

Tourist events in Serbian part of Banat

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Abstract

In this paper tourist events organized in the area of Serbian Banat are studied. They represent the base for initial development of tourism, but also some other economic activities in this underdeveloped region. Those events are mostly based on tradition, folklore and customs (ethnographic by type) and agricultural production (fairs, exhibitions). However, there are also a number of multicultural events (artistic, ethnographic and religious events), based on fact that this space is multiethnic in character. In Serbian part of Banat, in 2013, about 416 traditional tourist events were organized.

Keywords: *tourist events, tourism, Banat*

Rezumat. Evenimente cu rol turistic in Banatul Sârbesc

Lucrarea analizează evenimentele cu rol turistic din Banatul Sârbesc. Aceste evenimente reprezintă baza pentru dezvoltarea inițială a turismului, precum și activități economice considerabile pentru această zonă subdezvoltată. Ele sunt legate în primul rând de tradiții, folclor și obiceiuri (etnografie), precum și de practicile și producțiile agricole (targuri, expoziții). Totuși, există mai multe evenimente cu caracter artistic, etnografic și religios, ținând cont de mozaicul etnic al acestui spațiu. În Banatul Sârbesc, în anul 2013, au fost organizate 416 evenimente cu rol turistic.

Cuvinte-cheie: *evenimente cu rol turistic, turism, Banat*

Introduction

Events, starting from the last decade of 20th and first decade of 21st century, became the important development tool for local communities and regions. They are regarded as a possibility to gain some strategic advantages and bring a number of economical, social and ecological goals. The role and impact of events in tourism field is well documented. Their role in enhancing the competitiveness of destination on tourism market is more and more evident. Moreover, because of the increase of competitiveness between tourist destinations, organizing events and development of event tourism became an important activity. As tourism is regarded as one of the fastest growing industries today, within tourism sector, events became more and more significant elements of tourist offer (Erfurt, Johnsen, 2003). In scientific literature in Serbia and abroad, different terminology for this type of tourism (manifestations, events, festivals, parliaments, etc.) is used (Getz, 1997; 2008; Bjeljic, 2006; Cudny, 2013).

Different terms are used based on geographical area and domination of language among different nations. In accordance with this, in areas with dominant Germanic group of languages (England, Germany, Scandinavian countries, USA) terms event and festival are used, while in other countries (with Latin and Slavic language base - Italy, France, Spain, Romania, Serbia, Bulgaria, Russia, etc.) the term manifestation is more popular.

In Serbia, in particular, event tourism, as economically prosperous type of tourist offer, become significant in first decade of 21st century. It

was defined for the first time in some strategic national documents, such as Tourism development strategy of Republic of Serbia (2006). In this document, this segment of tourism offer is seen as a great market potential. "In Serbia a great number of traditional events, local manifestations, festivals, celebrations, parliaments, etc. is organized. Beside their popularity on domestic market, some of these events have a potential to be placed on international market, where they already gained some positive reputation" (Strategy 2006). According to different sources, about 2,500 tourist events are organized, annually in Serbia (www.vodic.krozmanifestacije.com/kalendar; www.vojvodinaonline.com/events). The organization of such a great number of events should contribute to the come-back and repositioning of Serbia on international tourist market, by increasing the level of competitiveness and creation of stronger base for marketing activities.

Serbian Banat has numerous and various natural and anthropogenic resources which are important for the development of tourism. However, in this sense, the rich cultural-historic heritage of Banat has special value, which is presented through multiculturalism, different customs, folklore, music and gastronomy (Bjeljac, Ćurčić, 2008, 2010; Obradović, 2009). Event tourism is one of the leading types of tourist offer in this part of Serbia (Bjeljac, 2001; Obradović, 2009). The aim of this work is to conduct the categorization and classification of tourist events in the Serbian part of Banat.

Historical overview

The oldest tourist event in Serbia was organized in Banat region - Flower Carnival in Bela Crkva, which was initiated in 1852, and held continuously since 1911 (Bjeljac, 2010; Stojanović, 2010). Zrenjanin as District center, in 1769 gained the right to organize two fairs per year, and later, another two such events, marking each annual season with a great fair. The first fair in Debeljača was held in 1873, while the first wine exhibition in Vršac was organized in 1857, in a tavern named Kod dva ključa. Before World War II, in Vršac, celebrations of the grape harvest, the so called "Veinleze fest" were held every year.

„Under the supervision of Lazar Janoš, the owner of villa Kaštel in Ečka, from 1793 to 1809, in the park in front of his villa, foil fencing tournaments were held. In those tournaments the best fencers from Austria and Hungary took part. Moreover, there was a parallel contest for ladies in archery, horse riding and hunting. Here, from 1870 to 1891, beside balls and concerts, some events that included horse races of the most famous stables from Austria-Hungarian monarchy took place. Some contests for girls were also organized, particularly in knitting and sewing (Bjeljac, 2010). In 1889, Ečka village was the host of the Conference of the South-Hungarian Association of Teachers, and in 1892 the host of the Conference dedicated to the necessity of the removal of the existing and construction of a new bridge over Begej river". Since 1910, in Grebenac village, Carnival on celebration of Candelmas (The Meeting) is organized, which Romanian people have taken from Germans. Carnivals in Kruščica and Vračev Gaj villages date from the same period (Bjeljac, 2010, Marjanović, 2003/2004).

Geographical distribution

On the territory of Banat, in 2013, there were organized 419 traditional tourist events in 16 municipalities (38,98% of the total number of events in AP Vojvodina, 16,76% of total number of events in Serbia) (www.vojvodinaonline.com/events; www.manifestacije.com). The greatest numbers of events take place in the municipalities of Pančevo, Zrenjanin, Kikinda, Kovačica and Novi Bečej (table 1). If the distribution of events according to settlements is observed, most of the events are held in: Pančevo (67), Zrenjanin (36), Kikinda and Vršac (18 each), Novi Kneževac and Novo Miloševo (16 each), Kovin (15), Novi Bečej (12), Kovačica (9), Dolovo (8), Uzdin, Debeljača and Deliblato (7 each), Debeljača (6), Gudurica, Opovo, Bela Crkva and Omoljica (5), Ivanovo, Jaša Tomić, Starčevo and Torak (4).

Classification of tourist events

With the goal of determining which of these 419 traditional events have a tourism potential and prerequisite to become the main motive for tourist

visitation, their classification and categorization is needed. Based on complex and detailed analysis, the basic classification of tourist events can be made. The classification was based on geographic and economic group of criteria (Getz, 1997, 2008; Carlson et al., 2000; Goldblat 2000; Du Cross 2000; Bjeljac, 2006; Hadžić, Bjeljac, 2006; Bjeljac, 2007; Bjeljac, Brankov, 2008; Bjeljac, Čurčić, 2010) (Al cited in Bjeljac, 2010).

Table 1: Events in Serbian Banat, by municipalities

Municipalities	Num. of events
Pančevo	110
Zrenjanin	45
Kikinda	29
Novi Bečej	28
Kovačica	29
Novi Kneževac	27
Vršac	26
Kovin	27
Žitište	22
Bela Crkva	12
Sečanj	17
Alibunar	13
Nova Crnja	9
Plandište	10
Opovo	8
Čoka	7
Total	419

Source: www.vojvodinaonline.com

DATA AND METHODS

Geographical group of criteria

Geographical group of criteria include: program content, origin of visitors and participants, traditionalism (continuity of the event), rank, location, transport accessibility and connectivity, season and timing, artistic value, number of accompanying events, satisfaction levels of visitors and organizers (Bjeljac, 2006, 2007). The geographical group of criteria has 0-5 grade scale.

The definition and distribution according to the content of events has been the research theme of a significant number of scientists (Ožegović, 1977; Ritchie, Yangzhou, 1987; Getz, 1991, 1997, 2008; Jovičić, 1992; Nicholls et al., 1992; Avramovski, 1996; Jago, Show, 1998; Arcodia, Alastair, 2000; Aitken, 2002; Goldblat, 2002; Bowdin et. al., 2001; Bjeljac, 2006, 2010; Gibson, Stewart 2009, Quinn, 2010) ; Cudny, 2013).

Within Serbian territory, the classification given by Bjeljac is widely used (2006, 2010). According to the main content, events are classified on artistic, ethnographic, economic, scientific-vocational, religious, sport, political-historical, entertaining, tourist-promoting and children events. This classification, in March 2011, was officially accepted by the Tourist Event Organizers Association established within the

Council for Tourism and Hospitality by Chamber of Commerce and Industry of Serbia.

Economic group of criteria

The economic group of criteria includes: the influence of capital investments, ecological, economic, media and political influences, as well as stakeholder relations and cooperation with tourist organizations (Goldblatt, 2000; Bjeljic, 2006; Bjeljic, Brankov, 2008; Bjeljic, Ćurčić, 2010; Ćurčić et al., 2008). All criteria are respected before and after the event took place, with scale ranging from 0 to 4 points.

DISCUSSIONS

Geographical group of criteria applied on events organized in the Serbian Banat

In the area of the Serbian Banat, based on the classification by program content, there stand out: 132 artistic (31.50%), 67 economic (15.99%), 31 ethnographic (7.40%), 52 entertaining (12.41%), 62 sport (14.80%), 22 religious (5.25%), 12 political-historical (2.86%), 34 children's (8.11%), 4 scientific (0.95%) and 3 tourism promoting events (0.73%).

Table 2: The oldest events in Banat

Event	Place	years
Flower festival	Bela Crkva	103
Festival of the professional theaters in Vojvodina	Zrenjanin	63
Kovačica's October ¹	Kovačica	60
Artistic Colony	Ečka	57
Festival of Romanian music and folklore in Vojvodina,	Uzdin ¹	53
Lipar evenings – Đura Jakšić Days	Srpska Crnja	53
Grape Harvest	Vršac	53
Music festival of Vojvodina's children	Novi Bečej	52
Festival of Romanian poetry "Roads of Spice"	Uzdin	51
International art colony of scout painters "Palette"	Uzdin	46
Artistic colony "Delibato sand"	Deliblato, Pančevo	45
Fishing contest "Tamiš"	Pančevo	
Regional contest of orators "Poet of my nation"	Sečanj	45
Festival of documentary films "Village life", ŽISEL	Omoljica	43
Theatre days of Romanians in Vojvodina ²		43
Artistic Salon	Pančevo	42
Parliament of the beekeepers "Delibato sand"	Deliblato	42

Source: Bjeljic (2010); www.vojvodinaonline.com

¹ Every year in other settlement with Romanian population in Vojvodina and every fifth year in Uzdin (Kovačica).

² Every year in other settlement with Romanian population in Vojvodina

Traditionalism of the event was another criteria, based on the continuity of organization. Traditional events are those that have continuous sequence of at least five years of being held, with determined date and location of the event (Bjeljac, Ćurčić, 2008, 2010)³. Expansion of event tourism in Serbia, but also in Banat region, started at the end of the first decade of 21st century. The oldest events in Banat are presented in table 2.

According to the *rank, goals and content of the program*, in the Banat area, the events can be classified as local, regional (zonal), national and international. Regarding the criteria for determining the rank, the geographical origin and number of visitors and participants was considered⁴; there predominate events of local rank (181 events or 43.20%), then regional (164, or 39.14%), national (52, or 12.41%) and international (22 events or 5.25%). Among international events in this region stand out: Festival of popular music "The youth sings", "Roads of Spice" ("Drumuri de spice"), International Symposium "Famous Banat people – A step towards Europe" (Uzdin), Carnival, Festival of author comic-book "Grr", Artistic colony "Delibato sand", Competition of chamber ensembles of wind instruments, Festival of under-water movie and photography (Pančevo), Artistic colony (Ečka); Folklore festival "Vršački venac", Chest tournament "Memorial of Bora Kostić" (Vršac), Symposium of sculpture "Terra", Festival of national orchestra "Fenok" (Kikinda), "Strongman" wrestling contest (Novi Kozarci); Festival of accordionists (Novi Kneževac); Meetings of the writers from the border in Sečanj and Timisoara; Festival of the chorus "Cantemus", Junior tournament in wrestling "Darko Nišavić" (Zrenjanin), etc.

Some events of regional rank are also very important. In particular, it is about events organized by Romanian, Czech and Slovak minorities that live in this part of Serbian Banat. As participants or guests to these events, a great number of people from Romania, Slovakia, Czech Republic, Bulgaria etc., gather here. Such events are: Days of Vasko Popa, Children's festival of Romanian folk music and folklore in Vršac, Translation workshop "Zoltan Čuka" in Plandište, Romanian Days in Kovin, "Kovačica's October", "Maško's Days", Festival of Slovak theaters of Vojvodina in Kovačica, Festival of Vojvodina Romanian's music and folklore, Theater Days of Vojvodina Romanians, Orator contest "Buna

³ Score is determined by 0-5 grade scale. Less than 4 years long tradition gets 0 points; 5-10 years - 1 point; 11-20 years - 2 points; 21 - 30 years - 3 points; 31-40 years - 4 points; over 40 years - 5 points.

⁴ Score is determined by 0-5 grade scale. Originating from the same municipality of the event - 0 points, neighboring municipalities - 1 point, from the same region - 2, from the same country - 3, from neighboring countries - 4, from other countries - 5.

Vestire" Uzdin (Kovačica), Festival of humor and satire, Winter Christmas customs "Torak" (Žitište), Symposium „Banat history and multiculturalism" in Reșița (Romania) and Zrenjanin (Serbia).⁵

Location of the event refers to the place or places where the event is organized. This criterion shows the connection of the event with anthropogenic-geographic and natural-geographic tourist resources. Criteria show the distance of the event location from the tourist attractive sites (Allen, 2000; Bjeljic 2006, 2008; Bjeljic, Ćurčić, 2008; 2010; Ćurčić et al., 2008)⁶. On the territory of Serbian Banat, among the natural-geographic resources that represent important tourist destinations, according to du Cros evaluation model (Bjeljac & Lovic 2012; Bjeljic et al., 2013), stand out: Vršac mountains, Delibato sands, Slano Kopovo, Stari Begej-Carska Bara, lakes Okanj and Rusanda, and Tisa river. Among anthropogenic tourist values most attractive are: old town nucleus of Vršac, Pančevo, Zrenjanin and Kikinda, the remains of medieval monument such as a Chatedral in Arača, Vršac tower, monasteries Mesić and Vojlovica, villas "castles" in Ečka, Srpska Crnja, Plandište, old mills, windmills, watermills and farms "salaš", artificial lakes in Bela Crkva, etc. (Bjeljac, 2001; Bjeljic, Pandžić, 2005; Bjeljic, Nikitović, 2005; Obradović, 2009). In Belo Blato village (Zrenjanin), there is one ethno-house that represents folk house-building skills of a multicultural population (Slovaks, Serbs, Bulgarians and Hungarians). In the village of Torak (Žitište) there is an ethno-house representing folk architecture of the Romanian minority. In Kovačica village there is also an ethno-house, representing the folk architecture of Slovak nation of Vojvodina. Moreover, local Slovaks from Kovačica have achieved the world fame with their tradition of naive painting⁷ (Todorović, Bjeljic, 2009). On these locations, that have certain attractive assets, 73 tourist events take place. In line with these criteria, there is also the accessibility and traffic connectivity of the location to the main tourist distribution

5 The proclaimed goal of all minority organizations is gathering, developing and deepening of interconnections of the community members, as well as the preservation and cultivation of national identity, traditions, native language, culture, customs, folklore etc. This way, although few in number, many ethnic groups have recently succeeded to renew some of their traditional practices, but have also introduced some new customs, often with a ethnic symbolism. In particular this applies to collective events that in addition to their basic function of connecting community members, empowerment and cohesion of the community, have another goal – promoting the parent-state culture in the wider space (Pavlović, 2012).

6 Scoring is made based on the distance of the event location from the tourist attractions (less than 1 km = 5 points; from 2 to 10km = 4 points; 11 to 20km=3 points; 21 to 30km=2 points; 31 to 40 km = 1 point, and over 40 km = 0 points.

7 In 2013, naive art as a skill is inscribed into the national register of intangible cultural heritage of Serbia.

centers. If we consider Novi Sad, Subotica, Szeged and Timisoara, as a main distribution centers in this region, it can be stated that the Serbian part of Banat is in half-day and one-day gravitation zone, which is considered to be a positive aspect.

Time and duration of the event is a criterion that shows the connections between event organization and free-time of the visitors (Bjeljac 2006; Bjeljic, Ćurčić 2007, 2010). Duration of the event is usually from one to three days, but there are also events that last for a week, a month or during the whole year. Time and place of the events are usually inter-connected. It is of crucial importance to determinate the part of the year in which it takes place – main season, pre-season, post-season or a holiday time, especially if they take place in tourist attractive destinations. Events are held throughout the year, but mostly in summertime (164, or 39.14%) and springtime (137, or 32.70%).

Number of visitors (table 3) and *participants*⁸ is the criteria appropriated for showing the visitation extent and use of tourist offer programs (Bjeljac, 2006). This criterion is also in causal connection with the rating of the event, the time and location on which it is held. Type of people, target market, is another factor that has an influence on the event (O'Toole, 2005).

Table 3: Number of visitors

Event	Place	Number
Bear Days	Zrenjanin	300,000
Bacon fest	Kačarevo	150,000
The Assumption Days	Novi Bečej	100,000
Grape Harvest festival	Vršac	80,000
International Carnival	Pančevo	50,000
Pumpkin Days	Kikinda	20,000
Folklore festival „Vršački venac"	Vršac	15,000

Source: Data from tourist organizations

Canemus International chorus festival, Bear days in Zrenjanin, "Kovačica's October", "Lipar Days", Days of Miroslav Antić and Theatre festival ŽISEL gather several thousands of visitors each year (Bjeljac, 2010). Festival of the professional theaters in Vojvodina, International Carnival (Pančevo), „Vršački venac 'Folklore festival , Grape harvest (Vršac) (figure 1), Festival of Slovak theaters of Vojvodina (Kovačica), Festival of Vojvodina Romanians' music and folklore and Theater Days of Vojvodina Romanian's, have several hundred to several thousand participants.

8 Grade scales: Visitation: less than 500 visitors = 0 points, 501-1,000 visitors = 1; 1,001 – 5,000 visitors = 2; 5,001 - 10,000 = 3; 10,001 – 20,000 = 4; over 2,000 visitors = 5; Participation: Less than 10 = 0; 11 - 50 = 1; 51 – 100 = 2; 101 – 500 = 3; 501 – 1,000 = 4; over 1,000 = 5.



Figure 1: Grape harvest festival, Vršac

Source: www.manifestacije.com

The *number of additional events* shows the variety and attractiveness of the program which places the event in tourist offer of the destination (Bjeljac, 2006). Content (program) of the event and additional programs with entertaining, educational, cultural, religious, and other contents, are made in order to enrich the main program and make it more appealing to the visitors.

As additional programs, there often appear various exhibits (artistic works, photography, crafts, agricultural machinery, etc.), book promotions, performances, theatrical shows, presentation of traditional dishes (gastronomy), sports contests, professional lectures, and similar (table 4)⁹.

Table 4: Number of additional events

Event	Place	Number
Beer Days	Zrenjanin	14
Museum's Night ¹⁰		13
Kovačica's October	Kovačica	11
Bacon fest	Kačarevo	11
Days of European Heritage ¹¹	Zrenjanin, Vršac, Kikinda, Pančevo	7
Festival of documentary film, Village life- ŽISEL	Omoljica	6
Regional festival of Alternative culture REFRACT ¹²	Pančevo, Zrenjanin, Belgrade	6
The Assumption Days	Novi Bečej	6
Festival of author comedy-book "GRR"	Pančevo,	5
Lipar Nights – Djura Jakšić Days	Srpska Crnja	5

Source: data from the organizers

9 Scale: 0 programs (only main program) = 0 points, 1 to 3 = 1; 4 to 6 = 2; 7 to 9 = 3; 10 to 12 = 4 and over 12 = 5 points.

10 At the same time in 8 settlements in Banat: Bela Crkva, Idvor, Kikinda, Novi Bečej, Novo Miloševo, Pančevo, Vršac and Zrenjanin

11 At the same time in 4 settlements: Kikinda, Pančevo, Vršac and Zrenjanin

12 At the same time in 3 settlements

Organizers, as criteria, are used in order to determine the goals of event organization. As organizers we recognize local governments, NGO's and professional organizations, cultural institutions, sports associations and clubs, tourism organizations and others. This criterion is important in economic sense as well. Defined as "stakeholders", several different interest-groups that take part in the organization of the event are included.

The satisfaction of the visitors and participants with the event is a very important criterion for the evaluation of the success of the event. Factors that have the greatest impact on the quality evaluation are: ambiance, tourist attractions, quality of the event offer, relation of the local community towards the visitors and vice versa, and other (Hadžić, Bjeljac, 2006)¹³ According to previous research (Bjeljac, 2010), visitors are usually satisfied with the events they visit, but certain aspects of the organization bother them, as well as some specific parts of the program. Some of the complaints include: fair type of the events, inadequate sanitary facilities, lack of parking places etc. (Bjeljac, Brankov, 2010).

Artistic value includes scoring the ambiance, design elements in creation of tourist product, cultural significance, robustness and quality of program (Du Cross, 2000; Hadžić, 2005; Bjeljac et al., 2013). Ranking of the events presented in this study is conducted based on Du Cros model of evaluation. The model was slightly modified for the purposes of this particular case. Some indicators were derived from the original model: ambiance; well-known beyond local community; significant national symbol; evocative place; distinguished from nearby assets, appealing to special needs; association with culture; number of attractive assets in the area; as well as its historical, social, scientific and educational value; rareness; investment potential and stakeholder involvement¹⁴. Depending on the type of the event, artistic value of the event differs. The overall grade of artistic events is mostly - 5, children's events - 4, ethnographic - 3 points and other events get 2 or 1 point.

Economic group of criteria applied on events organized in Serbian Banat

Capital investments show the development levels regarding the overall infrastructure. It determinate the extent to which the organization of events contributes to the development of infrastructure and

13 It is measured by the survey conducted among visitors and participants of the event. Each indicator is graded from 0 to 5, and then average grade is given, which determinate the satisfaction level of the visitors.

14 Each indicator is graded from 0 to 5, and average grade is derived based on the result of all mentioned indicators.

other capital projects in town or region (Goldblatt, 2000; Bjeljic, 2006; Bjeljic, Ćurčić, 2010;). For most of the events, only "cosmetic" changes are made (partial repairs of objects and spaces where the event is held, placing asphalt of small parts of roads etc). The single exception is "Kovačica's October", where because of the need for exhibition of artistic works, the Gallery and Ethno-house were built.

An ecological criterion is connected to the protection levels concerning the natural environment. It shows the ways in which the event makes impact on the local environment of the region (focusing on all its positive and negative sides), practically and educationally (Bjeljac, 2006a). This criterion is particularly obvious in Movie festival "Village life" ŽISEL¹⁵.

Media – promotion impact is a criteria relating to the representation of events in printed and electronic mass media, as well as promotional activities in markets and fairs. The goal is to determine how media and promotional activities contribute to the visitation and popularity of the event. The Assumption Days (Novi Bečej), Grape Harvest (Vršac), Beer Days (Zrenjanin), Bacon fest in Kačarevo, Pumpkin Days in Kikinda enjoyed high levels of media promotion.

Social-political impact refers to the impact of the current political situation in the country on maintaining the organization of the event. Tourism events in recent years have become more political in nature, in the sense that they offer quality national and regional legacy, in terms of their perceptions of quality of living standards (Bjeljac, 2006).

Economic impact is related to the direct and indirect financial gain of the event (budget revenue, income from ticket sales, etc.). Economic impacts of events in Serbia can not be foreseen, because there is no defined legislation which could accurately track revenue from events. Moreover, the organizers have no obligation to display their income, because current fiscal laws do not demand it, especially if they are registered within NGO sector. The only events that have ticket sales and some profits from the sales of souvenirs, products, the exhibits and the like, can be evaluated in terms of economic impact.

Stakeholder relations include the impact of all stakeholders in the organization of events. Their role in the planning process and maintenance of the event is extremely important. They determinate the developments of tourism, putting in focus the need for mutual cooperation between institutions and agencies that organize the event. "Creating a relationship between the partners at the destination shall cause the exchange of information, exchange of goods and services, as well as mutual

understanding, which gives a personal dimension to relations between the partners. Collaboration provides some framework for making strategic decisions relevant to the development of tourism in the destination. Establishing a high degree of interdependence, relations among the partners can become drivers of activity in the field of control of resources and creation of new resources" (Hadžić, 2005). Closely related to this criterion, there is the *cooperation between organizers and tourism organizations, tour operators and travel agencies*. This criterion was separated in order to determine the impact tourism organizations have during the organization of an event (whether they appear as sole organizers, co-organizers, or just perform promotional activities and give accommodation and transport services).

Tourist evaluation of events in Banat

In Serbia and in Banat region likewise, practically there is no adequate categorization and classification of the events. Within the economic group of criteria, it can be seen that governmental institutions finance events without a clear criterion, which is not the case in other countries (USA, Australia, New Zealand, Canada, South-Africa, Great Britain, and EU states). In these states, there is a licensing process for organizers of tourist events (event agencies), some events and even some aspects of the events. For example, in South African Republic, there are regulations for licensing the large events, with over 2,000 visitors. Here, special attention is set on those elements that have great risks, such as large number of visitors, food and beverage, extreme sports, transportation etc. Event industry sector includes the events different in sizes and types, from wedding organizations, exhibits, sport contests, entertainment to mega events. Companies that organize events can be independent, as well as parts of international companies. Unlike many industrial sectors, the event industry is very fluid, dynamic and involves a number of individuals involved in organizing and planning of the event. There are some suggestions to form a professional body, which would be the certification body related to setting of standards that would be similar to the industrial standards. This professional body should be made up of leading professionals in the field of event management (O'Toole, 2008).

By using the defined geographical and economical groups of criteria, three categories of events with tourist attractive potentials can be determined:

1. In the first category, events that represent the independent tourist attractions are classified.

¹⁵ With specific themes based on village life, architecture, old and new in micro-space of the village living (www.zaprokul.org.rs)

2. In the second category, events that are significant, additional element of the tourist offer of destination are listed.

3. The third category includes events that take place in underdeveloped regions of Serbia, and have only local significance.

When the highest values of all indicators of the economic groups and geographic criteria are calculated, the sum of 116 points is established. In order for an event to be ranked in the first category, it must score 97 or more points; for the second category a sum ranging from 73 to 96 points and the third category includes those events that score less than 73 points.

Regarding the criteria of categorization of tourist events (Bjeljac 2010, Bjeljac, Brankov, 2008; Bjeljac, Ćurčić, 2008), tourist attractive events are considered the following: Grape Harvest in Vršac (108 points) and Beer Days in Zrenjanin (105 points). Other events with great potentials also include the Bacon Fest in Kačarevo (94 points), Folklore festival "Vršacki Venac" (88), "Kovačica's October" (75), Parliament of Beekeepers "Delibato Sand" and International Carnival in Pančevo (74), Artistic Colony Ečka (72), Artistic Colony "Delibato Sand" (69), "Lipar Nights – Djura's Days" (67), „Gander Fest" in Mokrin (63), The Assumption Days (61), ŽISEL in Omoljica (59) and Flower Carnival in Bela Crkva (58 points).

Conclusions

Based on the conducted research, it can be stated that some individual events in the Serbian part of Banat have a great potential. Thanks to their long tradition, the attractiveness of the program and good ambiance, as well as the development of their own image, they represent a significant segment of the tourist offer of Serbia. Moreover, they are an extremely important element in the development of selective forms of tourism in Serbia (especially in complementing rural and cultural tourist offer).

For tourist events that are held in Banat area, promotion should be focused on the domestic market. Promotion should increase the interest of the audience of tourist segments from urban areas, in particular Belgrade, Novi Sad, Subotica, Zrenjanin, Pančevo. However, these events also attract some foreign tourist, mainly from Hungary, Romania, Slovakia, Czech Republic and Austria. The final goal of these events is placing themselves on international markets, in particular, Great Britain, German, Italian and French tourist markets. Certain events, growing beyond national boundaries with prominence on the international market, positively differentiate themselves and become a recognized tourist brand. Their attractive power is growing and the economic effects, triggered by the event itself,

rapidly increase revenues from tourism. This is of essential importance for the events that take place in towns (Pančevo, Zrenjanin, Kikinda, Vršac), but also for those organized in rural areas.

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