

Original scientific paper

UDC: 911.3:380.8
DOI: 10.2298/IJGI1103109R

IMPORTANCE OF HOUSEHOLDS FOR THE DEVELOPMENT OF EVENT TOURISM IN THE MUNICIPALITY LUČANI

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Received 6 June 2011; reviewed 4 August 2011; accepted 25 October 2011

Abstract: Thanks to the Parliament, about Guča, as the capital of the trumpet, entertainment, ethnic specialties, many people have heard and started to arrive from many European and non-European countries. It may sound paradoxical, but Guča in this measure was never more mentioned in the media, and never had fewer guests. In order to respond to the challenges that development policy imposes, the tourist organization must make the proper selection and training of personnel who have wide culture and knowledge and will to work in order to return guests. Despite significant potential, the area of Dragačevo is underused. General assessment of the current situation is bad, and it is primarily the consequence of the poor work of the tourist organization: a noticeable decrease in the number of tourists in rural tourism, in relation to a period of ten years ago, and in hotels (seminars, conferences, sports training); negligible economic effect of the trips, lack of activity at the presentation of tourism opportunities and propaganda, the guests were mostly satisfied with reception and services, no complete data on the number of guests (it is known that a significant number of households receiving guests for the Trumpet, but no sign, no city tax), there was no organization that was organized to work in tourism - Tourist organization of municipality was established in 2004., and its activity was later acquired by the Center for Culture, Sport and Tourism of Lučani. Negligible economic effects of pension spending and extra services are just one of the many negative effects of lack of activity at the presentation of tourism opportunities and propaganda.

Key words: households, disorganized reception of guests, Parliament of trumpeters

Introduction

The aim of this paper is that the demographic analysis will include parameters such as number of households, households according to the number of members, growth index of households, household size, average household size, distribution of settlements according to the average number of household members, the distribution of settlements according to the percentage share of single households, the distribution of settlements according to the share of households

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with five or more members. In within all of these indicators the difference between households with farms and households without farms will be suggested.

Another objective of this study is survey research, where I will perform arbitrarily selected sample household survey. The survey will be based on researching the following issues: How much are households willing to categorize their homes for renting the rooms, houses and holiday apartments; size of family; in how many rooms tourists can be accommodated (and the capacity of the room); whether the rooms are made before guests year-round, not just at the time of events; whether the hosts are ready to invest in their current capacity (in terms of improving their services to tourists); whether the hosts are satisfied with the realized incomes from this type of tourism; whether the tourists services are satisfied with the offers; whether the hosts satisfied with the support offered by the Tourist organization of municipality.

The task of this paper is to display the current status of the households, importance of the event for the municipality and the bearers of the development of event tourism in the municipality.

Population and households as a factor in the development of tourism

The main characteristic of Lučani is the development of event tourism. The event, The Parliament of Trumpeters, has been giving recognition to municipality of Lučani in Serbia and around the world for more than fifty years (Bogovac, 2007).

The organizers are facing many problems, above all, a great concentration of tourists on the one hand and insufficient accommodation capacity on the other hand, also categorization of rural households, as well as tourist accommodation in disorganized households (Popović, 2006). There is no complete data on the number of guests (it is known that a significant number of households receives guests for the Paliament of Trumpeters, without registration and city tax), because there was no organization which was organized in tourism and which could exercise control of tourism development. Tourist Organization was established in 2004., and its activity was later acquired by the Centre for Culture, Sport and Tourism of Lučani.

If a destination wants to be actively involved in tourism, it must possess all the attractive, receptive and communicative factors. For the successful development of tourism the existence of catering and tourist facilities is necessary (Jovičić & Ivanović, 2006). There are two hotels in municipality of Lučani. Hotel "Golden

Trumpet" in Guča, with 90 beds and 2 apartments and a hotel "Lučani" in Lučani with 90 beds and 2 suites. Within the sports and recreation center in Guča is a motel "As".

The current capacity of catering and tourist facilities in the municipality of Lučani are insufficient, and guests are accepted by many households engaged in rural tourism. Since 1980 the tourism has begun to develop in the villages of upper Dragačevo (Kaona, Milatović, Vica and Lower Dubac). All these households have the option to receive guests for all the time of the Trumpet Festival.

General characteristics of population and housing

2002 census registered 24,614 inhabitants in Lučani. In relation to the 1953rd year population at the municipal level has been reduced by 28.5%. Looking at the settlements, both urban (Guča and Lučani) settlements of the municipality and one rural (Puhovo) area recorded an increase in the reporting period.

In a certain number of villages population was halved. This is the case in villages which are far away from the municipal center, and are spread on the edge of other municipal areas, in the contact zone with other municipalities. The highest recorded population decline is in the villages (1948 = 100): Zeoke (75.8%), Grab (70.6%), Turica (63.9%), Rtari (62.5%), Ducalovici (61%), Upper Kravarica (59.8%), Tijane (58.7%), Lis (57.1%), Rogaca (56.9%), Psanik (56.3%), upper Dubac (54.1%), Goracici (52.4%) and Guberevci (50.3%). Only three villages recorded an increase (1948 = 100): Lučani (847%), Guča (236%) and Puhovo (6.8%). If successive lists are compared, it can be noted that the only Lučani in all successive periods had a population growth. A number of settlements has consistently had a population decline, and the rest had a fluctuation, i.e. there were periods of increase, stagnation and population decline. The rural population declined in the entire postwar period. In urban areas (Guča and Lučani) 1981 census recorded 5373 residents, and 2002 census recorded 6331. It is obvious that these settlements were not appealing enough for the population of surrounding villages, because much more people moved to Cacak, Arile, Pozega, Ivanica and Kralevo.

In the municipality of Lučani there were registered 8277 households in 2002 census (Table 1), and since 1971. their number has increased to 245 (increase of 103.7 index). The most intense increase in the number of households occurred between the 1971 and 1981 (growth index of 105.8, and average annual growth rate is 5.6). In inter-censal period which followed, there was an apparent decrease in the number of households.

Table 1. Total number of households by type of neighborhood, municipality Lučani 1971-2002

	1971	1981	1991	2002 ²	2002
Municipality of Lučani	8032	8498	8406	8330	8277
Urban settlements	1287	1610	1922	2148	2137
Other settlements	6745	6888	6484	6182	6140

Source: SIS (2004), Census 2002, book number 10: "Comparative per household censuses 1948-2002 and 1971-2002 lists of apartments for the". Statistical Office, Belgrade.

When viewed by type of neighborhood in the suburbs of the municipality there is an increase of households, while in other settlements only increase was recorded in 1981 census year.

In the municipality of Lučani there were 2137 households in 2002 in urban areas and 6140 households in non-urban settlements. In comparison to 1991, the number of urban households in the municipality has increased more than the number of non-urban households (growth index 111.8 and 95.3) (Table 2).

Table 2. Average annual rate of increase of the index increase in the number of households, municipality of Lučani 1971-2002.

	Average annual rate increase in ‰			The growth index			
	1971-1981	1981-1991	1991-2002	1981/1971	1991/1981	2002/1991	2002/1971
	Households						
Municipality of Lučani	5.6	-1.1	-0.8	105.8	98.9	99.1	103.7
Urban settlements	22.3	17.7	10.1	125.1	119.4	111.8	166.9
Other settlements	2.1	-6.0	-4.3	102.1	94.1	95.3	91.6
	Population						
Municipality of Lučani	-6.3	-8.9	-8.9	93.9	91.5	90.6	77.8
Urban settlements	24.6	17.6	2.5	128.1	119.3	102.8	157.1
Other settlements	-11.7	-15.5	-12.6	88.9	85.6	87.0	66.2

Source: SIS (2004), Census 2002, book number 10: "Comparative per household censuses 1948-2002 and 1971-2002 lists of apartments for the Statistical Office, Belgrade

The population of Lučani is shrinking faster than the number of households, even households had stagnation. The reason is that large households are falling apart and smaller households are created, or breaking up into the multi-generational households. It may be noted that urban settlements of the municipality were not attractive to the population of the municipality, although 1981 census recorded a relative increase of 28.1%, where it can be seen how

² Data for 2002 follow the methodology for the 1991 census.

many in absolute terms it is small (ie 1131 inhabitants). That same year in other villages was recorded population decline of 11.1% and in absolute terms 3069 inhabitants. Similar trends can be observed in increasing of urban population and households in urban areas, differences are insignificant. As in other settlements is seen a big difference in reducing the number of inhabitants and households in other villages.

Results of research survey

The survey was conducted during june of 2010 in the territory of Guča, and included 51 households, which receives guests during the Trumpet Festival, which represents 0.62% of Lučani households and 7.7% of the households of urban settlement of Guča.

At the time of the 2002 census households in the municipality of Lučani had an average of 3 members. In urban areas slightly lower values were reported compared to the rural environment (2.96 members in urban and 2.97 members in other areas). According to a survey conducted in the field, the average household size is slightly higher than the average size at the time of the 2002 census, and it is 3.31 member.

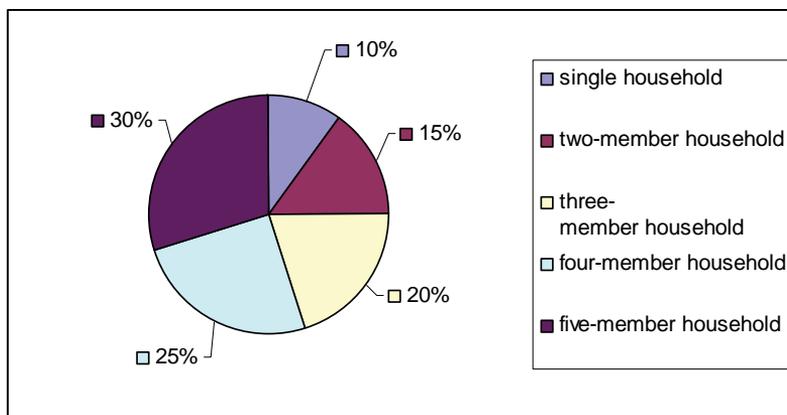


Figure 1. The number of households, according to survey research

A significant drawback for receiving guests in rural households is that households are not categorized; according to the Center for Culture, Sport and Tourism, 34 households are categorized in the territory of Lučani, of whom 20 households in the territory of urban settlement of Guča. It is a very small number, considering that according to some estimates that nearly 1,000

households are engaged in receiving guests during the Trumpet Festival. In a survey conducted in the field, no household was categorized, and only 13 (or 25.5%) would like to categorize their households, almost half of households do not want to hear about the possibility of categorizing their households, while 14 (or 27.5%) households will do so if required, or if it will bring more revenue.

Table 3. The number and capacity of rooms according to survey research

Number of beds	Number of rooms	Number of beds	Number of rooms
1	11	4	37
2	57	>5	43
3	26	Total	174

Source of data: survey

Table 3 shows how many rooms have surveyed households, an average of slightly more than 3 rooms per household. These households have a total of 566 beds available to receive guests. If these survey data are compared with the data of the Center for Culture, Sport and Tourism, it is obvious that a very small number of the available capacities are categorized, a total of 97 available beds to receive guests.

When asked whether they would receive guests throughout the year, 20 households had a positive answer, a negative response came from 31 households. Households willing to receive guests throughout the year are generally older households and older couples, whose children no longer live in their homes or work in other major urban areas. The reason they want to receive guests all year is that they want to complete their time and budget. While households which do not wish to receive guests throughout the year as a main reason noted they had school children, and regular full time job, so they do not have enough time to deal with additional types of activities.

Nearly two-thirds do not want to receive guests all year round. If the results obtained by the question "Do you want to receive all year" are compared to question "Do you want to categorize your household for renting rooms, houses and apartments for holiday", there is a great coincidence that this households also do not want to categorize a household for purposes of publication, or 83.87% of households. Only 16.13% of households would categorize their household for renting rooms, houses and apartments for holiday, although they would only receive guests during the Trumpet Festival. By contrast, households that want to rent rooms during the year are prepared to categorize their homes for renting rooms, houses and vacation apartments, and 40% of households

would do this, while 25% would do so if it is required. The majority of households (or 58.82%) wants to invest in their current capacities in terms of improving the quality of tourist services. This study also showed that four-fifths are satisfied with income derived by dealing with this type of tourism. While 21.58% households are not satisfied, those are mainly households that has fewer available rooms and beds.

The survey showed that almost half of households sell their homemade products, and only a third of households are satisfied with the income derived from sales of these products. Also, from this survey it can be seen that households want to sell their produces, but the problem that arises is that there is no organization that would help them in better marketing of their products.

A survey among tourists was carried out during the Trumpet Festival, from 13 to 22 August of 2010. The sample included 150 visitors of this event. Of the total of respondents, 37.33% (or 56 visitors) have visited the Trumpet Festival for the first time. Just over one-fifth came to this event for the second time, while almost one quarter (ie 23.33%) of tourists have visited for the third time, and 18.67% of tourists were already four or more times in Parliament.

When asked where they came from, 43% (or 65) tourists responded they came from another country, of whom nearly half the visitors came from Slovenia and Bosnia and Herzegovina, and 57% of tourists came from all over Serbia. Slightly less than half the visitors remain in Parliament for two days (or 69 tourists), 8% of them remain only one day. One third remains for three days, while 8% of visitors remain four days, and only 6% of respondents (ie 9 of them) remain five or more days. One can notice a big coincidence that tourists coming from other countries remain four or more days, while visitors from Serbia, and especially from the places closer to Guča retained only one or possibly two nights.

Most of the tourists stay in Guča households, or 45%. As for visitors who stay in a hotel in Guča, this survey did not record any visitors, and in hotels in surrounding areas were recorded a 3% of them who used the services of the hotel. In households of the surrounding area was located one-third of respondents, namely 48 tourists. One fifth of visitors were accommodated in camps at Guča, in terms of visitors who were in the camps it can be seen a big coincidence that they stayed longer than four days.

When asked whether they were satisfied with the service offered by the caterer or host, almost two thirds answered positively (ie 71.33% or 107 visitors), while 22.67% were not satisfied, and another 6% said yes, but that it could always be

better. Asked whether the host or caterer provided additional services, except housing, 25.33% of visitors replied positively, and said that the service was mainly consisted of providing breakfast and morning coffee. Two-thirds of the guests did not have additional services, while 2.67% of the respondents to this question said they have received additional services at their own request and additional payment.

Most visitors of the Trumpet Festival have come solely because of this event, more precisely 82.67% of them or 124 visitors. While for 17.33% of the respondents the Parliament is not the only purpose for which they came. A large number of respondents said they were returning from the Montenegro seaside, and that proximity of the highway attracted them to come to Guča. Some respondents stated that after the Parliament they want to visit Zlatibor, Tara and Ovcar-Kablar monasteries.

Asked whether the price of accommodation is satisfactory, 62% of respondents answered it is, a fifth of them said it is not, while 17% believe that prices are high, but for such an event are worth paying for. When asked if they had objections to the caterers and hosts that provided services of accommodation, mostly all said they had no objections, and only 7% of them responded that the service would be complete if the households had their own bathrooms.

Conclusion

Parliament is the most beautiful and most precious thing spawned by the people of this region. He took us into the world and brought the world to us. Parliament provides the opportunity of faster and better overall development of Lučani and Guča. It is up to us to make better use of it. Besides the Parliament and fun offered to the guests, there must be other services and products, both of large and small industry, agriculture, tourism in all its forms, products of traditional crafts (weavers, embroiderers, stonemasons, cobblers, etc), as well as products such as brandy, dried plums, raspberries, blackberries, blueberries and other fruits. For all that is necessary to make the program of the offers. Everything at the Parliament must be well presented and at the highest level, as it fits to the event that has deeply entered the world (Marinković, 2000).

An important segment of the Trumpet Festival in Guča is an encounter with strangers who come to this basically a national folk art festival. Meetings with them contribute to ethnic diversity and stronger connection of the Serbia with the world. Years of experience have defined the basic programs of Parliament and even the days and times of their presentation. This is a great value of

Parliament, which has become a tradition. Program of Parliament can be enriched, but only in terms of its core values: authenticity and pure spirit of our people.

Hotel, home and farm tourism would have to be arranged far better than now, bringing the guests at the time outside of Parliament. Travel program must be composed, for more or less days, for all seasons, for both young and old. Such tourism would become an important economic activity of Dragačevo. It takes a lot more support of municipal authorities in developing rural households, in terms of common occurrence in the market. Survey research shows that 49 households has no support in terms of tourism organization of the municipality.

In recent years, with the development of event tourism and the media popularization, there is inconsistency that Guča does not increase its tourist trade, but paradoxically decreases it. The reason is the poor record of visitors and accommodation, with a special role of disorganized and uncontrolled tourist accommodation in households. With more organized and aranged access this type of tourism could get far more reliable data that would be a solid basis for further planning of this type of tourism.

Event tourism has indirect and direct impact on the development of Lučani, especially on the consumption of material and spiritual goods. Parliament of Trumpet encourages the development and prosperity of Guča and Lučani, attracting investments in the form of tourism. By organizing the event, there is a connection with other potential or developing forms of tourism, which also promote their specific area in which they are held (Holoway & Christopher, 2000). The focus is primarily on rural households that receive guests during the Parliament.

Despite significant potential, the area of Dragačevo is under-utilized. This is reflected in all spheres of social life. General assessment of the current situation is bad, and this is primarily a result of insufficient coordination between public and private sectors, and between local communities and households. In addition, insufficient involvement of tourism organizations impact noticeably on reducing the number of tourists in rural tourism, as well as in hotels, compared to ten years ago.

Negligible economic effects of the board and outside board spending are just one of the many negative effects of insufficient action on the presentation and promotion of tourism opportunities (some internet sites as the main source of

information, especially for foreign tourists, are not available, a TV commercial is generally broadcasted just before the Parliament).

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