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## THE POSSIBILITIES OF TOURIST AFFIRMATION OF EVENTS IN THE MUNICIPALITY OF KRUŠEVAC

*Aleksandra Terzić* <sup>\*1</sup>, *Željko Bjeljac* <sup>\*</sup>, *Suzana Lović* <sup>\*</sup>

<sup>\*</sup> Geographic Institute „Jovan Cvijić“, SASA, Belgrade, Serbia

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**Abstract:** Tourist events are considered as very important aspect of tourist offer of cities. In the current tourist offer, tourism of events presents a kind of tourism that could contribute to extending the tourist demand, especially if tourist site or region already posses natural and anthropogenic values. Municipality of Kruševac represents regional and cultural centre of Rasina region in Serbia, as well as the crossroad of tourist transit ways to mount Kopaonik, mount Jastrebac and spa Vrnjačka Banja. The aim of this research is to establish the correlation between the events in Kruševac, as well as the determination of event number, ranking, type, regional distribution, but also the organizational and marketing activities that follow those events. Most important aspect of this research will be in function of foreseeing the potentials for the event tourism development and affirmation of existing events that take place within this municipality.

**Key words:** tourist events, organization, marketing, Kruševac

### Introduction

In the domestic and foreign literature concepts such as occurrence, festival and event represent the same concept, which is defined as a public performance in the form of an exhibition, show or several events of different categories of human achievement. They are distinguished by their specificities, creating tourism effects and objectives, and they are organized in almost all settlements. As a form of public performances with a particular topic, and that are significant in size, quantity of contents, and which are clearly open to the public and limited by the day of opening and closing, they create special attractions for locals and tourists. Events can be planned and organized by various structures and may contain a number of activities and cooperate with different institutions and parts of the region where they are held. Event tourism is a form of tourism offer in which the content of the events associated with the location of maintaining is a tourist value by itself and which attract potential visitors and where a range of tourism programs is planned related to natural and other anthropogenic tourist values of maintenance (Getz, 1997; Bjeljac, 2006; Bjeljac, Ćurčić, 2007).

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<sup>1</sup> Correspondence to: [a.terzic@gi.sanu.ac.rs](mailto:a.terzic@gi.sanu.ac.rs)

According to the content, events have artistic, entertaining, educational, cultural and ethnographic character. According to the place and importance of maintenance, events can be local, zonal, national and international. They repeat themselves at regular intervals (every year, biennial, triennial), and last from one to seven days. They represent a tourist offer for a certain number of guests who, according to the program of tourist organizations or on their own initiative, visit attractive tourist potentials in the venue (Djukić-Dojčinović, 2005). Although a large number of events have been a form of local social celebration, they can play an important role in making tourism trends. Not only that events can attract visitors to the venue, but they can also contribute to “the creation of a positive image of the destination, enrich the tourist experience, and contribute to the extension of stay” (Baum, Hagen, 1999). The organization of tourist events has a positive impact on a place or a region of maintaining in the following ways: by making economic profit based on the income from performances, from sale of products and services of different activities that directly or indirectly meet the needs of tourists, by increasing the tourist turnover it comes to improving the quality of restaurants and infrastructure, by the promotion of cultural-social and educational levels of the local population and visitors, and it contributes to the political stability of the region. Tourist events may be the main reason for coming to a place, but they are mostly an addition, i.e. a form of enrichment of tourist facilities in the tourist area. Given the attractiveness that they have for visitors, the events are an important potential for tourism development (Djukić-Dojčinović, 2005). Places with favourable traffic-geographical location, natural and anthropogenic tourist values and developed receptive infrastructure are the most appropriate for maintaining the manifestations. City centres are the venues of the largest number of tourism events. For this reason it is necessary to promote tourism events in the cities of Serbia, and due to a very pronounced centralization of the economy, it is especially important to promote tourism in smaller urban centres.

Annually in the world about one million of different tourist events is held, with an annual turnover of over 25 billion U.S. dollars and approximately 405 million of visitors (IFEA, 2005), and in Serbia around 2 000 events are held annually (Bjeljac, 2010), but without a proper and systematized representation of the number of visitors and revenues from events.

### **Tourist Events in the Municipality of Kruševac**

Kruševac is a city centre in Central Serbia, as well as the administrative and cultural centre of Rasinski District. Its tourist-geographical position, which includes the Zapadna Morava valley, Župa, Kopaonik and Jastrebac mountains

in the south, then spa Vrnjačka Banja in the west, is very suitable for tourism development. Traffic situation of the municipality of Kruševac is characterized by a good connection with the immediate and distant settlements and the landscape units even despite the high mountains. This is contributed by modern roads that allow high frequency of vehicles and passengers. Kruševac is a city with a rich history and numerous monuments from different periods; however, it is surrounded by significant natural features - mountains Kopaonik, Jastrebac, Goč, then spas Ribarska banja and Vrnjačka Banja and artificial Lake Čelije. From the point of view of tourism development of Rasinski District and Kruševac as its centre, there are positive perspectives with respect to favourable geographical position as well as the complexity of tourism resources, although they are largely non-valorised and unrecognised (Stanojlović, at all, 2010).

Events are very important potential segment of the tourist offer of Kruševac. A number of events of tourist character very different in content, scope and range are being held in Kruševac. Very few tourist events in Kruševac can be considered as the main motive of tourist arrivals, which are primarily cultural and sporting events, trade shows and professional and scientific events, as well as several major festivals, including of course the most important St. Vitus' Celebrations and Golden Helmet, the International Festival of Humour and Satire. In addition to festivals, business meetings and fairs, scientific conferences and competitions that are independent tourist motives, other performances and events that are organized are the type of supplement and enrichment of the tourist offer of the town. Tourist events are held throughout the year, but their number is still the highest in the summer months. As part of cultural events, the largest ones are those having artistic character, which are characterized by diversity of programs, traditionalism and attractiveness of locations at which they are being maintained.

It can be seen in the Table 1 that most of the cultural events are organized in the period May - September and most of these events have an artistic and ethnographic character. The core area of Kruševac is the most common venue of the event. Out of 36 mentioned events that take place in the Municipality of Kruševac, the greatest number is of local and regional importance, while a relatively small number of events, only six events have national and three events have international significance (Municipality of Kruševac and Cultural Centre of Kruševac).

Table 1 Calendar of tourist events of the municipality of Kruševac

Period	Place	Event	Type	R a n k
19 January	Bele Vode	Medieval Tournament for Epiphany Cross	Sports	R
23–27 January	Kruševac	St. Sava's Week and Ball	Artistic	L
February	Jastrebac	Wolf and Fox-Hunting	Hunting	L
March	Kruševac	Festival of Reciters	Artistic	L
9 March	Kruševac	Days of Bad Luck, Rowdies and Stuborn Persons	Economic	L
1 April	Kruševac	International Festival of Humour and Satire 'Golden Helmet'	Artistic	I
April/May	Kruševac	Children's Easter Joy	Ethnographic	L
April	Kruševac	FEŠT – Festival of School Theatres	Artistic	L
April	Ćelije Monastery	The Annunciation Days of Father Justine	Religious	L
May	Kruševac	Čarapanijada	Ethnographic	L
May	Žabare	FEDRARO – Festival of Theatre Amateurs of Rasina District	Artistic	R
May	Ribarska banja	Festival of Food, Old Crafts and Music	Ethnographic	I
June	Kruševac	St. Vitus' Celebrations	Religious, historical	R
June	Naupare	International Children's Colony 'Biberce'	Artistic	N
July	Kruševac	Travel Publication of Serbia	Economic	N
June	Kruševac	Literary-Philisiphical School	Artistic	R
June	Jastrebac	The International Gymnastics Camp	Sports	R
June	Kruševac	Vinovdan – Serbian Wine Festival	Gastronomic	N
June	Kamenare	Jagodijada	Economic	L
July	Jastrebac	Church Fair on Jastrebac	Artistic	R
July	Jastrebac	Happy Hill Festival	Artistic	R
July	Kruševac	Cultural Summer	Artistic	L
July	Ribarska banja	Cultural Summer 'Ribarski Izvor'	Artistic	L

The possibilities of tourist affirmation of events in the municipality of Kruševac

July	Bele Vode	Belovodska Rosette	Artistic	N
July	Ribarska banja	Vule's Days	Gastronomic	L
July	Ribarska banja	Ethno Festival of Local Food	Ethnographic	R
July	Jasika	Stanislav Binicki Days	Artistic	L
July	Naupare	Despot Stefan Days	Artistic	R
August	Dvorane	Art Colony	Artistic	R
August	Zdravinje	Zvezdano Zdravinje	Artistic	L
August	Kruševac	Sports Summer	Sports	R
September	Kruševac	Agricultural Fair	Economic	R
September	Padež	Padeski Kladenac	Artistic	R
September	Stepoš	The National Chivalry Days	Ethnographic	R
September	Kruševac	Children's Theatre Marathon	Artistic	L
September	Globoder	Accordion Festival 'Radojkino Kolo'	Musical	L
September	Velika Lomnica	Festival of Original Children's Creativity	Artistic	L
September	Krusevac	Competition of Villages	Artistic	L
October	Kruševac	Theatre Days	Artistic	L
October	Kruševac	The October Exhibition	Artistic	L
October	Ribarska banja	Art Colony 'Autumn at the Spa'	Artistic	R
October	Kruševac	Exhibition of Pastries and Cakes	Ethnographic	R
October	Lake Čelije	The International Fishing Cup	Sports	I
December	Velika Lomnica	'Lomnicki Djerdani'	Artistic	L
December	Kruševac	Poetic Coach	Artistic	L

L – local, R – regional, N – national, I - international

Source: Cultural and Educational Society and Tourist Organisation of Kruševac, 2010

Artistic events include literary events (a number of evenings devoted to writers, various discussions and book promotions are organised in Kruševac, and there is a well-known manifestation Literary and Philosophical School), arts events

(colonies and workshops, exhibitions, such as the Art Colony Biberče in Kruševac, Art Colony Dvorane, Belovodska Rosette, etc.), then, musical events (various concerts held within the municipality and the Days of Stanislav Binički in Jasika and Vule's Days in Ribarska banja stand out), while the performance of any of the complex events in Kruševac such as St. Vitus' Celebrations, Cultural Summer and others is unthinkable without holding concerts by renowned artists from the country. Among theatrical events (amateur and professional festivals) in Kruševac there are famous Festival of Professional Theatres of Serbia "Joakim Vujić", FEDRARO - Festival of Theatre Amateurs of Rasinski District in the village of Žabare and Theatre Days; among film and photo events (film festivals, shows and photo exhibitions) there is Underwater Film Festival in Kruševac. The events that have a competitive character are also significant: Competition of Villages, FEŠT - Festival of Elementary School Theatres, Oration Festival, Poetry Recital Competition, Competition of Choirs, Zvezdano Zdravinje in Zdravinje and Radojkino Kolo in Globoder.

Ethnographic events include festivities on completion of the harvest and threshing, festivals of folklore ensembles, magical-religious rituals and the like (Bjeljac, Ćurčić 2010). Within the activities of Cultural and Educational Society of Kruševac and nurturing of the national culture, different forms of amateur creativity are taking place. Traditionally, there is an event at the beginning of the year, the Competition of Villages, which includes the contest of local cultural societies, artists and naïve artists in folklore, handicrafts and some skills. During the year the event of folk art Padeški kladenac (Padeški well) takes place, as well as other traditional gatherings in villages in Kruševac municipality, in Dvoran, Zdravinje, Kaonik and Gornji Stepoš. In the villages of Ribarska reka, especially in Boljevac, the old custom called Wolf's Wedding has still been maintained, which means that when a wolf is killed, masked procession carrying the killed wolf on a spit goes around the villages of this region for several days, and the locals give them food and money (Romelić, 2002). During 2011 the initiative has been launched to create a new event in Kruševac called Čarapanijada, ethnographic in content with an emphasis on traditional crafts and skills, and it is expected that this event will attract many visitors from Serbia.

Religious events include urban and rural feasts, celebration of religious holidays, the church and monastery celebrations, religious-historical holidays and the like. St. Vitus' Day is the most important holiday in Kruševac, deeply rooted in the minds of people as the day of the death of Prince Lazar in the struggle to preserve the religion and nation. In traditional ancient Slavic mythology Saint Vitus means supreme, all-seeing deity, and in the Serbian folk tradition St. Vitus' Day is celebrated as the day of the Battle of Kosovo in 1389, and the Serbian

church in 1892 formalized and included it in holiday as well as Holy Prince Lazar. St. Vitus' Day in Kruševac is religious and political-historical event, which takes place from the 50's of the 20th century organized by the Municipal Assembly and the Tourist Organization of Kruševac; it has a national character, lasts throughout June with many cultural and entertainment programs and the final events on the 28th of June. Church program Church Fair in the Town of Lazar provides Vigil in the Church Lazarica on 27 June, solemn procession and memorial service at the Monument to the Kosovo Heroes on 28 June. Kruševac, however, is not the only city in which this day is celebrated, but it is celebrated throughout Serbia as the national and religious holiday. City Saint of Kruševac is the St. Trinity, the so-called "Pentecost" (the 50th day after the Resurrection or the 10th day after the Ascension of Christ), which is also celebrated. Guild feasts used to be an important feature of society, when various guilds, societies and associations celebrated their patron. These celebrations are retained only at humanitarian society Good Nature which organizes the event, Stubborn Persons, Bad Luck, Rowdies and Other Types, specific to this city, gathering every year on the ninth Tuesday after Christmas, cherishing the old rules of behaviour (Romelić, 2002).

Economic events include fairs, trade fairs, harvests, exhibitions and festivals, as well as scientific and professional meetings and seminars. Fairs and trade shows were once an important aspect of trade, and in Kruševac they have been held since 1839. The so-called Kruševac Village Fairs is held four times a year, on the following religious holidays: the Annunciation (7 April), St. Vratolom (24 June), St. Ilija (2 August) and the Nativity (of the Virgin Mary) (21 September) (Romelić, 2002). Trade stands are placed along the main street, and toward Jastrebac (total length of about two kilometres), and various products are sold, from the little things and clothes to furniture, with fairground atmosphere and entertainment and circus programs. Fairs attract visitors from nearby villages and the town, so it is rather crowded on the streets. Apart from the fairs, the Agricultural Fair in Kruševac and Jagodijada in the village of Kamenare stand out among economic events. In addition, a large number of scientific conferences are held in Kruševac every year, and the most significant and with the longest tradition is the Literary and Philosophical School.

The political and historical events include May-Day picnic, marking important dates from NOB (WW II) and the like. St. Vitus' Celebrations have also been political and historical event that were originally called The Celebration of Freedom and had a national character. The event which reminds of the events of the night before the battle of Kosovo in 1389 and the mass death of World War II include diverse cultural programs. The memorial program is held in the area

of the town of Lazar and the memorial park Slobodište. This event in Kruševac is losing its importance from year to year, and the programs are becoming weaker. By engaging experts in organizing the event and its design, with adequate marketing activities, this event in the future could become very attractive, and would also contribute to the enrichment of the tourist offer of Kruševac. As in Kruševac and surrounding villages there are a number of memorials, the laying of flowers, memorial procession and program in memory of the victims are done every year on the day of an important event. May-Day picnic on Bagdala, Slobodište and Jastrebac is recognized by the mass meeting. On this day, in the morning, people gather in parks, where they as campers spend a day with their families and friends.

Sports events include complex sport-tourism events, sports-advertising and sporting events of professional or amateur character. In the Municipality of Kruševac St. Vitus' Sports Festival is traditionally organized (by the Sports Association of Kruševac), Sports Summer (tournaments in volleyball, handball, football, basketball), Interregional Gymnastics Camp on Jastrebac, Cycling Meet on Jastrebac, International Fishing Cup on Lake Čelije and other competitions.

Entertaining-tourist events include concerts, balls, fun summers, New Year's programs, etc., and are usually organized by the Cultural Centre of Kruševac. Most of these programs are held during summer at various locations in the city and have local character, and the most important event is Cultural Summer in Kruševac.

### **The Organization and Marketing of Tourist Events in Kruševac**

Events are one of the common reasons of tourist travel, and represent a significant element of tourism and independent travel motive. Event tourism is one of the forms of tourism, which is becoming increasingly popular and attracts many visitors. Motives for the organisation of the events can be economic, propaganda, socio-cultural, physical-ecological and socio-political. The organizers of the events have noticed multiple cost-effectiveness of the formation of tourist product based on the events, so that in recent years more and more attention has been paid to improving the traditional events and organising new ones in Serbia (Dragičević-Šašić, Stojković, 2007). The organization, design, implementation and propaganda of the events involve numerous entities that act as organizers, co-organizers, sponsors, editors, and the main organizers of the events in Kruševac are: authorities (the Municipality of Kruševac), public institutions (Cultural Centre, Cultural and Education Association, the National Museum and Tourist Organisation of Kruševac), associations (local and regional

cultural societies), commercial entities (large enterprises and companies and restaurants). As financial sources of tourist events the following ones occur: municipal and state budget, assets and funds of the organizers, funds of various associations, sponsorships and donations. Cultural institutions that participate in the organization of events usually cooperate with each other in the implementation of plans and programs of events, usually under the auspices of the municipality of Kruševac. Most of the events organized in Kruševac have no direct economic effects and are financed from the municipal budget and various donations. According to data obtained from the Cultural Centre Kruševac and Culture and Education Association of Kruševac, over 60% of the funds for the work of these institutions are from the municipal budget, while the remaining 40% are obtained from the funds of these institutions and donors.

Events as a tourist product are very complex set of individual, by nature very different events and related programs. If a comprehensive program of an event is full, qualitative, specific and if a location and time of the venue are suitable and allow more visits, then the value of the event as a tourist product is higher. Events are the tourism product of the organizer, as well as part of the total tourist product on the level of a city or region where they are held (Bjeljac, Ćurčić, 2003). Events in the Municipality of Kruševac are not an independent tourist product, given that most of the events are non-profit ones, and they represent additional content of the tourist product of Kruševac (also non-affirmed). Market research, according to organizers of events, is not implemented in Kruševac because it requires additional costs and professional staff.

Sale of events as an element of the tourism product is the most important marketing function of the event organizers, and can be made directly or indirectly in a site or region out of which arrival of participants and visitors is most expected, as well as in the venues of events. Pricing policy in event tourism includes: ticket pricing and other services provided during the event, the registration fee and similar payments of participants, by the sales of which organizers generate some revenue and so on (Popesku, 2002). In Kruševac, the sale of events is weak, as attendance at most of the events organized in the Municipality of Kruševac is free, so the direct economic effects are almost nonexistent.

Promotion of tourism events is part of the promotion at the level of a tourist site, as events are a significant part of the overall tourism offer of Kruševac. Marketing activities of the organizers of tourist events in Kruševac primarily include operations on animating donors and sponsors of events and organizing promotional activities. The strongest marketing activities are in St. Vitus'

Celebrations and The International Festival of Humour and Satire Golden Helmet, because these events are independent tourist motives in the overall tourist offer of Kruševac. All forms of graphic means are included - posters, programs, brochures, newsletters, labels, invitations, flyers and others. For the time of the most significant tourism events large billboards and many posters with written programs during the event are placed in the city centre, so that they provide timely information to potential visitors. The organizers of tourist events cooperate with the local and national media, press, radio and TV stations, and local newspapers announce in details and follow all events of different character and rank. Announcements and reports from the major tourist events are published in central newspapers, and some sports events are also followed by sports newspapers. Major events have a website within the official website of the Tourist Organization of Kruševac. The main disadvantage is that the advertising activities of events organized in Krusevac are focused mainly on the local area and the area of the region, namely Rasinski and Kraljevo Districts. Events of lesser importance and lower rank are less covered by the media, so that even a large part of the local population is not informed about these events.

### **Tourist Turnover and Attendance of the Events in Krusevac**

Kruševac as the city centre, which is situated in a favourable tourist-geographical location and has attractive natural and cultural resources does not record a significant influx of tourists. According to the data presented in the Table 2, it can be seen that tourist visits to the Municipality of Kruševac have an upward tendency. The lowest tourist visits were recorded in 2006, and the following years have had a substantial increase in the number of tourists, especially foreign ones.

Table 2 Tourist turnover in the Municipality of Krusevac in the period 2005-2010

year	number of visits			number of overnights			average overnights	
	total	domestic	foreign	total	domestic	foreign	domesti	foreign
2010	27663	22641	5022	190327	179062	11265	7,9	2,2
2009	27939	21624	6315	172186	160421	11765	7,4	1,9
2008	30909	23762	7147	182152	170480	11672	7,2	1,6
2007	26417	22566	3851	175421	167114	8307	7,4	2,2
2006	20015	18084	1931	134970	131507	3463	7,3	1,8
2005	22406	19224	3182	151657	145538	6119	7,6	1,9

Source: Statistical Almanacs, Municipalities of Serbia, 2005-2011, Statistical Office of the Republic of Serbia

As for the distribution of tourists according to tourist areas it is evident that most of the visitors are in the narrow city area and in spa Ribarska banja, while

Jastrebac Mountain has very little attendance, although it is a very strong contractive zone for excursions. As for the length of stay of tourists in the area of Kruševac, tendency of short stay of tourists has been noticeable in the city area and the area of Jastrebac and was about 2 days, with a much longer stay recorded in spa Ribarska banja (11 days). However, most of the visitors to this city are from Serbia and neighbouring countries, and given the seasonal distribution of tourist visits, it is evident that the highest number of visitors is recorded in July and June, while the minimum is recorded during the winter months. The seasonal distribution can be explained as by the appearance of more mass outing movements and the holiday season, so by the maintaining of a large number of events precisely in this period (June-July).

Specific data on the number of visits of each event in Kruševac do not exist, since there are no records, given that most of the events are on the local and regional level, and that most of the events are open. Specific data on the number of visits of the most important events can be obtained from the records of the Cultural Centre Kruševac and the Tourist Organisation of Kruševac, which appear as the main organizers of most events in the municipality, but these data do not provide accurate insight into actual attendance of these events. Research has shown that visitors organized coming individually or as representatives of specific organization (association), while a small number of tourists organized their arrival through a travel agency. Such a small percentage of organized visits indicates the lack of cooperation of event organizers and travel agencies in the region, and is one of the priority tasks in the future to establish contacts with the agencies that are interested in organized visit of tourist groups to the events in the area of Kruševac. According to the survey submitted to the Municipal Tourist Organization and the organizers of the events, more than two-thirds of visitors are from Kruševac and the surrounding municipalities, as well as the municipalities of Serbia and Bosnia and Herzegovina (Republika Srpska) belonging to half-day and daily contractive zone up to three hours distance (by highways), while the rest of the visitors are visitors of spas and other tourist sites.

### **Evaluation of Tourism Events in Kruševac**

The most extensive study and analysis of tourist events in Serbia was done by Bjeljic Ž. (2006,2010) who also made the tourism valuation of events. He has analyzed a number of criteria which he classified into two main groups - geographic set of criteria that includes evaluation of the content, rank, traditionalism, schedule of events and artistic values of events, then the origin and the number of visitors and participants, as well as visitor satisfaction; and

economic set of criteria that includes capital investment analysis, economic impact, environmental impact, media and promotional impact, socio-political impact and assessment of stakeholder relations (Bjeljac, Brankov, 2008; Bjeljac, Ćurčić, 2010). Each of these criteria is assessed in grade scale of 0 to 5. Based on the analysis of these criteria, three categories of events are identified - those that are independent tourist value (of international importance, from 97 to a maximum of 116 points), those that are significant element of tourism offer (of regional importance, from 73 to 96 points) and other events that have local significance (less than 73 points) (Bjeljac, 2010). Based on this methodology, the tourist valuation of the most important tourist events in Kruševac was carried out; St. Vitus' Celebrations (82 points), Golden Helmet (78 points), Belovodska Rosette (74 points) and Padeški kladenac (73 points) have the regional importance. Events of the national and regional importance are adequate for tourist presentation, while some local events are also attractive as additional facilities at destinations. Given that most of the mentioned events in Kruševac have local significance, only when the quality of programs is significantly raised and the organization and marketing actions are improved, it can be expected to attract more visitors and eventually get a tourist importance.

### **Conclusion**

Kruševac is a city with a rich history and tradition, and except great tourist and geographical position, it is surrounded by natural values (Kopaonik, Jastrebac, Goč, spas Vrnjačka Banja and Ribarska banja, Lake Čelije), tightly linked to the history of the Serbian people and has many cultural monuments, and offers a rich tourist content. Although there is potential for the development of different types of tourism, it is still waiting to be tourist affirmed. Based on the analysis of tourist events in the territory of Kruševac, it may be noticed that the attendance of events is relatively small, it has a number of events at a low level of organization, but there is a relatively large number of events of different character. Tourist events in Kruševac have predominantly ethnologic and cultural-artistic character, and many of them have a long tradition. The most important tourist event in Kruševac is St. Vitus' Day, held for forty years and is the most representative event in the region. It represents best our medieval and modern history, tradition and culture, and also has the best chances to be promoted and attract foreign tourists. From the perspective of the potentials of development of event tourism within the Municipality of Kruševac there are great opportunities, but it is necessary to make significant changes in the organization of events, to work on advancing and improving the program, as well as improving the equipment of the sites in which they are held, and of course funding and professional staff are necessary for that. Events in Kruševac

are still a form of entertainment and amusement of the local population, and we can only hope that they will find a way to reach a wider audience and to attract tourists from Serbia and neighbouring countries.

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