

Researching Opinions of Exhibitors and Visitors of the Event “Spring of Novi Sad” [by Gender and Educational Level]

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Abstract

“Spring of Novi Sad” is an event, which represents an important part of the event offer of Novi Sad, and on the basis of classification of events on the tourism value, event is very significant on the province level too. The event has become more recognisable as environmentally friendly brand and according to its model, similar events are organised in several cities. “Spring of Novi Sad” is known for interesting content in the fields of horticulture, landscape architecture, environmental protection, healthy nutrition and old crafts, which are designed for visitors with different interests and for all generations. The aim of this paper is to examine the opinions of exhibitors and visitors by gender and education level about organisational and other components of the event “Spring of Novi Sad”. The sample taken for this research consists of 246 respondents - 184 visitors and 62 exhibitors. A survey can be used by the entire travel industry of Novi Sad and by tourism organisations (local, provincial and national). It is necessary to conduct surveys for visitors and participants of the city events in order to select base results of key events for the future promotion of Novi Sad.

Keywords: tourism, event, opinions of respondents by gender, opinions of respondents by education level

Introduction

Event as a conscious and economically directed human activity appeared a long time ago, almost in the beginnings of ancient civilization. Since the events include a broad basis, the occurrence of various events is not located to the same period. It is obvious that the economic emergence of events dates back to the beginning of organised society of human life, but the study of economic events, and especially its management aspects, have been recently developed. It is known that the exhibitions and trade events have been held since the ancient period. Sporting events recorded ancient historians as a significant and prestigious form of social activity, which reached its climax by organising the ancient Olympic Games (776th year BC) as a pentathlon. Festival-type events have been known since the Middle Age, and they were also present in the Roman Empire. As much as it seems that conference events are product of modern life, their formation dates back to the 18th century (Getz, 1997).

Events probably have their roots in period when money did not exist, but their growth undoubtedly came after the establishment and acceptance of general equivalent, since intangible character and plans of the events are not particularly favorable for the exchange of resources. Emergence of capitalism, new products and social relations, and a new way of living, opened the way to comprehensive development of a growing number of different events. Dynamic development, in terms of economic deals, took place in the 20th century, which affirmed post industrial society. The appearance of discretionary income, increase of purchasing power and consumer standards, moving from fixed lines in favor of additional needs and the birth of a completely new consumer needs directed the demand to offer specific economic event, which then stimulated the development of various contemporary events. Event development, in economic terms, was helpful in solving the employment problem of modern labor force, and reflect-

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ed on economic growth especially in developed market economies (impact of mega sport events like Olympic Games or World Championships of some popular sport to the economic growth of host countries) (Aitken, 2002).

“Spring of Novi Sad” is a unique horticultural, environmental and economic event, which takes a valuable part of the offer of events of Novi Sad. The event has become more recognisable as environmentally friendly brand, and according to its model are organised similar events in several towns in Serbia, Montenegro and in Bosnia and Herzegovina. “Spring of Novi Sad” is known for interesting content in the field of horticulture, landscape architecture, environmental protection, healthy nutrition and old crafts, which are designed for visitors with different interests and for all generations. The aim of this paper is precisely the investigation of the two mentioned target groups (exhibitors and visitors) by gender and education level on organisational and other components of the “Spring of Novi Sad” The instrument used in this research is a two parts questionnaire prepared by the authors, i.e. researchers.

Aims of the research are:

- Regarding the questionnaire prepared for the research it should be established to what extent the visitors and exhibitors by gender and educational level of “Spring of Novi Sad” feel satisfied with the organizational and other components of the event.
- Regarding the questionnaire prepared for this research, it should be established to what extent the visitors and exhibitors of the event agree with the statements in the questionnaire referring to the SPENS, as the event venue.
- On the basis the questionnaire, it should be established to what extent the visitors and exhibitors of the event are introduced to ecological and cultural importance of the event.

Literature Review

In recent years, events became one of the fastest growing types of tourism attractions (Crompton & McKay, 1997; Getz, 1997; Thrane, 2002). Therefore, it is not surprising to see that the number of conceptual and empirical studies on events has been increasing rapidly (Backman, Backman, Uysal, & Sunshine, 1995; Crompton & McKay, 1994; Formica & Murrmann, 1998; Formica & Uysal, 1996; Gartner & Holecek, 1983; Kim, Scott, Thigpen, & Kim, 1998; Nicholson & Pearce, 2001; Mohr, Backman, Gahan, & Backman, 1993; Scheneider & Backman, 1996; Scott, 1996; Thrane, 2002; Uysal, Backman, Backman, & Potts, 1991; Uysal, Gahan, & Martin, 1993; Uysal & Gitelson, 1994; Walo, Bull, & Green, 1996). However, most of

the studies that examined events have focused on their economic impact (Crompton & McKay, 1997; Gartner & Holecek, 1983; Kim et al., 1998; Thrane, 2002; Walo et al., 1996; Uysal & Gitelson, 1994) or the reasons and motivations of people to attend events (Backman et al., 1995; Crompton & McKay, 1997; Formica & Murrmann, 1998; Formica & Uysal, 1996; Nicholson & Pearce, 2001; Mohr et al., 1993; Scheneider & Backman, 1996; Scott, 1996; Uysal et al., 1991, 1993).

Research that examined the impacts of events on host communities focused on the economic impacts under the assumption that economic benefits of events is one of the most important reasons for organizing a event in the first place (Crompton & McKay, 1997; Gartner & Holecek, 1983; Kim et al., 1998; Thrane, 2002; Walo et al., 1996; Uysal & Gitelson, 1994). However, sociology literature suggests that collective celebrations such as events’ main purpose are to build social cohesion by reinforcing ties within the community (Rao, 2001; Turner, 1982). Events demonstrate, in symbolic form, what a society believes to be its essential life and therefore, when a social group celebrates a specific event, it celebrates itself (Turner, 1982). Thus, events reinforce social and cultural identity by building strong ties within a community.

This suggestion is consistent with the findings of tourism researchers who studied residents’ attitudes toward tourism development. They suggest that tourism increases pride and creates cultural identity, cohesion, exchange of ideas, and increased knowledge about the culture of the area (Besculides, Lee, & McCormic, 2002; Delamere & Hinch, 1994; Esman, 1984). Tourism also creates opportunities for cultural exchange, revitalizes the local traditions, increases the quality of life and improves the image of the community (Besculides, Lee & McCormic, 2002; Clements, Schultz, & Lime, 1993; Weikert & Kertstetter, 1996).

Chwe (1998) suggests that public events, like festivals and special events, also play an important role in creating a general common knowledge by providing a communication mechanism for residents to communicate social information, which provide social incentives for residents to get actively involved in community activities. Rao (2001) argues that events provide incentives for the local community to reinforce ties within a community by generating common knowledge and by building trust. Thus events are likely to serve to build social cohesion and trust by reinforcing ties within a community. They also provide incentives for locals to reinforce ties by providing new recreational opportunities and family based recreational activities.

This finding is also consistent with the findings of researchers who examined residents' attitudes toward tourism that showed the personal benefits or the incentives from tourism is one of the positive impacts of tourism (Husband, 1989; Lankford & Howard, 1994; Madrigal, 1993; Tosun, 2002). Tourism provides incentives by providing additional recreational opportunities or by increasing opportunities for recreational activities for the community (Allen, Hafer, Long, & Perdue, 1993; Gursoy et al., 2002; Kendall & Var, 1984).

Evidence also suggests that, like any other type of tourism development, events generate costs such as increases in prices of goods and services, an increased level of crowding in shops and streets, traffic congestion, and parking problems (Jeong & Faulkner, 1996). Several studies report that residents perceive that increases in traffic congestion and in pressure on local services are two of the major problems created by tourism activities (Gursoy et al., 2002; Jurowski et al., 1997; Keogh, 1990; Long et al., 1990; Milman & Pizam, 1988; Prentice, 1993; Ritchie, 1988; Sheldon & Var, 1984; Tosun, 2002). Jeong & Faulkner (1996) also suggest that, in addition to creating these benefits, events are also likely to create problems (costs) for the local community.

Over the last few decades, 'Eventing' and the terminology that has been applied to events and celebrations has become a little less poetic and spiritual in nature, and a whole lot more economic and strategic. Since the 1980's the trend has been for governments encouraged to embrace events for their potential to drive big business, vehicles upon which both desired realities and perceptions of the government of the day can be driven. In fact, events and all that they bring have become highly political in nature and offer governments and communities qualitative testament to their perceived quality of lifestyle, societal sophistication, and level of government services (Aitken, 2002).

The events are extremely important for the tourism of City of Novi Sad, and because of that, there are more and more research on them. So far none of the theorists did not deal with the event "Spring of Novi Sad", though this is an event that represents the culture and traditions of the region and has the potential to grow into a significant event in the tourist offer of Serbia. On the basis of many researches, more than 30% of all tourists visiting Novi Sad, are motivated by visiting events (Raičević, 2007), mostly cultural and business events. Dragičević et al. (2010)

examined a series of issues about congress attendees' satisfaction, behavioral intentions and their evaluation of the congress performance regarding elements such as the venue, the or-

ganization of congress and available technical equipment. The attendees showed high level of satisfaction with all elements of the congress. Regarding their behavioral intentions, congress attendees would like to visit Novi Sad again and would recommend Novi Sad as a destination for future meetings.

This data clearly shows the importance of the events on the Novi Sad tourist traffic. Potential tourists are always in a position to make choices, i.e. to choose between two or more alternatives. The choice itself represents a desire to satisfy certain needs and wishes by choosing a particular event to visit (Blešić et al., 2008). Satisfaction (pleasure) is the key element in keeping the present clients (visitors) and attracting new ones. Tourists' pleasure with purchased tourist product or service results in two basic benefits: increase of tourists' loyalty and positive word-of-mouth marketing of the tourist destination (Besermenji et al. 2009).

Sorin (2003) reports that the event can be viewed as an exciting and fastest growing form of phenomena resulting from the leisure, business and tourism. The event is specifically designed to offer a limited duration, whose base is adequate ideas, which is a common engagement of employees, material expressed as the original preliminary bids.

The division of events can be assessed using different criteria. If, as a criterion for division events take their size and scope, it is possible to distinguish three types of events: *Mega events*, *Hallmark events* and *Major events* (Getz, 1997).

Aim and characteristics of the event could be used as a criterion for events classification. According to this criterion, eight different types of events are: cultural, art / entertainment, business / trade, sports competitions and scientific educational, recreational, political / public and private events (anniversaries, baptism, wedding, etc.) (Getz, 2005). This classification can be combined with the division of events according to the criteria of *size and scale of the event*. If the classifications are linked to the sharing of events by the criterion of repeatability and specific installation and performance, almost all events can be listed and special events. Event such as "Spring of Novi Sad" by the mentioned classification falls into the category of special events, such as: cultural, arts / entertainment, trade, educational and recreational events.

Based on the findings above, it can be concluded that the observed event is a multi-functional event that promotes and supports many aspects of the classification purpose and characteristics of events and makes a valuable segment of the tourism offer of both, City of Novi Sad and the Republic of Serbia.

Visitors of the events are not a homogenous group, and among them are visitors whose primary destination was coming to attend the event, but those who stay at the destination inspired by other motives (business tourism, shopping tourism, congress tourism...), and whose travel experience can be enriched by visiting the event. Tourist, the potential visitor of the event, based on information about developed tourist activities in the region of the event, can reach a conclusion on the possibilities of forming a complex tourism product in the destination, which may contribute to increased level of tourist attraction of the events (Hadžić, Bjeljac, 2006). By choosing a particular tourist destination, potential customers decide on the allocation of available financial resources, on the travel agent's, etc. There is a wide array of different modes of behavior on behalf of potential tourists when it comes to making a decision about a tourist destination or an event (Đeri et al., 2007).

Events can be categorized according to their attractiveness for tourism. Getz (2005) divides the events into three different groups according to their tourist attraction. These are the events of local, regional (and provincial) and the events of national and international significance are the most attractive from the tourist point of view. These events have national and international tourist attractive power and can further enhance their reputation and attractiveness of tourist destinations.

"Spring of Novi Sad" by the mentioned classification is one of the events of regional or provincial significant, because this event attracted a large number of tourists outside the local area (City of Novi Sad) and has a professional staff (members of the Woods Conservation Society of Novi Sad), in addition to volunteers. The event has a progressive tendency to grown into an event of national significant, which represents an interesting matter for researching.

Case Study

History and methods of the organization of the event "Spring of Novi Sad"

Since 1990, "Spring of Novi Sad" becomes the part of the tourism offer of Novi Sad. Initially, this event was a modest supply and demand volume, and in time grew into the largest exhibition of flowers, trees and equipment for garden decoration in Serbia which is, now after 20 years, organised each year, offering in one place all that you need for a spring arrangement of gardens and yards. Apart from permanent exhibitions, a significant part of the event consists of expert panels on current topics in the field of horticulture and en-

vironmental protection, many environmental education programs for children and adolescents, as well as cultural and entertainment programs for visitors of all ages. The event takes five days and it's traditionally held on the 1st floor of Sport-business center of Vojvodina (SPENS) in the second half of March.

In 2011, held for the 21st time consecutive event called "Spring of Novi Sad" with a total of 255 exhibitors in five exhibition sections:

- horticulture and planting material,
- garden's equipment,
- honey and safe food,
- handicrafts with old art crafts and
- protected areas and display of works of high school students in the Project "As if ... - Green correction of adults".

For the first time this year, several exhibitors (NEXE, Rigips, Rehau ...) has presented its products in conjunction with energetic efficiency and technological innovation of sustainable systems in horticulture.

"Spring of Novi Sad" takes a total of five days, where every day promotes a different theme. The 1st day of the event, called *Day of energetic efficiency*, features several thematic exhibitions in this field. Organised numerous public forums where the lectures are held by eminent experts in this area and where all visitors can find information about numerous innovations in the field of energy.

The 2nd day was devoted to honey and honey products, and therefore called *Honey day*. During this day it is organised numerous round table discussions and lectures on honey production and the importance that honey has in the human nutrition, but also a number of creative workshops for children and adults (production of hives, honey workshops, etc.).

On the 3rd day of the event emphasis is put on products that characterise event the best - flowers and ornamental trees, so this day called the *Day of horticulture*. There are the exhibitions of photographs and paintings with the theme of flowers, numerous theatrical performances, competitions in arranging flowers, sales room and courtyard of flowers at prices, offer training to plant, and care of flowers and trees, etc.

The next day, called the *Day of forests and protected areas*, which is dedicated to the theme of promoting environmental protection, increasing forest reserves and conservation of protected areas. As in previous days, creative workshops are organised on the topic of protection and improvement of forest ecosystems, presented the tourism potentials and offer protected areas of Serbia and organise lectures on forestation and sustainable use of forests.

Last, the 5th day is reserved for children and their performances that in some way promote good manners and proper attitude of people towards the environment and the care that must be created. The children in this way meet and learn how to care and nurture animals and plants, made a number of gardening jobs and preserve their environment, and all this through a variety of mini-workshops, eco-carnivals, pet shows, bio-gas emissions and similar gaming adapted to their age. It should be noted that each day during the event is organised selling exhibition of flowers and other ornamental plants, artwork, craft items, local delicacies and tools for houses and gardening.

This year (2011), the "Spring of Novi Sad" visited over than 70,000 visitors and nearly 3,000 participants (exhibitors, trainers, competitors in the arrangement of flowers, the children from "Happy Childhood"...). The implementation of the program participated in over 300 volunteers, which certainly contributes to the significance and magnitude of the event (data obtained from members of the Woods Conservation Society of Novi Sad). Also this year (2011), mentioned society have hosted the prominent professor Theo De Hosson, PhD, the Director of International affairs at Utrecht Business School (Netherlands) and famous PUM expert (horticultural research and consultancy) at PUM Netherlands Senior Experts and former dean of Economics & Management Faculty at Hogeschool Utrecht, who have given them very important suggestions and information on the horticultural event organization, which was of great benefit to all members of the "Spring of Novi Sad" organizational team.

Methodological Approach

Research Instrument

The instrument used in this research is a questionnaire prepared by the authors, i.e. researchers. The questionnaire consists of two parts. The first part consists of socio-demographic characteristics of a respondent (gender, age, profession, level of education, monthly income...). The second part consists of the list of 14 questions about the impressions of respondents about the event (will be shown later in the paper). The respondents express opinion on the degree of their satisfaction of the cited elements of the event by the help of five-point Likert scale by circling the appropriate number (from 1 - completely dissatisfied to 5 - completely satisfied).

Research Procedure

The research was of individual type. The authors-researchers prepared the questionnaire form in Serbian language. The inquirers distributed the

questionnaire to the visitors and exhibitors who showed interest in taking part in this research. Then the respondents filled out the questionnaire forms by themselves and returned them to the inquirers. The questionnaire form was anonymous. The total of 246 questionnaire forms was properly filled out. The authors-researchers classified the questionnaire forms; the data were transferred to a PC and processed with the SPSS 11.5 for Windows. The aim of this research is to examine the opinions of exhibitors and visitors, only by gender and education level, about organisational and other components of the event "Spring of Novi Sad", based on what can be done numerous interesting conclusions.

The research was done in the way that the results show attitudes, i.e. opinions of visitors and exhibitors of the event on specific two criteria - by educational level, on the one hand, and by gender, on the other. In this way, the authors-researchers want to observe and explain the potential differences and similarities in the perception of these two groups (visitors and exhibitors) on the observed event. For this reason, the sample is not separated on the two different groups, but the two target groups are merged and the research criteria are strictly defined by the two mentioned criteria, which is only matter for this research.

Sample Description

The population researched consists of the visitors and exhibitors to "Spring of Novi Sad" from March 16th to March 19th 2011. Since the research has not covered the total visitor's and exhibitor's population, an applicable sample of the visitors who have agreed to take part in the research has been chosen. It is impossible to estimate whether the sample is representative, since the population researched is variable in all segments. The data on the number and the structure of the visitors and exhibitors of this event is mainly given by the organizers, which may not always reflect the valid data.

The sample taken for this research consists of 246 respondents - 184 visitors and 62 exhibitors. On the basis of survey research concludes that almost equal number of tested males and females among the exhibitors, while among the visitors apparent significantly higher number of female visitors (2/3 subjects), while only a third of visitors are men.

The results of survey research in age structure among the exhibitors events show that the largest percentage of respondents to 30, then between 30 and 40, and the lowest proportion respondents older are between 51 and 60 years old. Unlike them, the highest percentage of interviewed visitors had already entered the 6th decade of life (average of five out of 10 respondents), then they

Table 1. Profile of Respondents (Exhibitors and Visitors of the Event)

	Exhibitors, %	Visitors, %	Total, %	χ^2	Sig. 1
Gender:				.092	.397
Male	48.9	33.3	41.0		
Female	51.1	66.7	58.9		
Profession:				.132	.104
Pupil	1.0	1.1	1.5		
Student	15.0	14.8	14.9		
Employed	44.1	14.2	29.6		
Retired	29.4	59.1	45.1		
Unemployed	10.5	10.8	10.6		
Age:				.507	.000
- 20 years	29.8	3.0	19.8		
21-30 years	26.3	6.0	22.3		
31-40 years	25.4	9.0	16.8		
41-50 years	8.4	12.0	10.1		
51-60 years	5.2	52.0	24.9		
61+ years	4.9	18.0	12.3		
Education:				.344	.000
Primary School	6.3	5.9	6.1		
High School	59.5	32.8	45.8		
College Degree	31.6	53.3	45.0		
Postgraduate	2.6	8.0	5.9		
Income:				.399	.000
Less than €200	10.2	8.4	9.8		
Between €201 - €400	52.4	52.1	52.2		
Between €401 - €600	21.2	27.9	23.9		
Between €601 - €1000	13.1	6.5	8.8		
€1001 or more	1.1	5.1	3.0		

dominate more than 60 years (average one in eight respondents) and the lowest proportion respondents are younger than 20 years. Reported data tell us precisely about the fact the affinity of visitors, given that the supply of observed events and still attracts the most elderly population (70% of all respondents) compared to other age categories, there is less than a 1/3 of the observed sample (figure 1).

Among the participants, almost half are employed, and the majority of persons engaged in horticulture or old crafts as entrepreneurs or employees of companies such as “Gradsko zelenilo” or “NS Seme”. Close to one third of respondents were retired, whose hobby is horticulture, gardening and other components. Every 10th the average is officially unemployed, a slightly higher proportion of students who are freelancers working at the event. On the other hand, it was observed that over a 1/2 of respondents among the visitors were retired persons, which is relatively coincides with data from age structure. The same number of respondents was noticeable among staff and students (on average one in six respondents). Every 10th visitor had the status of unemployed persons, while the students were rare visitors, only a few subjects (figure 2).

Data from the next figure led to the conclusion that the educational structure clearly shows the highest percentage among the exhibitors with a secondary school diploma, and on the basis of

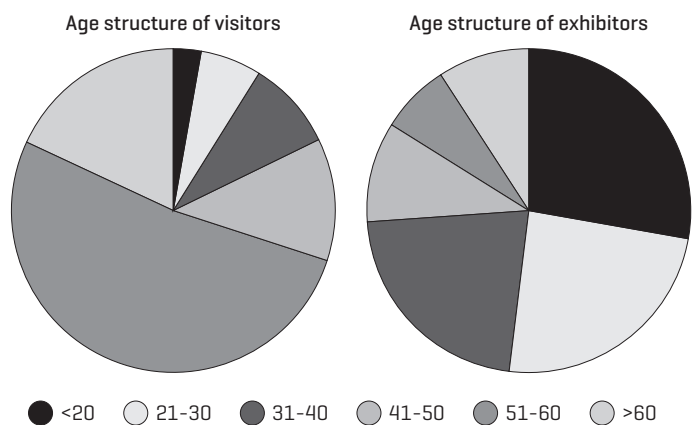


Figure 1. Age structure of respondents

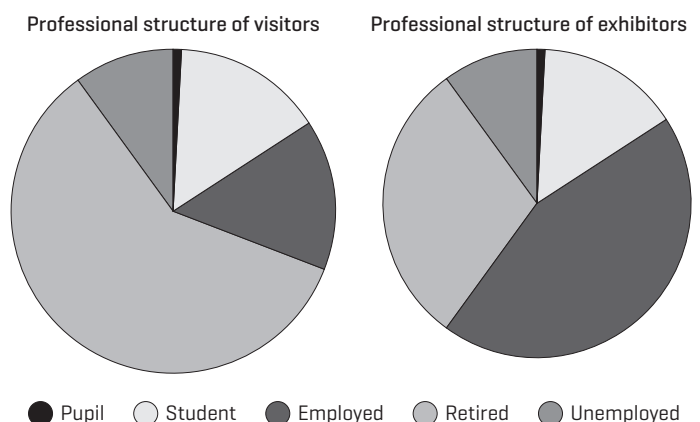


Figure 2. Professional structure of respondents

this sample can be concluded that more than a 1/2 of those with high school, and exactly a third of respondents have completed college degree, and very few respondents are with primary education or postgraduate studies. The educational structure of visitors showed the largest percentage of respondents with college education, and on the basis of this sample can be concluded that among the visitors there are many with secondary educa-

tion (a third of respondents). Only few respondents has a primary education, and a very small proportion of respondents are with completed postgraduate studies (every 19 respondents on average).

On the basis of further research can be concluded approximately six of 10 surveyed exhibitors "Spring of Novi Sad" has an average monthly income of up to € 400 per month, a 1/5 of respondents have between € 400 and 600, and only one person said that he receive per month more than € 1000. On the other hand, more than a 1/2 of visitors have an average monthly income from € 200 to 400 per month, nearly a 1/3 of visitors from € 400 to 600, while a negligible number of people receiving bellow or above these amounts, which certainly adversely affects the purchasing power of visitors of the events (figure 4).

Data from the Figure 5. point to the fact that the absolute majority of visitors to the event previously informed through electronic media such as internet (nearly seven in 10 respondents) and TV commercials (1/2 of the respondents). Relatively the same percentage of respondents (one in eight respondents on average) of the previously reported on the "Spring of Novi Sad" have informed through information from friends, tourist organisations (local, provincial and national), print and audio media and promotional materials (pamphlets, brochures, etc.). Much smaller percentage of the previous informing was through relatives or family, receptive travel agencies and the Woods Conservation Society of Novi Sad (as the organizer of this event), which is very concern fact.

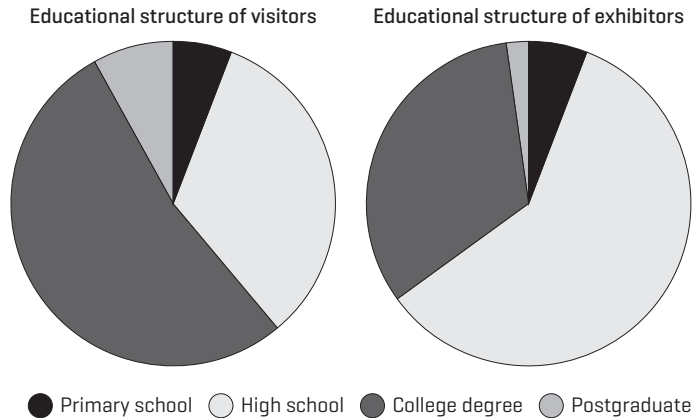


Figure 3. Educational structure of respondents

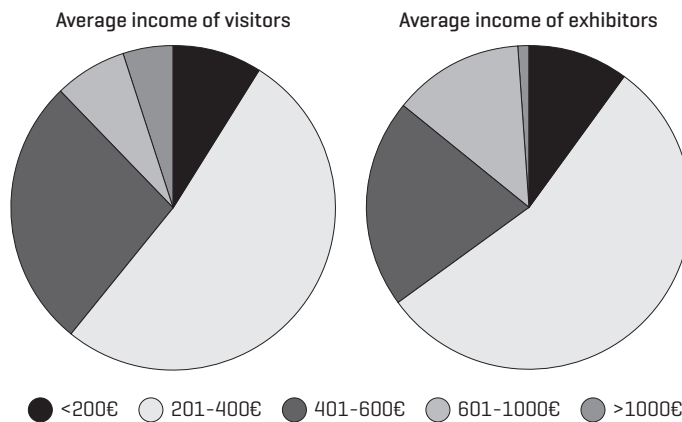


Figure 4. Average income of respondents

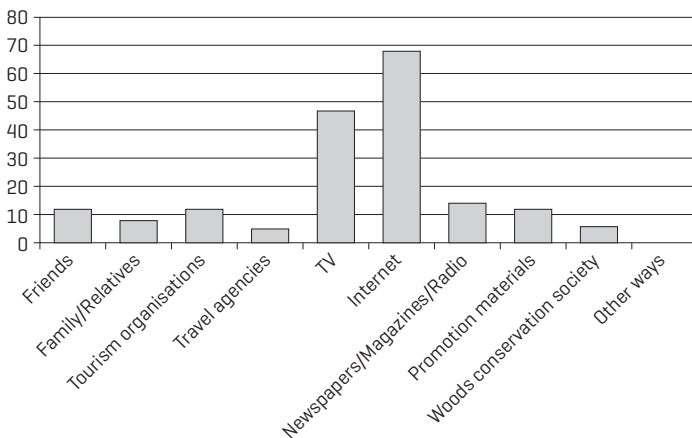


Figure 5. Methods of previous informing visitors about the "Spring of Novi Sad"

Results and Discussion

Profile of Respondents and their Opinions

Tourist events, as complex events, in recent years records expansion of research variables of organisation that will contribute to faster and longer-term development of this segment of tourism. The survey research was analyzed by T Test, ANOVA and Chi Square correlation and mutual dependence of variables such as attitudes of visitors and exhibitors the event. The paper determines how these variables are linked or coordinated.

T-test for independent samples was used to compare mean values of the results and determine the statistical significance of their differences, and cross the data by gender obtained from exhibitors and visitors.

T-test for independent samples was used to test which significance of differences in the attitudes of two groups (male and female) on variables related to the event itself or on the characteristics

Table 2. T-tests of Likert Scale statements Independent – Opinions of event exhibitors and visitors by gender

Variables	Gender	N	M	σ	t	p
The event has great significance for exploring the local customs and culture.	Male	198	4.37	0.850	-0.306	0.760
	Female	48	4.42	0.964		
The event area is spacious enough to accommodate the large numbers of visitors.	Male	198	4.19	1.101	-3.957	0.000
	Female	48	4.67	0.630		
Tidiness of the event area is exceptional.	Male	198	4.27	0.853	-2.363	0.019
	Female	48	4.58	0.647		
Visitors/exhibitors of the event are correctly behave.	Male	198	3.23	1.361	1.393	0.165
	Female	48	2.92	1.485		
The availability of event information are adequate.	Male	198	3.98	0.843	1.445	0.154
	Female	48	3.75	1.021		
Number of visitors/exhibitors is sufficient.	Male	198	2.83	1.466	-0.352	0.725
	Female	48	2.92	1.485		
Product prices are affordable.	Male	198	4.46	0.731	3.816	0.000
	Female	48	3.83	1.078		
The content of the event is wealthy and varied.	Male	198	4.06	0.681	2.002	0.050
	Female	48	3.75	1.021		
The event has great significance for the improvement of touristic offer of Novi Sad.	Male	198	4.14	0.804	2.891	0.004
	Female	48	3.75	0.934		
The event is very important to raise awareness about ecology and environmental protection.	Male	198	4.06	0.841	2.900	0.004
	Female	48	3.67	0.859		
The overall assessment of event visiting.	Male	198	4.08	0.918	1.088	0.278
	Female	48	3.92	0.871		
The overall assessment of event organization.	Male	198	3.98	0.843	1.445	0.154
	Female	48	3.75	1.021		

M – mean. σ – standard deviation. t – value of t statistics. p – level of statistical significance [$p < 0.05$]. df – degrees of freedom for $p \leq 0.05$. $t \geq 1.98$

*With **bold font** are marked those variables which have the highest statistical significance.

** With **gray color** are marked those variables which have the probability of 95% and a statistically significant difference in perception by gender.

For other variables, there is no statistically significant difference between the average score for the characteristics of events in relation to gender (taking into account the exhibitors and visitors).

of the event. Commenting on the mean values in questions posed to both gender could be identified significant differences in scores, but it will be commented only when the t-test shows statistically significant difference.

The conclusion that the *event space is spacious enough to accommodate a large number of visitors and tidiness of the event area is exceptional*, say that the female part of the respondents gave higher average grades. This suggests that women are more likely to notice the aesthetic and functional details in a closed space where the event takes place, such as SPENS area, and therefore give more marks if they perceive these benefits. Higher statistical significance was evident at the first statement and it is 0.48 (mean for male and female respondents: 4,67 – 4,19), so it can be concluded that the female part of the respondents more flexible when it comes to the amount of space for holding events.

Pronounced statistically significant difference was noticed in the relationship between genders

when the statement *prices of the products are affordable*, even 0.63 (mean for male and female respondents: 4,46 – 3,83). Specifically, the male part of the respondents proved to be much more price elastic, adding a higher average scores in this component, unlike women, where it can be concluded that the female part of the respondents is significantly more sensitive to the price level of products exhibited at the event.

Component *Content of the event is wealthy and varied* features higher mean grade of the male respondents compared to the female part. This leads to the conclusion that the male population has much more lenient requirements for range of content offered at the “Spring of Novi Sad” and, consequently, it affects the provided assessment.

Female part of the subjects was more stringent and in evaluating the components of *event has great significance for tourism of Novi Sad*. Based on the results, it is evident that men believe that the observed event has greater significance for the

Table 3. ANOVA tests of Likert Scale statements Independent – Opinions of event exhibitors and visitors by educational level

Variable	Education level	M	σ	F	p
The event has great significance for exploring the local customs and culture.	Elementary School	4.23	0.872	0.742	0.564
	Secondary School	4.49	0.893		
	Faculty	4.34	0.915		
	Master Studies	4.33	0.831		
	PhD Studies	4.43	0.756		
	Total	4.38	0.872		
The event area is spacious enough to accommodate the large numbers of visitors.	Elementary School	4.10	1.119	1.804	0.129
	Secondary School	4.49	0.881		
	Faculty	4.32	0.887		
	Master Studies	4.11	1.235		
	PhD Studies	4.07	1.269		
	Total	4.28	1.042		
Tidiness of the event area is exceptional.	Elementary School	4.21	0.894	0.751	0.558
	Secondary School	4.28	0.904		
	Faculty	4.47	0.687		
	Master Studies	4.40	0.678		
	PhD Studies	4.29	1.069		
	Total	4.33	0.825		
Visitors/exhibitors of the event are correctly behave.	Elementary School	3.38	1.369	2.113	0.080
	Secondary School	3.28	1.469		
	Faculty	3.13	1.312		
	Master Studies	3.11	1.305		
	PhD Studies	2.21	1.251		
	Total	3.17	1.388		
The availability of event information are adequate.	Elementary School	3.87	0.978	1.145	0.336
	Secondary School	3.87	0.919		
	Faculty	4.09	0.775		
	Master Studies	3.88	0.847		
	PhD Studies	4.29	0.825		
	Total	3.93	0.883		
Number of visitors/exhibitors is sufficient.	Elementary School	3.10	1.483	3.615*	0.007*
	Secondary School	3.09	1.443		
	Faculty	2.85	1.503		
	Master Studies	2.58	1.439		
	PhD Studies	1.71	0.914		
	Total	2.85	1.467		
Product prices are affordable.	Elementary School	4.28	0.972	0.735	0.569
	Secondary School	4.25	0.802		
	Faculty	4.43	0.878		
	Master Studies	4.39	0.774		
	PhD Studies	4.57	0.938		
	Total	4.34	0.845		

Variable	Education level	M	σ	F	p
The content of the event is wealthy and varied.	Elementary School	3.97	0.743	1.156	0.331
	Secondary School	3.90	0.754		
	Faculty	4.00	0.860		
	Master Studies	4.11	0.673		
	PhD Studies	4.29	0.914		
	Total	4.00	0.767		
The event has great significance for the improvement of touristic offer of Novi Sad.	Elementary School	4.05	0.759	0.702	0.592
	Secondary School	3.96	0.878		
	Faculty	4.17	0.868		
	Master Studies	4.11	0.795		
	PhD Studies	4.21	0.975		
	Total	4.06	0.843		
The event is very important to raise awareness about ecology and environmental protection.	Elementary School	3.95	0.826	0.519	0.722
	Secondary School	3.90	0.853		
	Faculty	4.02	0.967		
	Master Studies	4.07	0.799		
	PhD Studies	4.14	0.864		
	Total	3.98	0.857		
The overall assessment of event visiting.	Elementary School	4.00	0.918	0.306	0.874
	Secondary School	3.98	0.953		
	Faculty	4.13	0.824		
	Master Studies	4.11	0.817		
	PhD Studies	4.07	1.269		
	Total	4.04	0.909		
The overall assessment of event organization.	Elementary School	3.87	0.978	1.145	0.336
	Secondary School	3.87	0.919		
	Faculty	4.09	0.775		
	Master Studies	3.88	0.847		
	PhD Studies	4.29	0.825		
	Total	3.93	0.883		

M – mean. σ – standard deviation. $p < 0.05$. $F \geq 2.37$

promotion of tourism of Novi Sad from women, which a smaller percentage share their opinion.

The event is important for raising awareness about ecology and environmental protection. For this specified component women again gave a lower overall score, which suggests that men believe that event has greater role to raise environmental awareness, unlike the female respondents.

Opinions of event exhibitors and visitors by education level are possible with the help of analysis of variance (ANOVA) that provides an adequate statistical test to a specific task. With this analysis we come to answer the question of whether the components of several groups are equal. Unlike the T-test, which explains the relationship between two different groups, ANOVA is used in the

comparison of three or more different groups (in this case, five different educational categories). In the case of this type of test, analysis of variance indicates statistically significant relationship between the dependent variables (characteristics of the event) and independent variables (education level of respondents).

The results of ANOVA analyses for all characteristics of the event indicate that the level of significance $p < 0.05$ is not statistically significant and have not important differences in the opinions between respondents by education level. The exception is the item *Number of visitors / exhibitors is sufficient* where it is evident statistical significance ($F=3,615$, $p=0,007$). This fact indicates that the respondents have similar answered, regard-

Table 4. Chi-Square Tests (χ^2)

	Pearson Chi-Square	df	N of Valid Cases	p [2-sided]
Gender – type of respondents	12.041[a]	4	246	0.017
Educational Level – type of respondents	0.001 [b]	1	246	0.971

[a] 1 cells [10.0%] have expected count less than 5. The minimum expected count is 3.53.
 [b] 0 cells [0%] have expected count less than 5. The minimum expected count is 12.10.

Table 5a. Respondents *Crosstabulation by Educational Level

			Educational Level					Total
			Elementary School	Secondary School	Faculty	Master Studies	PhD Studies	
Respondents	Exhibitors	Count	11	31	11	9	0	62
		% within Respondents	17.7%	50.0%	17.7%	14.5%	0.0%	100.0%
	Visitors	Count	28	58	36	48	14	184
		% within Respondents	15.2%	31.5%	19.6%	26.1%	7.6%	100.0%
Total		Count	39	89	47	57	14	246
		% within Respondents	15.9%	36.2%	19.1%	23.2%	5.7%	100.0%

Table 5b. Respondents *Crosstabulation by Gender

			Gender		Total
			Male	Female	
Respondents	Exhibitors	Count	12	50	62
		% within Respondents	19.4%	80.6%	100.0%
	Visitors	Count	36	148	184
		% within Respondents	19.6%	80.4%	100.0%
Total		Count	48	198	246
		% within Respondents	19.5%	80.5%	100.0%

less educational backgrounds. Based on the above, it can be concluded that there are significant fluctuations in the survey of the views of respondents (exhibitors and visitors) by gender, compared the relation to the survey of respondents by education level.

Based on Table 4, we can conclude that the Pearson Chi-Square Tests for Gender = 12.041 and for Level Educational = 0.001. Their significance (p (2-sid)) indicates that significant at the 0.01 level. Based on the size of the Chi-Square it could be concluded that the deviations from the theoretical data obtained significant at the 0.01 level. There is not statistically significant difference in the opinions between respondents by gender ($\chi^2(df=4)=12.041, p<0.05$), but on other hand, there is statistically significance between the answers of respondents by educational level ($\chi^2(df=4)=0.001, p<0.05$).

Table 3a reports on the frequency of distribution in individual cells of data tables and percentages given in the table rows. Based on the data, we

can conclude that educational level is unevenly distributed among exhibitors and among visitors, where is clearly more favorable educational structure in the responses of the visitors, unlike the response of the exhibitors.

On the basis of table 3b, we can clearly see that the same gender are delivered among the exhibitors and among the visitors, and there is a significantly higher proportion of female respondents compared to male.

Conclusion

Strengthening and development of tourism in certain tourist destinations could create many opportunities, but there is need to include tradition, customs and values in propaganda activities. It could create new specific tourist products that could provide unique, individual tourist product, such as Novi Sad did. This will make a new quality in the tourist destination that will attract tourists. These trends will keep the tourists that are

already staying in the city, get the new one and finally, get 'tourists returnees' who want to see something new in an already visited destination. Tourism product of Novi Sad in this way will become wealthier, more diverse and gets its specificity, which improves the quality of tourist products of destination and will create a new image that will become known in the international tourism market.

"Spring of Novi Sad" is known for interesting content in the field of horticulture, landscape architecture, environmental protection, healthy nutrition and foster traditional crafts, which are designed for visitors with different interests and for all generations. According to the criteria of tourist attraction, "Spring of Novi Sad" is one of the events of regional or provincial in character, but that event grew into an event of national or even international importance, must be much greater power of attraction tourist to thereby further enhance its reputation and attractiveness of tourist destinations, such as the Novi Sad. It is essential to improving tourist propaganda instruments at the national level and then internationally, through direct assistance of the competent ministries, national (and regional and local) tourism organizations, high quality preparation of travel catalogs offer a wider selection of complementary activities during their stay at the destination and better regulation of preliminary design for the site in several european languages.

The same structure by gender among the exhibitors and the visitors of the "Spring of Novi Sad", leads to several conclusions. Some of them are that part of the female respondents gave a higher mean score to the event on the findings related to understanding local customs and culture, size and arrangement of space for the reception and number of exhibitors and visitors at the event. Unlike them, male respondents were rated higher grade to other eight components of the questionnaire. This leads to the conclusion that, on average, the male respondents are more lenient in grading criteria set out in the research, than the females. Men positively assessed more than double of the number of components than a women did. In contrast to the opinions of respondents by gender, the research of structure by educational level showed very small difference in opinions when it comes to evaluation of event components.

Finally, based on the results obtained, investigating respondents' opinions by gender and by education level, it may be concluded that the opinions of respondents by gender make more important difference than the differences of respondents by education level. A survey can be used by the entire travel industry of Novi Sad and tourism organisations (local, provincial and na-

tional). A survey can serve as a basis for the future researches of opinions and attitudes of all stakeholders in any tourism events. It is necessary to conduct surveys for visitors and participants of the city events in order to select base results of key events for the future events' promotion of Novi Sad. But, based on the size of the Chi-Square tests it could be concluded that there is not statistically significant difference in the opinions between respondents by gender, but on other hand, there is statistically significance between the answers of respondents by educational level.

The current study results reported that current limitations and caution should be used in any generalization of the findings to other areas, populations and activities. Specifically, data were collected from event exhibitors and visitors, and it is likely that they answered the survey questions based on their subjective experiences of the event. However, the results of this study still provide a basis for the further development and refinement of an instrument to assess organizers' perceptions of the socio-economic impacts of this and any other events on host city – Novi Sad.

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