 1: *Seating plan*



Source: *Stutts & Wortman, 2006.*

In order to receive information about the capacity of the hall for organizing various events in the hotels, a request was sent to hotel managers in these 12 hotels, which refers to the number of rooms that the hotels have, their surface and capacity depending on the seating arrangement. The results of the research are shown in Table 2.

Table 2: *Hall capacity depending on the seating plan*

Hotel	U-shape	T-shape	Classroom	Conference	Square	Theater	Cabaret	Banquet	Cocktail	Total m ²
Hotel Metropol Palace										
Ivo Andrić Ballroom	240	-	364	-	286	870	-	640	656	800
Ivo Andrić Ballroom A	129	-	195	-	154	467	-	339	350	430
Ivo Andrić Ballroom B	111	-	168	-	132	403	-	291	306	370
Nikola Tesla Ballroom	91	-	181	-	108	329	-	280	248	303
Nikola Tesla Ballroom A	31	-	61	-	36	111	-	80	84	102
Nikola Tesla Ballroom C	24	-	47	-	28	86	-	62	65	79
Nikola Tesla Ballroom B	37	-	73	-	44	133	-	96	100	102
Lavender room	100	-	150	-	-	220	-	150	220	240
The Plato Room 1	15	-	23	-	18	50	-	30	41	51
The Socrates Room 2	10	-	-	-	-	-	-	-	-	22
The Aristotle Room 3	21	-	32	-	25	70	-	50	58	75
Bašta	299	-	455	-	357	1087	-	787	820	1000
Hotel Hyatt Regency Belgrade										
Kristalna dvorana	-	-	300	-	-	600	-	450	600	559
Kristal A	55	-	100	55	65	200	-	120	150	184
Kristal B	55	-	100	55	65	200	-	120	150	190
Kristal C	55	-	100	55	65	200	-	120	150	184
Kristal A + B	75	-	200	-	92	400	-	250	350	374
Foyer	-	-	-	-	-	-	-	-	500	191

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Hotel	U-shape	T-shape	Classroom	Conference	Square	Theater	Cabaret	Banquet	Cocktail	Total m ²
Budva + Beograd	45	-	90	50	60	150	-	100	150	156
Beograd	32	-	50	34	40	80	-	60	80	93
Budva	24	-	24	22	30	40	-	40	40	63
Kopaonik	22	-	18	20	28	40	-	20	30	51
Kalemegdan	15	-	12	12	18	28	-	12	20	44
Boardroom	-	-	-	12	-	-	-	12	-	38
Focaccia	32	-	36	22	34	50	-	80	150	202
Ellington's	-	-	-	24	-	60	-	-	150	204
Hotel Hilton										
Tsar Dusan	72	-	270	72	-	526	-	300	600	407
Conference Room 1	40	-	54	40	-	100	-	96	120	96
Conference Room 2	22	-	36	22	-	50	-	36	50	48
Conference Room 3	22	-	36	22	-	50	-	36	50	48
Boardroom	-	-	-	14	-	-	-	-	-	-
Hotel Crowne Plaza										
Atlantic/Pacific	160	-	400	190	-	800	340	450	900	760
Pacific	80	-	200	90	-	500	190	300	440	410
Atlantic	90	-	200	84	-	380	90	240	360	350
Atlntic 1	35	-	80	30	-	120	56	70	120	115
Atlantic 2	35	-	80	30	-	120	56	70	120	115
Atlantic 3	35	-	70	30	-	100	48	60	110	110
Mediterranean/Adriatic	50	-	80	50	-	160	80	100	150	170
Mediterranean	30	-	35	30	-	70	30	40	50	80
Adriatic	30	-	35	30	-	70	30	40	50	90
Baltic/Aegean	50	-	80	50	-	150	80	90	150	150
Baltic	-	-	35	30	-	70	30	40	50	75
Aegean	28	-	30	20	-	60	25	30	75	75
Danube	18	-	20	14	-	20	24	-	-	50
Tisa	18	-	20	14	-	20	24	-	-	50
Sava	18	-	20	14	-	20	24	-	-	50
Drina	-	-	-	10	-	-	-	-	-	27
Executive Boardroom	-	-	-	20	-	-	-	-	-	70
Foyer	-	-	-	-	-	-	-	-	800	400
Exhibition hall	72	-	150	80	-	300	100	190	360	304
Exhibition hall foyer	-	-	-	-	-	-	-	-	200	180
Hotel Falkensteiner										
Diamond	-	-	-	16	16	-	-	-	-	40
Platin	-	-	-	12	12	-	-	-	-	35
Tourmaline	28	28	26	32	32	60	-	24	80	64
Iolite	32	32	30	38	38	70	-	28	95	75
Tourmaline + Iolite	60	60	60	70	70	130	-	60	175	139
Rhodonite	26	26	26	30	30	58	-	22	76	61

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Hotel	U-shape	T-shape	Classroom	Conference	Square	Theater	Cabaret	Banquet	Cocktail	Total m ²
Spinel	26	26	26	30	30	58	-	22	76	61
Rhodonite + Spinel	52	52	56	60	60	120	-	50	152	123
White Pearl	100	100	160	-	-	360	-	180	450	299
Hotel Holiday Inn										
Studenica	22	22	30	16	28	50	-	24	45	60
Ravanica	25	25	34	16	31	60	-	24	40	70
Gračanica	22	22	30	16	28	50	-	24	35	62
Ostrog	16	16	22	14	20	35	-	16	25	47
Žiča	20	20	24	14	26	35	-	16	25	52
Mileševa	14	15	18	10	18	35	-	16	15	42
Hilandar	-	-	-	12	-	-	-	-	-	37
Studenica + Ravanica	45	45	60	-	50	120	-	56	75	129
Ravanica + Gračanica	45	45	60	-	50	120	-	56	75	131
Studenica + Ravanica + Gračanica	-	-	100	-	-	160	-	80	120	191
Ostrog + Žiča	35	35	46	-	40	70	-	48	50	98
Žiča + Mileševa	35	35	40	-	40	60	-	48	50	94
Ostrog + Žiča + Mileševa	60	60	64	-	64	100	-	64	70	140
Foyer	-	-	-	-	-	-	-	-	120	268
Belexpocentar hala	-	-	1250	-	-	1700	-	1200	2000	2500
Courtyard by Marriott										
Meeting room	20	30	18	22	20	45	-	10	25	53
BoardRoom 1	-	-	-	8	-	-	-	-	-	-
BoardRoom 2	-	-	-	8	-	-	-	-	-	-
Hotel Moskva										
Balkanska	75	60	90	60	78	220	50	100	120	174
Terazije	35	35	40	35	38	70	25	50	60	77
Moskva	40	30	24	25	43	80	15	30	80	108
Kralj Milan	20	20	28	20	23	40	-	-	-	54
Hotel Radison Blu Old Mill										
Foaje	-	-	-	-	-	-	-	-	90	107
M1	24	-	36	24	30	70	36	60	80	80
M2	27	-	48	24	36	112	48	90	120	130
M1+M2	60	-	108	48	66	225	90	150	240	210
Brain Box	-	-	12	10	-	15	6	10	15	22
M3	21	-	32	18	24	45	24	30	30	53
M4	19	-	24	18	20	35	12	20	25	39
M5	19	-	24	18	20	35	12	20	25	39
M4+M5	30	-	48	28	34	70	30	50	60	78
M6	22	-	36	18	26	50	24	40	40	60
Hotel "Zira"										
Zira	100	70	160	100	65	400	-	340	600	485
Mikonos	60	40	80	40	55	200	-	130	200	220

Hotel	U-shape	T-shape	Classroom	Conference	Square	Theater	Cabaret	Banquet	Cocktail	Total m ²
Rodos	40	30	60	30	40	160	-	100	150	200
Santorini	20	15	20	20	10	50	-	25	50	65
Boardroom	-	30	-	-	-	-	-	-	-	80
Akropolis	90	100	200	100	100	450	-	400	700	700
IN Hotel										
INdex	50	50	60	50	50	100	-	60	100	91
INvent	30	30	35	30	30	60	-	40	60	68
INform	-	25	15	20	-	35	-	30	40	55
INcognito	-	30	21	25	-	35	-	40	120	119
Boardroom	-	-	-	15						
Hotel "M"										
Avala	100	80	200	10	100	500	-	300	600	535
Atrijum	50	50	80	50	50	200	-	150	300	160
Forum	40	40	60	45	45	100	-	60	80	75
Beograd	30	30	70	40	40	80	-	-	-	110
Dijalog	18	18	20	20	20	40	-	-	-	46
Horizont	60	60	110	70	70	220	-	130	180	224
BW klub	40	40	100	50	50	230	-	140	180	234
Idea	15	12	40	20	20	50	-	-	-	52

Source: *Authors*

In the analyzed hotels, the most common events are: congresses, seminars, weddings, presentations, celebrations of companies, birthdays, banquets, gala receptions, meetings, cocktails, exhibitions, promotions and symposiums. Table 2 shows the capacity of the room depending on the seating arrangement in the events. Based on the data view, the following can be determined:

- The hotel "Metropol Palace" has the largest number of seats 870 in the hall "Ivo Andric Ballroom", if the setting is - Theater type.
- Hotel "Hyatt Regency", the largest number of seats 600, has in the hall "Crystal Hall" the setting - Theater or Cocktail.
- Hotel "Hilton" in the hall "Car Dusan" has 526 seats if the style of seating is Theater and 600 seats style - Cocktail.
- Hotel "Crowne Plaza" has 800 seats if it is a seating style Theater and 900 seats in the set Cocktail.
- Hotel "Falkensteiner", the largest number of places in the hall "White Pearl", 360 Theater and 450 Cocktail.
- Hotel "Holiday Inn" if there is a Theater setting, in the rooms "Studenica + Ravanica + Gračanica" there are 160 seats. In the

immediate vicinity of the hotel for organizing large gatherings there is "Belexpocenter" where in the setting Cocktail can accommodate 2000 people, and in the Theater 1700.

- Hotel "Courtyard by Marriott" Belgrade has a small meeting room with a capacity of 45 seats in the Theater setting.
- Hotel "Moskva" in the hall "Balkanska" can accommodate 220 people, in the Theater setting.
- Hotel "Radison Blu Old Mill", has rooms that can be connected. By joining M1 and M2, 240 people can be accommodated if the setting is Cocktail or 225 people if the setting is Theater.
- Hotel "Zira" can accommodate from 400 to 600 people in its largest hall, if the style of sitting is Theater or Cocktail.
- Hotel "IN", has a modest capacity sale. The INdex room is for 100 people with the setting Theater.
- Hotel "M" in Avala hall can organize an event for 500 people (Theater) or 600 people (Cocktail).

The analyzed hotels have the possibility to organize conferences from 70 to even 2,000 people in one room. The most adequate seating arrangement for larger gatherings is "Theater" and "Cocktail". These two seating styles allow you to accommodate the largest number of guests. On the other hand, the smallest capacity is available if the "U-shape", "Squares" and "Conference".

According to the data of the National Tourism Organisation of Serbia in 2018, 50 world events were organized in Serbia. The number of participants in these events is from 100 to 2,300. The largest number of events has from 200 to 500 participants (42%). Up to 200 participants were at 40% of events. From 500 to 1,000 participants were on 5 events (10%), and more than 1,000 participants in 4 events (8%). (National Tourism Organization of Serbia, 2018).

Overall, the average sitting-class sitting room "Theater" has 533 seats, while "Cocktail" has 585 seats. Considering that at 82% of the events were up to 500 participants, it can be said that hotels of high category in Belgrade have adequate space for organizing world events of this capacity.

The most important venue for organizing international events for more than 1,000 participants in Belgrade's "Sava Center", which is the largest

business and convention center in Serbia built in 1977. "Sava Center" was the place of maintenance of the largest international congressional meetings, including the General Assembly of the World Bank and the International Monetary Fund, the General Assembly of UNESCO, the 9th Summit of Non-Aligned Countries, the EBRD Assembly, the world congress of miners, orthopedist, dentist, etc. To date, over 9,700 domestic and international meetings and events have been held with more than 1,900,000 participants. The "Sava Center" hosted the greatest names of the world art scene, and for many years there have been significant cultural events such as FEST, BEMUS, BITEF. "Sava Center" has 15 conference rooms, with the largest hall "Blue Hall" receiving up to 4,000 participants (style Theater). The most favorable position in relation to "Sava Center" is the hotel "Crowne Plaza" located in the immediate vicinity and which is directly connected to the center.

If we observe events for more than 1,000 people, besides "Sava Center", the only adequate space for these events is "Belexpocenter", with a capacity of up to 2,000 people (style Theater), located next to the "Holiday Inn" hotel. However, "Holiday Inn" does not have the possibility of accommodating this number of guests since it has 140 rooms and 170 beds.

Conclusion

The rapid growth and development of business tourism occurs in Europe and North America, spreading in recent decades, to the Asia-Pacific region. Today, these events have global importance because they affect the growth of investment in this tourism segment, as well as the continuous growth of international passengers. World events organized in the hotels include various meetings, conferences, conventions, congresses and exhibitions of an international character.

The results of the research conducted in 12 hotels of four and five stars in Belgrade, showed that all hotels have a multifunctional space adapted to maintain various events up to 600 participants. The most adequate seating arrangement, which allows the accommodation of the largest number of participants, is "Theater" and "Cocktail". The biggest capacity of the hall are hotels "Metropol Palace" (870 seats), "Crowne Plaza" (800), "Hilton" (600), "Hyatt Regency Belgrade" (600). In addition to hotel venue for major events, there are the "Belexpocentar" with a capacity of 2,000

people connected to hotel "Holiday Inn" and "Sava Center" with a capacity of 4,000 people connected to "Crowne Plaza".

It can be said that the hotels of higher categories in Belgrade have the capacity and ability to organize various events from meetings, conferences, congresses, festivities, promotions, weddings and numerous other gatherings. It should be noted that in addition to a capacity hall, for the successful organization of the event a properly equipped space, inventory, audio-visual equipment, qualified and well-organized staff are also required. These are preconditions that are necessary to meet in organization of world events in order to satisfy the needs, desires and expectations of modern guests.

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