

## THE PLACE AND ROLE OF EVENTS IN THE TOURIST DEVELOPMENT OF THE SOUTHWEST SERBIA CLUSTER

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**Abstract.** *Events are activities that belong to the group of created attractions, which every destination that plans the successful development of tourism should have. The main role of the event is to promote tourism through the autonomous power of attraction of the event itself and to complement the tourist supply of a particular destination. The Southwest Serbia cluster has significant attractive features for the development of different forms of tourism, where a special role is played by event tourism, that is, various types of events. Some events in this cluster are of international significance, since, in addition to attracting domestic tourists, they also attract a significant number of foreign ones.*

**Key Words:** *cluster, Southwest Serbia, events, festivals, event tourism*

### INTRODUCTION

According to Porter's concept, a cluster is usually defined as "a geographically targeted group of interconnected companies and institutions in a particular sector, which are binded by the sense of community and complementarity." [1, p.. 8] They represent geographic concentrations of interconnected companies in certain sectors, along with specialized suppliers and service sectors, including a number of institutions such as universities, trade associations and agencies. According to that, clusters are defined by natural, demographic, cultural, economic and other characteristics of space.

Depending on the features of space, as well as involved companies, clusters establish their priorities, use available resources and establish formal links that enable the achievement of common goals. The main reason for the formation of clusters in a given area is the competitiveness on the global market.

One of the possible ways of tourist development and the development of new tourist products lies in the interconnection of multiple participants at tourist destinations of different hierarchical levels. In this way the tourist destination fits perfectly into the concept

of clusters in the economic development of a country and its spread to other markets. When it comes to tourism, it is evident that in every country there are areas that have necessary natural and anthropogenic resources for the development of the tourist cluster. To create a tourist cluster, it is necessary to upgrade these initial tourist values with organizational, managerial, innovative, productive, competitive and other measures. [2, p. 103] In tourism, the cluster is a dynamic combination and concentration of tourist attractions, infrastructure, equipment, services, activities, people, etc. in closed geographic areas where certain tourist experiences are developed. In fact, clusters are aimed at connecting various supply subjects at horizontal and vertical axes in order to further increase the value of their joint product. The formation of quality clusters include:

- Aligning interests of all interested parties at a tourism destination, regardless of its hierarchical rank
- Determining specificities in the tourist supply of clusters
- Creating the identity of a specific destination
- Improving quality
- Protecting the environment and improving the quality of life for the population of each destination

According to the Tourism Development Strategy of the Republic of Serbia [3], Serbia is divided into four clusters: Belgrade and its surrounding, Vojvodina, Southeast Serbia and Southwest Serbia. According to the authors of the Strategy, singled out tourist clusters are not based on the administrative boundaries that currently exist within the country, but primarily on rational strongholds in different forms of economy and experience which can be developed in certain parts of the country. They are actually singled out on the basis of the availability of tourist potentials and attractions that allow the development of different forms of tourism.

The main products in the Southwest Serbia cluster are events, special interests, mountains and lakes, health and rural tourism, and the main idea under which this cluster will be commercialized and promoted is "the discovery of life in the tradition and nature." [3]

#### THE TERM - EVENT

The world tourism, a growing importance is given to the event as a tourist product, which is best manifested through the new trends in the tourist supply aimed at increasing the interest in learning about cultures, customs and traditions of different countries and areas. Today events hold the central position in culture and have a very prominent role in the society. [4, p. 5] Thus, events are one of the world's leading tourist products with an unlimited potential, which is primarily associated with the maturity of destination countries in innovative planning and implementation of events and manifestations through public-private partnership.

Events are activities that belong to the group of created attractions, which every destination that plans the successful development of tourism should have. [3] It is a continuous activity that "happens – takes place" once a year, and which promotes the tourism of a certain destination through the autonomous power of attraction of the event itself, and encourages the guests to take direct participation and involvement. In order to

become a part of a tourist destination, events need to attract participants and / or observers who are not part of the local community. [4]

Events, as modern and growing phenomenon based on tourism, leisure and business, are public gatherings of people with a certain intent. "Their special appeal comes partly from the limited duration and natural simplicity, which makes them different from permanent institutions and created attractions. Often, their fame and festivity atmosphere raise their importance above everyday events "[7, p. 5-6]. They may occur in every culture and community, and a degree of interest in the contemporary society to a large extent depends on the media coverage. Most commonly, events have a relaxing character, with far less competitive and business characteristics. Events are one of the most exciting and fastest growing forms of phenomena based on leisure, business and tourism. Their special appeal comes partly from the limited duration and their unique nature that makes them different from permanent institutions and created attractions. Often, their fame and festival atmosphere raises their significance above everyday events. [4, p. 31-33]

A festival traditionally represented the time of celebration, relaxation and rest, often during hard physical work such as sowing or harvesting. The main feature of these festivals was the celebration or reaffirmation of the community or culture. Artistic content of such events was diverse and much of it had a religious or ritual aspect, although music, dance and drama were important features of the celebration.

Exhibitions and trade shows, which had the character of fairs, appeared quite a long time ago. Sport also provides many powerful and continuous events. Congresses and motivational journeys include business trips, which themselves include a variety of conferences, meetings, conferences, individual business trips and trade fairs, etc. [11, p. 16]

According to Getz, D. [6, p. 31-42], several types of events can be distinguished:

- Cultural celebrations - festivals, carnivals, religious events, parades, historical commemorations,
- Arts and entertainment - concerts and other public performances, exhibitions, award ceremonies,
- Economy and trade - fairs, stock market, consumer fairs, presentations, meetings and conferences, publicity events, charity events,
- Sports events - professional, amateur,
- Education and Science - seminars, workshops, conferences, interpretive events,
- Recreation - games and sports for entertainment, leisure,
- Politics and the government - inaugurations, investment conferences, VIP visits, meetings, conferences,
- Private events - anniversaries, family gatherings, parties.

The role of the event is to create a specific atmosphere that characterizes the spirit of different people, their uniqueness, quality, authenticity, tradition, hospitality, certain themes and symbolism.

Events have existed throughout human history at all times and in all cultures, and during the second half of the twentieth and the early twenty-first century have evolved into event industry with a variety of sectors. All events have a direct social and cultural impact on its participants and sometimes the entire local community. These socio-cultural impacts can be both positive and negative.

Positive impacts include: increased experience, revitalization of traditions, forming local or national pride, validating groups in the community, increased community participation, introducing new and challenging ideas and broadening cultural perspectives. The negative effects are reflected in the community alienation, community manipulation, a negative image of the community, improper mass behavior, social disorder and the loss of attraction. Events may produce unintentional social consequences, such as abuse, mass misconduct and increased criminal activity, as well as alcohol and drug addiction. [7, p. 36-37]

There is also political influence on events, which is reflected in the promotion of socially acceptable political programs, development and improvement of the political awareness of the individual, promotion of individuals, programs and social elite, the realization of unity in crucial situations and so on. [8, p.130] Thus, positive political effects of events are reflected in international prestige, improving the profile, promoting investments, social cohesion and developing administrative skills. Events can have negative impacts which are reflected in: the risk of failure in the event, poor allocation of investment funds, lack of responsibility, promoting and so on. [7, p. 39]

Certainly, due to the need to satisfy employees, achieve budget targets and cover other costs, the financial impact of events on a tourist destination is primary. So, events have a wide range of economic benefits, which is reflected in the consumption during the trip (hotel accommodation, restaurants, shopping, etc.).

Events attract visitors, increase the average consumption and length of stay and affect repeated visits of tourists to a certain destination. Different events have the ability to attract visitors in the low season, which increases the usage of capacities and provides additional income from tourism. The event is a specific product because it is held usually once a year and has an unusually strong impact on creating the image of a tourist destination.

The division of events can be made according to the size, form and content. The size of events is usually determined according to the scale of effects related to the attendance, media coverage, infrastructure, cost and alike. Thus, according to their size, events are classified as: mega-events, hallmark-events, major events and local or community events. [5, p. 6]

**Mega-events** are events that have a large impact on the economy of the entire country and have significant presence in the global media. According to their size and importance, they represent those events that have wide media coverage, produce a large impact on the tourist development and contribute to the overall economy of an area or a destination. [4, p. 12] There are no such events in our country.

**Hallmark events** are those events which have become so identified with the spirit of cities, places or regions that they have become synonyms for the place where they are held. [4, p. 13] It is "an event of the distinctive quality of the program, with an authentic setting and performance, due to which it has distinctive characteristics in comparison to other equivalent events." [8, p. 7]

**Major events** are those events that attract a substantial number of visitors, have wide media coverage and economic benefits for the areas in which they are held. These events usually have some kind of cultural significance, and can be competitive, musical and may even have a religious content.

**Local or community events** are intended mainly for local residents and are normally based on local, social and entertaining values. They bring significant benefits to the local community, because they help create a sense of belonging and recognition of the environment.

Local events and festivals may give rise to hallmark events and attract more visitors. Our country can be said to have a synonym for some kind of an event in every city or a town. Such events are Rostiljijada in Leskovac, Kupusijada in Mrcajevci, Shepherd Days in Kosjeric, Ljubicevske horse games in Pozarevac and many other events throughout Serbia.

According to the form and content, events are divided into festivals, sporting events and events related to the industry and business people.

**Festivals** are a very important expression of human activities and as such have a major impact on our social and cultural life. They are connected with the tourism of local communities and as such represent important business activities. [4, p. 14-15] They are mainly art festivals, which usually include a mixture of art forms and have a broad scope of performers as well as numerous types of festivals of various genres of music. Our land abounds in music festivals such as: Gitarijada in Zajecar, EXIT in Novi Sad, Dragacevo Trumpet Festival in Guca, Jazz festivals in Nis and Belgrade, and many others. Besides music, there are film festivals in Belgrade, Nis, Vrnjacka Spa, Sopot and Palic.

**Sporting events** include a range of competitions ranging from individual sports to multi-sport disciplines such as the Olympic Games. They have a distinct ability to attract large numbers of tourists and as such have wide media coverage. They bring benefits not only to the local community, organizers and sports organizations, but also to athletes and coaches. The largest and the most important event of this kind in our country is the Belgrade Marathon which has been held since 1988. The marathon is organized according to international standards, with wide media coverage and is well covered by the world's leading sports channels.

**Business events** are numerous business meetings on which experiences in business administration and economic and non-economic activities are exchanged. They are various conventions, congresses, conferences, seminars and symposiums, which contribute to connecting people and sharing knowledge and information. These events are of business and commercial nature and as such make a very strong impact on tourism and all its activities. [4, p. 14-15] Events of this nature are present in larger cities and major tourist destinations in the country.

Events that have the greatest impact on the development of a certain tourist destination are some "mega" and "hallmark" events that are big, international events developed primarily to act positively on the profitability and attractiveness of the tourist destination. However, local events can play an important role in the tourist development and the scope of tourist traffic at a tourist destination.

#### THE SIGNIFICANCE OF EVENTS IN THE TOURIST DEVELOPMENT OF THE SOUTHWEST SERBIA CLUSTER

In the Southwest Serbia cluster there is a number of different events, and several of them may become important for tourism in Serbia according to their market range and internal economy, provided there are major investments in the marketing and a better organization.

The Southwest Serbia cluster is visited by many domestic and foreign tourists. According to the statistics for 2009, this cluster participated with about 25%, of the total turnover of tourists in Serbia and in the total number of nights with about 40%. Certain cultural events, with their own characteristics and attractiveness, influenced this significant number of visitors and nights in this cluster.

In the Southwest Serbia cluster, the greatest tourist potentials for the tourist development are: **nature** (Tara, Morava, river lakes, Zlatibor, Kopaonik, Golija, Tara, Divčibare, Mokra Gora, Ovčar-Kablar Gorge, thermal and mineral springs, spas and alike), **culture** (monasteries, archaeological sites, artistic colonies, folk art fairs), **gastronomy** (local dishes and drinks, "kuposijada", "pršutijada" etc.), **recreational activities** (skiing, hunting, fishing, hiking, rafting, etc.) and **cultural events** (Vukov sabor, Dragacevo trumpet festival, Carnival and Film Festival in Vrnjaska Banja, Haymaking at Rajac, Sailing down the river Ibar, Days of Comedy, Tešnja evenings, etc.).

The biggest impacts on the reputation and attraction of a destination including the Southwest Serbia cluster are those of *mega* and *hallmark* events. Certainly, we should not neglect the impact of numerous local events, festivals, sporting and cultural events which this cluster has in abundance. A more appropriate division of events in this cluster is into international, national and local events.

Southwest Serbia has the largest number of events with ethnic characteristics. Dragacevo Trumpet Festival in Guča is of international importance and with undoubtedly the biggest influence on the development of event tourism in the region. According to the Tourism Development Strategy, the role and importance of the event for the local economy and community are great and manifest themselves in:

- *Improving the image* - spreading positive attitudes about a particular area as well as the whole country,
- *Economic sphere* - the increase in tourist consumption and opening many job vacancies during the event,
- *Tourist / commercial sphere* - increasing the knowledge about a particular area as a tourist destination, increasing the knowledge regarding potential investments and commercial activities in the region,
- *Material sphere* - the construction of facilities of infra and supra structure
- *Socio / cultural sphere* - increasing the level of interest of local people to participate in activities related to the event, reinforcing traditional values and customs at the destination,
- *Psychological sphere* - increasing local pride and the community spirit
- *Political sphere* - increasing the international recognition of the destination, as well as its country and its values. [3, p. 84].

The main motive for the arrival of tourists is a specific event, while further motives are natural and man-made attractions, shopping, gastronomy and the nightlife of the destination. Therefore, the event as a complex product, with clients who are from all age groups and price categories, can have different effects on the development of tourism in a particular area.

#### THE ASSESSMENT AND CLASSIFICATION OF EVENTS IN THE SOUTHWEST SERBIA CLUSTER

Serbia is a country of events and "festivals for the soul," whose people are friendly, prone to partying, open and accessible. Most events are traditional events, local events, festivals, sport competitions, celebrations, religious ceremonies and alike. In addition to the popularity on the domestic market, some of the events have the potential for international markets as well, such as Dragacevo Trumpet Festival in Guča, Sailing down the River Ibar, Regatta on the Drina etc.

The Southwest Serbia cluster has a long tradition of holding festivals. The oldest event held in Serbia is from this tourist cluster. It's Haymaking on Rajac, which belongs to a group of events which foster and promote the original folklore and it was held for the first time in 1892 as a fair. It grew into an event in 1965. One of the oldest and most important cultural events that develops cultural and artistic creativity in this cluster is "Vukov sabor" in Trsic, which has been held since 1933.

In the southwestern Serbia cluster around 150 different events, which can be classified in different ways, are held each year. According to the number of visitors and the tourist importance there are *events that foster and promote the folklore*, such as Dragacevo trumpet festival, the Pipe festival in Prislonica, Shepherd Days in Kosjeric, Haymaking on Rajac, 'Prodjoh Levac - prodjoh Sumadiju' in Rekovac etc.

Dragacevo Trumpet Festival is the largest event in the country according to the number of participants in the program and the number of visitors. It involves the competition of brass bands and vocal-instrumental groups from all over Serbia and abroad. Other activities surrounding the festival are related to presenting traditional Serbian customs as well as exhibitions of handicrafts, traditional food and self-taught artists - painters, sculptors and poets. The beauty and the unique form of this festival lay not so much in the competition of brass bands as much as it lays in all the events that surround the competition. In the first place, it is the improvisation of a traditional wedding ceremony in Dragacevo, which in itself is a festival of costumes, folklore and folk songs and dances. [9]

The very beginning of organizing the festival was very modest, and was only the presentation of the national heritage and to a lesser extent of Western Serbia. The first festival was held with four brass bands in the competition part and with about 10,000 visitors, whereas over the last years it involved numerous orchestras from Serbia as well abroad. [9] According to estimations, for the fiftieth anniversary of the festival in 2010 there were about 800 thousand visitors. Due to a large number of visitors from Serbia and abroad, this event is of international significance and is a tourist brand of Serbia.

The Pipe Festival in Prislonica (Cacak) is a festival of playing the pipe, a Serbian national instrument, as well as other instruments that are derived from the pipe. This event belongs to a group of events of national importance, not because of the number of visitors, but because of its program of promoting the preservation of tradition and culture of our people.

Shepherd Days in Kosjeric is also a tourist event with ethnic motives which is held every year in the first half of July on a plateau above the town of Kosjeric. This event depicts the life and customs of shepherds, shepherd games and songs, beauty pageants, costume contests, competing in the preparation of traditional dishes of the Kosjeric region, handicrafts, exhibitions of paintings, old tools, etc.

Haymaking on Rajac is the oldest and best known event related to agricultural work, which is held every year on the mountain Rajac near Ljig. Mowing and the competition of best mowers on the mountain slopes of Rajac are followed by a rich cultural and artistic program with folklore dance groups and long-forgotten exhibitions of agricultural machinery. This event annually attracts tens of thousands of visitors, and in recent years it has taken on an international character, since mowers from Hungary, Poland, Britain and other countries participate in the competition.

Prodjoh Levac - prodjoh Sumadiju in Rekovac is a traditional tourist, cultural, ethnological and economic event. In recent years, the festival has become a folk art festival of

greater importance, because in addition to folklore groups from Sumadija and Morava, folklore groups from across the country, neighboring countries, as well as Canada, Belarus, Ukraine, Poland etc. take part in the festival.

In addition to the above mentioned events, numerous festivals and folk fairs held in Vrnjacka Banja, Ivanjica, Nova Varos, Mokra Gora and Zlatibor, Kusici, Valjevo, Uzice and other places in this part of Serbia belong to this type of events.

Another type of events are *culinary events*, in which participants compete in preparing various dishes such as Zlatarska sirijada, Prsutijada, Kupusijada etc.

Zlatarska sirijada is held on Zlatar as a part of the event called The Days of Zlatar and includes a competition in making cheese and other dairy products. This tourist-commercial event is aimed at presenting the achievements and opportunities of this region in the production of healthy food and promoting the development of other forms of tourism on Zlatar (rural, health, mountain tourism, etc.).

The competition in making ham and other meat products Prsutijada has been held since 2000 in the village Mackat on Zlatibor. In addition to the competition part where the best ham, sausages, bacon and other meat products are selected, a rich cultural program is organized. During the fair several lectures are held on the topic of agriculture and tourism.

Kupusijada in Mrcajevci, apart from the official competition in preparing cabbage has a number of supporting programs such as exhibitions of breeding cattle and horses, agricultural products and machinery, and competitions in tractor driving. This tourist and economic event is visited by more than one hundred thousand people.

In addition to these, we should mention the competition in preparing various kinds of pies called Pitijada and the competition of caterers Gastrofest in Cacak, the presentation of fruit and vegetables and their processing called the Fruit of the West Morava Region in Zablace, the competition in preparing beans called Pasuljijada in Kraljevo etc.

All of these events are followed by a rich cultural program, various performances, folk dances and exhibitions. The main purpose of such events is to save old customs, traditions, national cuisine and folk culture from being forgotten.

Of special significance are the *events that cherish and develop cultural and artistic creativity* such as Vukov sabor, Dis' spring, Tesnjar evenings, Desanka's May Interviews, International Carnival in Vrnjacka Banja etc.

Vukov Sabor is the oldest and most important cultural event not only in the tourist cluster, but in the whole of Serbia. According to its program and the reason for holding the event, and not the number of visitors and achieved economic effects, this is the most important event in our country. The General Conference of UNESCO at its meeting in Sofia in 1985 included the date of birth of Vuk Stefanovic Karadzic in its calendar of significant years and adopted a Resolution of declaring the anniversary of Vuk Stefanovic Karadzic's birth as a significant anniversary in the world, thus showing that this event is of international significance.

The festival of literary achievements called Dis' Spring has been held continuously since 1964. The biggest names of Serbian poetry were guests for the past forty or more years in Cacak and were awarded the prestigious award Dis. In addition, the Library awards works of pupils, university students, young literary critics and artists and others on the subject of Dis and his poetry.

Tesnjar nights have been traditionally held since 1987 in Valjevo. Tesnjar is the old part of the town, located on the right bank of the Kolubara, which preserved the architec-

tural style of the 19th century. Nowadays, the program of Tesnjar nights takes place across the city, and the event usually lasts for seven to ten days and includes: theatre plays, performances of folk groups, concerts of classical, spiritual, rock and folk music, debates, literary events, fashion shows, pet shows, exhibitions of paintings and photographs, promotions, sampling and selection of the best brandy. This is one of the largest events of the economic, tourist and cultural character in our country.

Desanka's May Interviews in Brankovina are dedicated to our well-known poet Desanka Maksimovic. The program is realized in Belgrade, in the Desanka Maksimovic Foundation and then in Valjevo where an appropriate program is held before "The monument of poetry" and is finally ended in Brankovina with a suitable recital at Desanka Maksimovic's tombstone.

The International Carnival in Vrnjacka Banja combines over 40 different entertainment, cultural and sporting events. The central event of the carnival is a large International Carnival Parade, which brings together over thirty carnival groups from Serbia and abroad. The Carnival has become a member of the Federation of European Carnival Cities (FECC) and occupies an important place in the calendar of carnival events around the world.

Among other *events that cherish and develop cultural and artistic creativity* it is important to mention Joakim Vujic's Theatre Day and A School Class in Kragujevac, an international festival of humor and satire in Krusevac called Golden Helmet, a competitive exhibition of paintings called Nadezda Petrovic Memorial and an international animation festival in Cacak called Animania Festival, a film scripts festival as well as festivals of pop and folk music in Vrnjacka Banja, then the festival of folklore groups "Zlatni Opanak" in Valjevo, the Days of Lilac in Kraljevo, the Days of Queen Jelena in the monastery of Gradac, the Days of Jefimija in the monastery Ljubostinja, as well as numerous sculpture and art colonies which take place across Southwest Serbia.

In the Southwest Serbia cluster, there are *numerous conferences, seminars and symposiums on which experiences, as well as knowledge in various fields, are exchanged*, such as the Assembly of caterers of Serbia and a conference on quality called Quality Festival in Kragujevac, meetings of hoteliers, receptionists and hotel households HOTREC in Vrnjacka Banja, as well as Cvijic Days, a traditional scientific and cultural event held in Loznica.

*Fairs, exhibitions and congresses* are events of national, regional and local importance. The best known event of this type is the Spa Congress, which has been held in Vrnjacka Banja for more than twenty years. It is the largest business and travel related event not only in Southwest Serbia but in the whole country, which is dedicated to spa tourism. Traditionally, the accompanying events of the Spa Congress are exhibitions of souvenirs and handicrafts, the fair of the equipment for hotels and catering industry, which brings together producers and distributors of equipment for hotels, wellness, spa and fitness centers, medical equipment manufacturers as well as producers of healthy food and drinks.

*Business, promotional and other tourist events* are numerous in this part of Serbia. Events of this type include the Festival of Folk Craft of Serbia and Grape picking in Oplenac Topola, the Days of Mistic, dedicated to the great military leader and patriot Duke Zivojin Mistic, then Zupska berba held in Aleksandrovac and dedicated to wine and wine growing.

Regarding promotional and business events, important ones are the Day of the Raspberry in Brankovina, the Days of mushrooms in Divcibare, Serbian Miss Tourism beauty pageant on Zlatibor, Plum Fair called the Treasure of Serbia in Osecina etc.

A special group of events are various *sporting and recreational events* that take place in the whole of the Southwest Serbia cluster. Events of this type are international orienteering competitions on Kopaonik, Zlatibor Divcibare and Tara, a swimming marathon Ovcar-Kablar Gorge, an international competition in the car-rally on Tara, sailing down the River Ibar, numerous regattas and white-water rafting on the rivers Drina, Ibar, Lim and Morava as well as numerous councils and organized hunting events on Zlatar, Tara, Kopaonik, Golija and other mountains.

From the above mentioned it can be concluded that in the Southwest Serbia cluster there are many cultural, sporting, economic and other events, festivals, celebrations, recitals and other events that are organized for many different reasons and with different kinds of programs, which significantly enrich not only the tourist offer of this area but of Serbia as a whole. Events dedicated to fostering tradition, folk customs, folklore and handicrafts are of the greatest significance. One of the main characteristics of events in this area is the mass interest as well as a great interest in the contents of the events. That is why at the time of these events, many tourist sites record a significant number of visitors, especially those with a long tradition in organizing events, which have a constant domestic and foreign clientele. According to the Strategy of Tourism Development in Serbia [3], events in the Southwest Serbia cluster can be classified into *international* (Dragacevo trumpet festival, Vukov Sabor), *national* (Haymaking on Rajac, Pipe Festival, Festival of Film Screenplay and Spa Congress in Vrnjacka Banja, Dis's Spring in Cacak, etc.) and *local events* (Kupusijada, Zupska berba, Grape picking at Oplenac, Shepherd Days and many other events).

## CONCLUSION

The Southwest Serbia cluster has considerable tourist values, which, apart from events, consist of rural areas with their idyllic scenery, numerous spas, mountains, gorges, lakes, monasteries, archaeological sites and alike, which provide a solid basis for the development of tourism. Therefore, natural, as well as anthropogenic resources, together with the already existing and new events, provide a complex tourist offer for various tourist clienteles. In this way, both the primary and secondary motives for visiting a destination are complemented and its image is improved.

In urban centers as well as several mountain resorts of the cluster it is possible to develop business tourism and travel, the main motives of which are business meetings, congresses, motivational studies, conferences, business fairs and exhibitions. The greatest potential for the development of business tourism is in Kragujevac, Kopaonik, Zlatibor and alike.

Mountains and lakes represent important attributes for the development of tourism in the Southwest Serbia cluster. There are mountain Kopaonik, Zlatibor, Divcibare, Tara, Zlatar, Golija, Goc and numerous natural and man-made lakes. [12] The event as a tourist product can contribute to the increase the share of tourist products such as mountains and lakes in tourism through the promotion of certain destinations. The best example is Zlatibor, where

thanks to events being successfully implemented in both the winter and summer season, tourist traffic is balanced during the whole year. In contrast, on Kopaonik, due to the lack of quality and unique events, and despite the existence of a large number of high class hotels with numerous conference rooms, tourist traffic during the summer season has been negligible. A similar case is that of many lakes that are poorly visited, which could be improved by organizing swimming marathons and other sporting events.

The Southwest Serbia cluster has a great potential for the development of rural tourism. The role of events in the development of rural tourism is best illustrated by the Dragacevo Trumpet Festival. In fact, throughout the duration of the festival, local and foreign visitors more and more often satisfy their need for the accommodation and food in households in rural areas around Guca. By residing in rural areas, many visitors to the festival have discovered natural beauty, hospitality and quality of healthy food, and thus became permanent visitors of Dragacevo.

In the Southwest Serbia cluster, the product of health tourism is present to a large extent. Thanks to the event as a tourist product, spa visitors are not only customers who use medical treatments and therapies, but also tourists who go there for entertainment and fun. The best example is Vrnjacka Banja in which the number of visitors and tourism revenue increases due to the above mentioned festivals and events. Therefore, events may affect the refreshment of the existing supply of health tourism and the promotion of many spas that are located in this part of Serbia.

A product of special interest is related to the activities that normally occur in an unusual, exotic, remote and wild environment and is closely related to the high level of participation of tourists in these activities. The product is based on outdoor activities and activities which centre around the cultural heritage of a destination while, at the same time, tourists expect the experience of controlled risk and excitement or peace, on the other hand, in which abilities in a certain activity are primarily tested. Products of special interest in this part of Serbia that have been developed and have good prospects for development are: fishing, hunting, horseback riding, paragliding, canoeing, white water rafting, biking, hiking, studying the canyons and caves and others. Spreading and better utilization of these activities is achieved by organizing events such as "Sailing down the River Ibar, numerous regattas on the rivers Drina, Lim, Morava, organizing hunting festivals on Golija, Zlatar, Goc and other mountains. It is necessary for this cluster to organize events that would affect the popularization of less popular activities such as paragliding, horseback riding or orienteering.

The complementarity of events with other tourist products that are present in the Southwest Serbia cluster can bring mutual benefit and increase the economy, profit, promotion and creation of the image of the entire cluster or individual destinations.

Southwest Serbia receives tourists from home and abroad with an open heart at the same time pointing to their rich heritage, cherished and protected natural resources and modern accommodation facilities. Current spiritual creativity and tendency towards festivals, celebrations and events can contribute to the development of tourism in the Southwest Serbia cluster in the future.

The event is an activity that happens once a year and has the potential to attract guests who are not a part of the local community and which encourages them to participate in certain activities. Given the increasing importance of this tourist product in the world, that is, trends in the development of the tourist supply, which increasingly point towards the

growing interest in learning about other cultures, customs and traditions of individual countries or regions, this part of Serbia could, in the short term, and without major financial investments, achieve success and attract a significant number of foreign visitors. This tourist cluster of Serbia should highlight its hospitality, openness, tendency to having fun, hedonism, and the existing eminent international event such as Guca as well as numerous local events and festivities, and use them in the best possible way.

The cluster hosts over one hundred annual festivals and celebrations that are allocated evenly throughout the year. After opening its door for the world of tourism, specific festivals with a market potential should be particularly supported and promoted internationally via professional calendar, based on the criteria for the quality of stay. A special requirement is set before the so-called event management, on which the long-term growth of the market for this product depends primarily.

Southwest Serbia, as a combination of history and tradition with the natural attractiveness and high-quality events is one of the potentially strongest links in the establishment of the tourist system of Serbia. The success of this cluster would be guaranteed by the Ibar highway reconstruction and construction of an airport because it provides the opportunity to establish traffic connections with the exceptional wealth of tourist destinations. For the long term success in the tourism of this cluster, it is necessary to implement the urban rehabilitation of cities, starting from Valjevo, Uzice, Cacak, Kraljevo, Krusevac, Kragujevac and other urban settlements and for the purpose of supporting the development of tourist attractions in the region.

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## **MESTO I ULOGA DOGAĐAJA U RAZVOJU TURIZMA U KLASTERU JUGOZAPADNA SRBIJA**

**Vukašin Šušić, Dejan Đorđević**

*Događaji su aktivnosti koje pripadaju grupi izgrađenih atraktivnosti, koje treba da ima svaka turistička destinacija koja planira uspešan razvoj turizma. Onovna uloga događaja je da promovise turizam putem autonomne privlačne snage samog događaja i da upotpuni turističku ponudu određene turističke destinacije. Klaster Jugozapadna Srbija raspolaže značajnim atraktivnim atributima za razvoj različitih oblika turizma, gde posebnu ulogu ima manifestacioni turizam, odnosno različiti tipovi događaja. Neki događaji u ovom klasteru imaju internacionalni značaj, jer pored domaćih privlače u znatnom broju i strane turiste.*

*Ključne reči: Klaster, Jugozapadna Srbija, događaji, festivali, manifestacioni turizam.*