

Genoa Boat Show – Good Example of Event Management

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Abstract

International Boat Show, a business and tourist event, has been held annually in Italian city of Genoa since 1962. The fair is one of the oldest, largest and best known in the field of boating industry worldwide, primarily due to good management of the event and it can serve as case study for domestic fair organizers to improve the quality of their business and services. Since Belgrade is the city of fairs, but compared to Genoa still underdeveloped in terms of trade shows, the following tasks imposed naturally in this study: to determine the relationship of the organizers of Genoa Boat Show in the sector of preparation and fair offer, in the sector of selection and communication with specific target groups (especially visitors), services during the fair and functioning of the city during the fair.

During the research the authors have mostly used historical method, comparison, synthesis and the interview method. The results of theoretical research, in addition, may help not only managers of fair shows and of exhibitions, but also to organizers of other events in our country.

Keywords: *boat show, event management, Genoa, Belgrade*

Introduction

Today, events are an important motive for tourist movements and play an important role in the development and marketing plans of a large number of destinations worldwide. The role and impact of events in the sphere of tourism are now well documented and indicate the increasing importance of events for creating competitive advantage of tourist destinations. Event management perceives tourists as potential market, and tourism as the main stakeholder and partner in achieving desired success and creating attractive events (Getz, 2008). Event management (planning, management, organisation and control of the event) is a rather new scientific discipline, which the academic community worldwide began to pay attention to only a few decades ago, and Serbian academic community later. The way the organization deals with the events is known as event management. Event management is the process by which

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the event is planned, prepared and produced. Like any other form of management, event management includes assessment, definition, acquisition, distribution, direction and control (Pivac, Stamenković, 2011/2012; Bheet al, 2004; Koprivica, 2008).

General management of companies and decision makers consistently rank fairs as the best business medium for gathering information about products/services they want to buy. Organization of fairs involves setting up and execution of complex and demanding event management activities that are typically undertaken by specialized exhibition companies. They are responsible for all phases of creating a trade Show event, from planning and setting the concept to final implementation. Successful fairs imply business events that create and maintain a positive image and continuously record growth in the number of exhibitors and visitors. The fair organizer, usually the fair company – the exhibition venue owner or companies specialized in organizing fairs need to highlight the following issues: information gathering about the exhibitors and visitors, providing high quality services for exhibitors and visitors, permanent development of infrastructure, regular communication with the exhibitors and the media and informing exhibitors, visitors and media (Dragičević, 2012).

Italy, respectively the city of Genoa, has one of the best boat Shows in the world. The question arises: Why is it so? The answer should be sought in the long history of nautics and nautical tourism of Italy and finally in the event management. For years, the maritime industry records growth and success that is different from the rest of Italian production. Italy has taken the global leading position in terms of the construction of yachts. Since the 13th century, the time Italian naval forces were present throughout the world (e.g. Genoa and Venice) the standard and style of Italian ships and yachts constantly governed in the Mediterranean and beyond. Italy occupies the second place in the production of recreational vessels in the world, right after the USA, and the first in Europe, whereas regarding the number of users it occupies the fourth place. Almost over 60% of domestic production is intended for foreign markets (Table 1) (Demirović, 2012).

Table 1. The production of recreational vessels in Italy, the value in €

Year	Production for domestic market	Production for export	Type of vessel			
			Smaller vessels	P.O.B.E.*	P.I.B.**	Sailing boats
2005	1,175,000,000	1,346,000,000	8,000,000	98,000,000	2,148,000,000	90,000,000
2006	1,225,620,000	1,757,960,000	10,520,000	97,940,000	2,567,190,000	172,490,000
2007	1,457,690,000	1,865,150,000	11,330,000	87,330,000	2,916,700,000	177,260,000
2008	1,508,250,000	1,855,700,000	9,770,000	86,990,000	2,967,120,000	168,750,000

* P.O.B.E. - motor boats with outboard engine

** P.I.B. - motor boat with inboard engine

Source: UCINA, 2009

Italy is a rich and modern country that has developed nautical tourism as one of the most popular and most attractive tourism brands, constantly improving the quality of services and developing modern and well equipped marinas, with the aim to provide all visitors with impeccable service. Italy has developed the culture and tradition of sailing recreation. Italy has been presenting its quality and tradition in nautics for many years on nautical fairs throughout the country that are known worldwide and considered as the best in terms of organization and exhibited vessels and equipment (Maine International Trade Center, 2008).

The creation, development and content of the Genoa Boat Show

Genoa has always been a city associated with the sea, thus the city's economy in the past and also at present is relied on port activity, marine and shipbuilding. In addition, Genoa is the large administrative, cultural and educational centre today and near the town there are numerous tourist destinations linked to tourism in the Mediterranean (Old Port, Aquarium, Bigo, La Lanterna, etc.). Genoa is a major export seaport in Northern Italy and the first in Italy in terms of trade volume. The harbour has been the foundation of economic life. The first written records of the port date to the 9th century. Old shipbuilding tradition continues today in a large shipyard and with marine engines highly respected at the market. Previously, the shipbuilding industry was based on large ships, but today more attention is paid to smaller boats and leisure boats such as yachts, sailboats etc. (Demirović, 2012).

As for centuries, Genoa has been an important city for the shipbuilders; it is not surprising, that one of the oldest international boat Shows is organized there. The first Boat Show in Genoa was held in January 1962. Genoa Boat Show is a commercial, promotional trade fair, one of the largest and most famous in the field of boating industry worldwide. This is a business event where the latest models of boats, ideas, classics and numerous accessories and supplies of domestic and foreign exhibitors are presented during the nine fair days. The fair is held annually in the first half of October. The organizers of the fair traditionally held under the auspices of the City of Genoa are Genoa Fair (Fiera di Genova) and the National Union of Shipyards, Marine and Connected Industries (UCINA). The cooperation with various important institutions such as the European Commission, the Ministry of Transportation and Infrastructure, the environment, the Foreign Trade, Chamber of Commerce, the Italian Sailing Federation, Ligurian Regional Council, Genoa Provincial Council, Port Authority - Coast Guard, University of Genoa, etc. is crucial. This largely contributes to the management of events.

The Genoa Boat Show is held at the fairgrounds next to the Genoa harbour. The total surface of fairgrounds, available for marine products and services, is 300,000 m². Vessels are exhibited in both indoor and outdoor areas and marinas. Fairgrounds have a total water surface of 100,000 m² and 8 km long trail that overlooks the sea and the docks where more than 450 vessels can be docked. According to the size of exhibition space, Genoa Boat Show is on the first place, while the other important Shows are much more behind it (Miami Boat Show – 203,124 m², Boat Show in Düsseldorf – 212,000 m², Southampton Boat Show – 160,000 m²) (<http://www.ifbso.com/index.php/visitor-numbers>). Products are presented in four pavilions (S, C, B and D) and in a large open space. The following fair programme consists of a number of conferences - where participants analyze current trends in the nautical sector, the latest news in security on the sea, comparing Italy with other European countries in terms of the charter, tax policy, nautical leasing; presentation of books that are related to the nautical area, a significant number of organizations in the field of nautical business; presenting the regattas and festivals throughout Italy, an interesting initiatives (such as sailing from Rome to Jerusalem in an inflatable boat); round tables - discussing the innovation and environmental sustainability, technical workshops etc.. The fair is an opportunity to mark important anniversaries (e.g. 150th anniversary of years of the Unification of Italy and 130th anniversary of the Academy of Sailing), to test vessels, and Nautical Marathon is held at each Fair.

During and at the end of the Fair, the prizes are awarded: prizes to exhibitors who participated in the Fair since its first edition, the award to journalists reporting on the event since its inception, the awards for bravery, the award "Boat of the Year" in the category of boats, yachts

and super yacht, the award for best interior design of the vessel, the prize for “the ship owner of the year”, award for the best in photographic competition, as well as prizes for the best in regatta.

Every year the Boat Show is marked by a charity event which provides assistance to those who need it most. Thus, at one Fair a yacht was sold with an installed table on which football players of Lazio, Sampdoria and Genoa signed, in order to raise funds for the non-profit organization “Hearts for All”, which performs free heart surgery for children in third world countries and training of local doctors.

Quality presentation of products has increased the confidence of professional and general public in the Italian creativity and quality production which confirmed by the data: in the first decade of Boat Show (from 1962 to 1972) the number of exhibitors ranged from 400 to 900, while on the 51st edition the number was 1,300. All the major companies and shipyards from Italy have participated at the Boat Show so far. Many foreign brands and companies are coming to the fair, thanks to expert consultants who in cooperation with company executives select interesting, high quality and attractive products. Exhibitors are coming from Sweden, Denmark, Great Britain, France, Germany, Croatia, Turkey, the USA, Maldives, etc. (Demirović, 2012).

Exhibitors at the Boat Show are manufacturers of marine and other equipment for yachts, marine construction materials, equipment maintenance and repair, trailers, cranes, equipment for the Coast Guard and emergency equipment for the deck, diving and fishing equipment, motor boats, shipyards, boats and yachts, engine manufacturers, equipment for water skiing and other water sports, agencies that offer arrangements like cruise ships, charter companies and other exhibitors whose business is related to sailing.

This fair offers exhibitors the opportunity to sign contracts with end users without using mediators, which is one of the major roles of fairs in general. The target group in terms of visitors are exporters, importers, manufacturers of rowing boats, sailing and boat equipment and other professionals in this field and the general public. At Genoa Boat Show 2011 around 1,300 exhibitors (40% from overseas, representing 39 countries) presented over 2,400 vessels. Boat Show was visited by approximately 226,000 visitors, while over 2,000 accredited journalists from all over the world were reporting from the Show (http://www.genoaboatshow.com/press_area/cartella_stamp_a_11/ing_com_25.pdf).

Event management – Comparison of Boat Show in Genoa and Belgrade

The Boat Show in Genoa

Boat Show is a very complex event, therefore the planning and preparation issues occupy a larger period of the year. Preparation for the opening involves several phases. The first phase is the construction of large prefabricated buildings and making huge coverings that will increase functionality of the open space. The second phase includes the delivery of materials and installation of individual stands while the boats are arriving and need to deploy to their final positions. Also, it is necessary to transfer the boats that are moored in marina throughout the year. These vessels are moved to the Genoa canal, in calm waters. The Show requires more than 80,000 m² of carpets, 30,000 m² of tensile structures, 23,000 m² of marquee and over 15,000 m² of prefabricated buildings. A few days before the Show opening, about 10,000 people are employed at the final works. The day before the opening of the

Show, a team of eight people is engaged on the dock, the operator of six underwater (divers), and five boats at the end of this phase are used for cleaning watercourses. The company *Geam-GruppoAmiu* makes available over 150 people working on eliminating waste using 28 vehicles. About 200 operators working in the sales department - during the opening they are selling tickets or working in the reception. These operators are mostly students.

People of different profiles visit the Boat Show. The events that are organized do not only entertain the audience, but also teach them something new, useful both for themselves and their environment (workshops, presentations, actions, etc.). The Tech Trade sector gathers the most professional operators from around the world - Argentina, Brazil, China, the USA, the UK, Vietnam, the UAE and other countries, who attend discussions on important topics. One of the most visited places in the city, during the Boat Show is the Water Stadium, which is set in the Old Port, and it is a space for many sports and other interactive events on water. The aim is to include all visitors, especially children, preschool and school age, by giving them the opportunity to test boats and canoes. In the Sea Theatre there are programs designed for different profiles of visitors, and special attention is given to students for whom the sports programmes are organized by the Faculty of Architecture *RomaTre*. This programme comprises the competition of several universities in the Mediterranean area in the field of design and construction of ships, as well as the selection of the crew that will be periodically competing in the regatta at the end of the academic year. Special attention is paid to people with disabilities. On the fairgrounds there is a “welcoming point” where people with disabilities are provided with the following services: information about parking places for persons with disabilities; booking bus transportation to and from the fairgrounds, special counters for accompanying persons, information about the best routes for visitors thanks to map of display area; renting a scooter for four persons or individual wheelchairs so visitors can move freely at the Show.

In order to improve the quality of tourism destination management, respectively event management, Fiera di Genova and UCINA launched “Welcome Project” in collaboration with the Genoa Chamber of Commerce and Tourist Promotions Committee (Tavolo di Promozione). This project provides a range of services, including special buses which run from the airport, railway station / parking areas and major city hotels to the fairground, then bus from the fairground to the city centre for shopping and sightseeing tour (these buses are used by over 60,000 people during the boat Show); setting info desk of Boat Show at the reception of many hotels in the city; a welcome kit for Italian and foreign boat Show guests with informative material about Boat Show and current events in the city and stand inside the fairgrounds. On the occasion of the International Boat Show 2011, in order to improve traffic in the city, Genoa City Council for Mobility and Transport conducted an experiment called “shared vehicle”, the first of the kind organized in Italy. Those who come to Genoa from other parts of Italy can rent cars over a special web site. Guests can use a large number of vehicles with granted special benefits, such as free parking in the city. In addition, all visitors can buy over the Internet plane tickets carrier Air France / KLM, with the ultimate destination Genoa, at exclusive, discounted prices.

The success of the Fair is confirmed by the interesting figure: the number of private aircraft landing at the airport during Genoa Boat Show is over 40 (while the usual number is between 10 and 20). Ligurian consortium “Viamare” provided traditional transport by ferries that connect the Fair with significant parking and tourist areas. About 30,000 people each year use this facility. The most demanding users have the opportunity to use the services of “Novaris” that transports all visitors by helicopter from the airport to the fair and back on their request.

Many other services are available for visitors and exhibitors: the service centre in pavilion C provides services of travel agencies, car rental agencies, post offices, cash machine, copy centre and photographers. The eastern entrance provides the part for the clothes, newsagents with the daily press, offices of traffic police and kiosk for selling bus tickets. Optical reading “stamps” and bracelets that allow visitors to leave the fair and re-enter at the same day are used by more than 15,000 people.

During the Boat Show, Genoa revives thanks to many, very interesting events, performances and exhibitions. All those who preserve and present the ticket of the Boat Show (one of three visitors spend at least one night in Genoa, and the percentage of professional visitors who spend the night in the city reaches 50%, (Demirović, 2012), can take advantage of many discounts and benefits for the exhibition, performances and even for shopping. Another cultural event in the city is “Day of urban walks,” for those who want to learn more about the city, and there are several itineraries, with guided tours. Bars and shops in the centre of Genoa extend working hours during weekdays and Saturdays, and most are open on Sundays. Guests also have the opportunity to enjoy many meals and to try small amounts of specialties for free in bars and restaurants that are included in the “Boat Show happy hour”. Improving available services in Genoa resulted in signing special agreements with restaurants, promoted by the Genoa Chamber of Commerce, in which exhibitors and staff who worked on the preparation of the Boat Show would receive a 10% discount in restaurants.

There is the official web site of the boat Show, www.genoaboatshow.com, which provides the necessary information serving as the main means of communication between the organizers and exhibitors, especially in terms of necessary documentation and services. By the end of the event, the web site is visited by about 500,000 users, with over three million page views. Virtual visitors access the Boat Show web site from 132 different countries. About 6,000 tickets are sold over the Internet. The Boat Show has opened its page on the popular social network Facebook, which has over 87,000 visits per month. Also, the Boat Show is present at Twitter network. The Boat Show YouTube channel has recently been opened and it, it will soon host all videos from the Boat Show. On the occasion of Boat Show, *CircleCap* company, specialized in consulting, technology and innovative digital marketing developed *iNautico*, a mobile application for iPhone intended exclusively for the Boat Show visitors. It is also a guide to the fair (data obtained from the organizers of the Boat Show, Erika Savona and Giacomo Rossignoti).

Organizers use different kind of marketing tools, and we summarize the main as graphic (tickets, catalogue of the event, the Boat Show Guide, the programme of the fair), advertising (ads, radio spot, TV spot), projection (the Boat Show Chronicle) and interactive (web site). An important place in the promotional mix has been assigned to public relations, press conferences, statements in the media and other personal contacts. Accreditations are issued for journalists to freely take pictures and interview visitors (data obtained from the organizers of the Boat Show, Erika Savona and Giacomo Rossignoti).

The Boat Show in Belgrade

The Boat Show in Belgrade is a business, nautical and tourism event, held annually since 1978 (March/April) and lasts for four days. The organizer is the Belgrade Fair, and the products are exhibited in the pavilions (5,500 m²) and sometimes in the outdoor area. Nautical products and clusters in the nautical industry are presented at the Boat Show. Moreover, the projects for potential investors and various promotions that encourage the develop-

ment of free passage on the rivers of Serbia. A significant part of this event is the ancillary programme, exhibitions and professional presentations, among which film promotions (“On the Danube through Serbia”), thematic exhibition of the Museum of Science and Technology “Collection of River Shipping”, lectures e.g. “Perspectives in the development of nautical tourism weekend“, conference “The Tamiš River Waterway“, “Problems of boaters” etc.

Domestic and foreign exhibitors, who are presented directly or through their representatives, are coming from about ten countries - Slovenia, Croatia, Italy, France, Sweden, and the USA. The exhibited vessels are in rank from 2,5 m to over 10 m, and prices rank from 580 to over 300,000 Euro. The majority of purchased boats cost from 25,000 to 50,000. Every year the Boat Show has a premiere of some products and there are also interesting exhibits from the Museum of Science and Technology. Serbia was the first country in the world in which commenced selling outboard gas engine PARSUN 25 (LPG), and for journalists and interested visitors a promotional ride was organised in a boat with the built in PARSUN25. Also the most expensive product that is produced in Kraljevo, Serbia was exhibited. It is an airplane that costs about 40,000 Euro. This was the first time after 1935 that the Belgrade Fair exhibited a domestic airplane.

In terms of service benefits during the fair they are on quite modest level. There is almost no cooperation between the organizers of the Fair with the relevant institutions (ministries, chambers of commerce, associations, etc.) and this could inhibit the survival and success of this event. Additional departures of city buses to the fairgrounds area were not introduced. Moreover, the tours of the city or visits to events regarding the Boat Show were not organized. On the other hand, the organizer is attempting to attract more visitors to the Fair by offering interesting actions. The visitors of one of the Shows had the opportunity to participate in a contest, which included a mini quiz and a test of skills for the aluminium boat award worth 1,000 Euro. Award donors were *DenaShip* and Belgrade Fair. Also there was the fish broth cooking contest and the visitors had the opportunity to taste fish broth and other fish specialties. The Boat Show contributed to the development of nautical tourism by allowing each visitor with a ticket to get voucher for one free sailing and sightseeing of Belgrade by the ship “Kej”. The sightseeing tour could be realized during the year. Although the large yachts were not exhibited they were also sold at the fair by the catalogue and the customers were provided by a free flight to the Adriatic to try the vessels. The Boat Show does not have an official website or any page on the popular social networks, which is a negative feature. The marketing activity of the organizer ranges from announcing the press conference, advertising on billboards, to direct and continuous information sent to news agencies across the country. Experience has shown the growing need to expand facilities to offer of nautical tourism and the organizer turned toward to the presentation of the development of the nautical industry, tourism and infrastructure, from the point of building a marina and charter offer.

It is essential that the organizers come up with new ideas and opportunities which can be used in further organization because it is noticeable that the Boat Show in recent years could not boast with high visitation level. The exhibitors are making new demands (the size of the exhibits demands suitable exhibition area, the Boat Show should expand to the area on the Sava river to exhibit the products on water, some exhibitors want to exhibit products in the open space). Also, it is necessary to receive assistance from the government institutions in nautical sector, since the customers gained impression that there is the lack of bank loans and that the sailing licence for even the smallest boats is too expensive. According to unofficial data, more than 70% of vessels sail without licence (data obtained from the organizers of the Boat Show in Belgrade, 2012).

Swot Analysis – Event Management of Boat Shows

In order to successfully organise the boat shows, i.e. to improve organisers' ability to adapt to changes and accept challenges from the neighbourhood, to enable continuous growth (higher visitation level) and secure from unexpected risks, it is necessary to use various methods concepts, tools and techniques in the process of strategic analysis. For successful event management, SWOT or TOWS matrix was employed.

The SWOT analysis consists of four major dimensions: Strengths, Weaknesses, Opportunities and Threats. These dimensions are summed in the name of the analysis. The most significant inner and outer factors for successful organisation and management of events are called strategic factors. They are summed into the SWOT analysis. Outer dimension consists of variables (opportunities and threats) inside which the event is organised. Inner dimension identifies strengths and weaknesses. The aim of SWOT analysis is, based on the data obtained in primary and secondary research, to present all advantages and disadvantages and potentials for successful organisation of the Boat Show.

SWOT analysis of event management – the Boat Shows in Genoa and Belgrade point out strengths and weaknesses as well as opportunities and threats from the neighbouring areas. The organisers of shows need to better employ all their strengths and opportunities and eliminate and overcome the weaknesses and threats as soon as possible.

Genoa Boat Show	Belgrade Boat Show
Strengths	Strengths
<ul style="list-style-type: none"> - shipbuilding tradition - the oldest international Boat Show - one of the largest and most famous - large number of exhibitors - cooperation with numerous institutions - numerous accompanying programmes (conferences, round tables, etc.) intended for different age groups - humanitarian activities - numerous awards - additional workforce employed (students) - numerous traffic facilities for both locals and foreigners - discounts prices and special facilities for participants and visitors of the Boat Show (exhibitions, plays, shopping centres, etc.) - discounted prices in restaurants during the Boat Show - excellent promotional activities through social networks - attractive event for the media 	<ul style="list-style-type: none"> - long tradition of the Fair - rich accompanying programme (expert presentations, film promotions etc.) - organised contests with appropriate awards - one of the most famous shows of the type in the region
Weaknesses	Weaknesses
<ul style="list-style-type: none"> - insufficient number of vessels accessible for viewing - insufficient number of old vessels - small number of prize games - high parking fees - high participation fees for the exhibitors - complicated search system of exhibitors and vessels lists - short time information storing about previous shows - lack of interactive map and exhibitors' press releases on the official web site of the Show 	<ul style="list-style-type: none"> - insufficient number of foreign exhibitors - inadequate cooperation with other institutions - lack of special facilities for participants and visitors of the Show (additional city bus departures, organised coach transport to and from the airport, guided tours of the city, discounts in restaurants, museums, etc.) - selling yachts from catalogue - lack of official web site of the Show - lack of social networking activities (Facebook, Twitter, etc.) - weak promotional activities

Genoa Boat Show	Belgrade Boat Show
Opportunities	Opportunities
<ul style="list-style-type: none"> - enlarging the number of nautical tourism participants - reasonable prices of vessels due to use of various building materials - trend of turning the man to the nature and healthy life (sport, activities), individual tourist movements - investments in building large modern marinas and revitalisation of the ports - increase in the number of anchorages - increase the safety of navigation - improve organisation of sports activities at the sea - simplification of laws and legislations regarding navigation, safety, foreign vessels arrival, etc. 	<ul style="list-style-type: none"> - political stability in the region - Serbia is the EU Accession Process - competitiveness in prices - nautics as one of the key tourism products in Serbia
Threats	Threats
<ul style="list-style-type: none"> - economic situation in the country - economic situation in the EU - natural disasters (earthquakes, hurricanes) - Green Movement activities regarding use of oil derivatives and negative impact of vessels on water eco systems 	<ul style="list-style-type: none"> - political situation leading to instability - economic situation in the country

SWOT analysis also has its time dimension, i.e. it is useful to compare and track changes in SWOT analysis in certain periods of time.

Conclusion

A visit to Genoa Boat Show has been a must for all devotees of sailing for 51 years. It is likely that there is no single person in nautical business who is not familiar with the fact that this city houses one of the most prestigious boat shows in the world every year. To list a few descriptions attributed to this event, would be enough to completely agree that this title is justified. The Boat Show is called “an extraordinary event”, “the fair of imagination, dreams and ships”, “our pride” (for Italians) is described as “a miracle in blue,” and blue is the colour of “joy and hope.”

Genoa Boat Show has become an important venue for companies, institutions, associations, professional and financial sector operators, with one ultimate goal, which is the “networking into the system”. The Show is the largest gathering of shipbuilders, vendors, customers and devotees to nautical world. The Show has been a “Showcase” from its foundation for top Italian and international operators and nautical products, characterized by products juncture of design, innovation and craftsmanship. The Show has always been characterized by a combination of successful business and training, maritime culture, sports and entertainment. The Boat Show, year by year, confirms its reference point position for all those who work for nautical industry or are connected to it. Moreover, the Show made an impressive leap in the quality of services and products, as well as expertise and meeting the interests of visitors. There is growing number of exhibitors year by year, which confirms satisfaction with the quality of the organization of the Boat Show, which is for all stakeholders the opportunity to expand business. However, there are many foreign visitors from countries where navigation is a new phenomenon, who arrive to the Boat Show to learn about nautical industry.

The success of Genoa Boat Show is important and prestigious for the Liguria region and Italy in general, since it emphasises the excellence of Italian nautical products (mainly vessels), and the great achievements in research and technological innovation. Events such as the Boat Show in Genoa are vital for maximizing the potential of both nautical sector and tourism. The Boat Show organizers are constantly working to improve conditions at the fairgrounds for the exhibitors to present products in the most effective way and to provide a pleasant stay for visitors during the show.

To sum up, the Boat Show has a very attractive market. It also has a great potential to attract more domestic and foreign tourists, mainly due to its location, attractive surroundings and the fact that the content of this fair is one of the best and biggest in the world. Up to present, the marketing team have done excellent job in creating a successful image not only at domestic but also at foreign markets.

Owing to the Boat Show, Genoa became the “capital of the sea and shipbuilding.” In the near future, the Boat Show and recreational boating industries shall be the reference element in the strategic plan preparation for both Genoa and Italy.

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