

911.3:380.8 (497.11)

“HAYMAKING ON RAJAC MT”- TOURIST EVENT Analysis according to gender and age structure

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Abstract: This work, using previous researches of socio-demographic influences upon tourist market, studies habits and behavior of tourists (visitors) on tourist event Haymaking on Rajac mountain, as well as the use of advertising means for the purposes of gaining new information. The poll was conducted among 352 people selected by chance whereas the data analysis was carried out according to gender and aging structure. The aim of this research is to determine if there is a significant difference in the number or motives of traveling, choice of transport means, the amount of funds intended for staying and the way of spending money, as well as in using different means of tourist propaganda.

Key words: Rajac mountain, haymaking, analysis, questionnaire, aging structure, gender structure

Абстракт: Развијање мера за унапређење квалитета хотелских услуга је основни предуслов за успешно пословање и опстанак на тржишту. Квалитет услуге је од највећег значаја за задржавање гостију и критичан показатељ будуће економске активности. Захтев за бОљим квалитетом производа и услуга, један је од најважнијих стратешких приоритета с којим се суочавају хотелска предузећа. У овом раду приказани су резултати емпириских истраживања усмерених на мерење квалитета услуга у бањским хотелима Западноморавске зоне. Модел за мерење квалитета услуга у бањским хотелима развијен је на основу SERVQUAL модела.

Кључне речи: квалитет хотелских услуга, сатисфакција потрошача, SERVQUAL.

Introduction

Numerous studies of world tourist market have pointed to a great significance of the socio-demographic factors in the segment of its researching (Woodside, Jacobs, 1985; Perdue, 1985; Bello, Etzel, 1985, Waters, 1988, Jaferson and Liskorish 1988, quoted in Curcic, Bjeljac 2007), while the following elements stand out as the most important in the studies: socio-demographic characteristics (gender, age, marital status, family size, nationality and social status); socio-economic

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variables pointing to skill (educational structure) and incomes; motives for a trip and patterns of a trip or behaviours (social and psychological) of a certain group of tourists. There is significant number of researches throughout the world by which it has been established that gender and age structure of visitors influence the experienced idea on visited tourist locality (Woodside, Lysonski, 1989; Um, Crompton, 1990; Walmsley, Jenkins, 1993 Stabler, 1995, Baloglu, McCleary 1999, Chen, Kerstetter 1999, Beerli and Martin 2005, Curcic, Bjeljac, 2007).²

Some of these researches referred to rural areas (Chen, Kerstetter 1999), but also the haymaking as the cultural heritage and tradition (Daugstad et al, 2006; Mc Cabe, Stokoe, 2004) where it was established that gender and age structure influenced significantly the experienced idea. Considering that the rural areas are characterised by specific combination of natural conditions, customs and ways of life of the population, they are interesting to many aimed groups of visitors who estimate them in various ways. One of such rural areas is Rajac Mountain.

Low-mountain area of Rajac is characterised by plateau relief, moderate climate and vast areas under meadows, which all together have caused a long tradition of agricultural production on the mountain (Todorovic, 2006). The specific way of agricultural production was exactly the basis for the foundation of the tourist event of the regional character. The natural potentials for the development of tourism are also connected with the Rajac Mt locality³ (Tosic B, 2006; Strategy 2006). The first mention of organised ways of tourist trends in the area of Rajac Mt referred to the construction of the “Pobeda” mountain hut in 1953 which has also been “considered as the forerunner of the approaching settlement genesis of the area of Rajac Mt with 10.9% of all receptive capacities of the mountain huts of Serbia proper” (Popovic B.I, 2006). The greatest number of the proceeding performances of the event Haymaking on Rajac is being organised in a clearing near the “Pobeda” mountain house.

Subject, goal and methods of research

Subject of research - Tradition, folklore and customs of the region have been the frequent motive for arrival of tourists, especially concerning the rural areas of Serbia (Todorovic, Bjeljac 2007). By analysing which of the tourist events

² All quoted in Curcic, Bjeljac (2007) Habits and behaviours connected with travelling-analysis according gender, Demography Journal, no.4, p. 304-314, Faculty of Geography, Belgrade

³ Rajac Mountain represents the basis for the development of vacation-weekend, eco-event, hunting, cultural, rural and sports-recreation tourism.

would represent best the tradition, folklore, customs, old ways of economy in rural areas, i.e. insufficiently developed areas, the competition in mowing grass-Haymaking has been chosen. Haymaking is one of the most important chores in cattle-breeding regions. In the past, the crops were gathered in with a help of volunteers, when haymakers would gather at each others and do important and hard work. Moreover, how much haymaking was significant shows the fact that the beginning of haymaking and the end especially became a real celebration.

What is also established by the research is that on the territory of Serbia there is Haymaking on Rajac Mt (Ljig municipality), Haymaking on farm (Backo Dobro Polje, Vrbas municipality), Haymaking on Plavinac (Smederevo municipality) and Haymaking in monastery field (Medvedja municipality). It is also noticed that there are competitions in Haymaking in some countries that originated by the disintegration of the former SFR of Yugoslavia (Haymaking on Balkana, Mrkonjic Grad municipality, Bosnia and Herzegovina; Haymaking in the village of Bojanici, Pljevlja municipality, Montenegro). Moreover, there are about 50 competitions of that kind throughout the world (USA, New Zealand, Great Britain, Poland, Netherlands, Germany, Czech Republic, etc.). The European championship in haymaking has been held in Viborg in Poland since 2006.

The initial idea of the research was that a questionnaire would comprise a sample of people of different age, educational and gender structure and who often travel. It was established that Haymaking on Rajac has been one of the oldest competitions in Europe. The first competition of haymakers on Rajac was held in 1892, at the same time when the first national fair was held, while the event has been held traditionally since 1973. There was a national custom when haymaking of volunteers ended on July 12th, by the St. Peter's Day, while the Haymaking on Rajac which represented a symbolic and solemn ending, has always been held in the first week after the St. Peter's Day. Every year, tens of thousands of visitors come to see the old national custom of haymaking and the competition of best haymakers on mountain meadows of Rajac, together with traditional cultural and artistic programme, folk spinning and exhibition of agricultural machines.

Aim of research - The analysis of a questionnaire is processed according to gender and age, with an aim to establish whether there is a significant difference in the number and motives for trips, the choice of means of transportation, as well as in the use of different means of tourist propaganda of males and females. These information could help the Tourist Organisation of Ljig, as an organiser, to direct its actions within the tourist promotion and propaganda in the right way and on the market segment which plays the decisive role in choosing Haymaking on Rajac as

tourist destination (with a special emphasis on tourist places wherefrom visitors, competitors and participants of the event come from, but also by establishing the most prevailing gender-age and educational structures of visitors, financial power of visitors and their expenses and motives for the sojourn and by collecting information about the real opinions of visitors and participants on the organisation of Haymaking on Rajac). Rajac Mountain and the settlements of Slavkovica, Ba and Paleznica have the conditions for the rural tourism development, and so the aim of the questionnaire was to investigate the number of visitors who would return there as rural tourists.



Figure 1. Polling a visitor from the USA who comes from Gornji Milanovac
(Photo: J. Brankov)

Methods of research - The questionnaire was applied as a methodical procedure in data gathering. The research was organised during the summer (July) of 2008 on the sample of 352 questioned, whereof 178 of the questioned were males, while 174 of those questioned were females. The questioners were completing the answers in the questionnaire, given by the sample that was chosen by chance. The questioners who carried out a poll were the authors of this paper from Geographical Institute "Jovan Cvijic" SASA, volunteers, appointed by the organiser of Haymaking on Rajac and the Tourist Organisation of Ljig, the protector of the research.

Geographical Origin of Visitors and Participants

Rajac Mountain is situated near the M-22 road line and the future direction of the Belgrade-South Adriatic highway to which it is connected by an asphalt road Gornji Milanovac-Ljig. The emitting tourist centres are located at a distance of about three hours (by road means of transportation), i.e. in the zone of the semi daily and daily trips, while the eastern part of Bosnia and Herzegovina and the parts of Serbia are in the zone of weekend tourism. The semi daily contractive zone includes the following settlements: Valjevo, Arandjelovac, Lazarevac, Gornji Milanovac, Ub, Lajkovac and Mionica, while the daily contractive zone includes Belgrade, Pancevo, Cacak, Smederevo, Kraljevo, Sabac, Uzice and Loznica (Bjeljac, Dobrivojevic, 2007; Strategy of development of Ljig municipality, 2006).

Table 1. Place of residence of questioned tourists

ĆELIJE	43	GUČA	1
BESKA	42	LESKOVAC	1
POŽEGA	41	TRSTENIK	1
LAJKOVAC	40	SUBOTICA	1
BELGRADE	34	BAČKO D. POLJE	1
LJIG	13	MIONICA	1
LAZAREVAC	13	RAŠKA	1
ČAČAK	12	BELANOVICA	1
NOVI SAD	6	KLJUČ	1
SMEDEREVO	6	VELIKI CRLJENI	4
ZRENJANIN	4	BANJA VRUJCI	1
G. MILANOVAC	6	UGRINOVCI	1
VALJEVO	3	SELO BA	2
ARANDJELOVAC	3	BAČKO P. SELO	1
KRALJEVO	2	PALEZNICA	1
PANČEVO	2	JARČIC	1
UŽICE	2	KOZELJ	1
PLJEVLJA	2	MRKONJIĆ GRAD	1
NIŠ	2	BOSANSKI BROD	1
LOZNICA	2	JOHANNESBURG	1
INĐIJA	1	USA	1
NEGOTIN	1	SLOVENIA	4
PODGORICA	1	TORUNJ	42
		TOTAL	352

The largest number of questioned came from urban and rural settlements in the vicinity of Rajac and from Belgrade. Most visitors were from the following municipalities: Belgrade (14.8%), Valjevo (13.1%), Indija (12.2%), Pozega (11.6%), Lajkovac (11.4%), Ljig (5.7%) and Cacak (3.4%). Foreigners made 14.5% of the total number of questioned persons. Most of these visitors came from Poland (11.9%) and Slovenia (1.1%).

Table 2. Age structure of questioned tourists

Age limits	Up to 19	20-29	30-39	40-49	50-59	60-69	70+
Total	56	31	23	29	33	121	59
Male	36	18	11	14	20	55	24
Female	20	13	12	15	13	66	35

Structure of Sample Chosen by Chance

The lower age limit of questioned persons was up to 19 years, because it was established, during the research, that the members of this age group came exclusively with older members of the family, while the greatest number of questioned of the primary-school age were the participants of the festival of folklore ensembles, the proceeding programme of the event, who came from Poland by organised transportation. There was not the upper age limit.

Analysing the age structure of visitors, it was concluded that the oldest (60-69 and 70+) and youngest (up to 19 years) age structures prevailed in most part of the analysed sample. The high share of the age structures from 60-69 years (34.4%) and 70+ (16.8%) was partly explained by the fact that these groups had less obligations and more free time, so they were able to visit various events.

Table 3. Specialist's training of questioned tourists popuni tabelu

Specialist's training	Unsk- illed	Half- skilled	Skilled	Intermediate specialist's training	Advanced specialist' training	University-level specialist's training
Total	8	24	55	117	25	67
Male	6	14	28	56	15	34
female	2	10	27	61	10	33

The situation was similar with the youngest population, too. The share of other age groups was the following: 15.9% up to 19 years, 8.8% from 20 to 29 years, 6.5% from 30 to 39 years, 8.2% from 40 to 49 years and 9.4% from 50 to 59 years. As gender structure concerned, the proportion within the age groups was mainly even, with an exception of the age groups up to 19 years where male population prevailed in more significant proportion and 60-69 and 70+ years where females prevailed (Table 2).

The intermediate specialist's training was the most common in the educational structures (39.5%), which is in accordance with the average in the society. The age group of the population up to 19 years was not taken into consideration in the analysis. It was not included into any of the given categories of specialist's training. The share of university-level specialist's training was 22.6%, 8.4% was the share of advanced specialist's training, while the percentage of half-skilled persons (8.1%) and skilled persons (18.6%) was also common (they were farmers mainly who also visited the proceeding events apart from Haymaking: fair of agricultural machines, round-table discussions at which it was discussed about agricultural subjects and which were organised at Ljig municipality during the haymaking, etc.). By the analysis of gender structure within different degrees of specialist's training, an even proportion was established with a mild prevalence of male population concerning unskilled and half-skilled structure and advanced specialist's training, while the number of questioned of male and female population became almost equal at skilled structures and university-level specialist's training.

Organisation and motives for coming to Haymaking and use of accommodation capacities

The answers to several questions were analysed in the research of motives and ways for coming of visitors to Haymaking. Habits and behaviours of tourists were studied in relation to travelling in general and the following question was a direct introduction: "How often do you travel throughout the year?"

Table 4. Number of trips of questioned tourists

	never	1x	2x	3x	4x	5x	5x+
Total	5	31	26	29	9	42	210
m	3	17	14	10	5	22	107
f	2	14	12	19	4	20	103

The analysis of the frequency of travelling showed there was the highest percentage of the questioned (59.6%) that travelled more than five times throughout the year. Travelling to foreign countries was also included by this question as well as trips and journeys in the country. Mobility of older population was especially interesting, which influenced the realisation of a great number of tourist trips throughout the year. The highest percentage of questioned who declared they travelled more than five times throughout the year were persons from age groups of 50 to 59 and 60 to 69 years. Several of those questioned from the oldest age groups even declared they travelled more than ten times throughout the year. According to large frequency of travelling, the age group from 20 to 29 years stood out immediately after the oldest visitors, which could be explained, as it was in the case of the previous group, by the surplus of free time and absence of business duties, and by itself more frequent trips throughout the year. Among those questioned who did not travel at all (1.4%) or they travelled once throughout the year (8.8%), all age groups dominated evenly, but the largest number of questioned was aged from 50 to 59 years. Certain number of questioned tourists travelled twice throughout the year - 7.4%, 8.2% of those questioned travelled three times throughout the year, 2.5% four times and 12.1% of questioned travelled five times throughout the year. Travelling throughout the year was more frequent at male population (except for those questioned who declared they travelled three times throughout the year), while males also dominated among the groups of questioned who did not travel or they travelled only once throughout the year.

“If you do not live here, how have you organised your coming?” It was the question to which the largest number of tourists (50.6%) answered they visited the event by themselves, while few tourists had organised trip over some tourist organisation (1.7%). Such low percentage of organised comings can be the indicator of the insufficient coordination of the organisers of the event and tourist agencies in the surroundings that should include Haymaking on Rajac into their own offer and thus promote it to the potential visitors. Moreover, the high percentage of questioned tourists came at Haymaking owing to the independent associations (retired persons mostly) (47.7%).

“Are you coming alone, with your family or as a representative of some other organisation (which)?” The analysis of answers to this question showed that certain number of questioned (11.1%) visited the event by themselves or their family accompanied them (21.3%). However, most visitors came to Haymaking as representatives of some organisation (pensioners’ association-47.7%, folklore group-11.9%, “Our hands” association-2.6%, Geographical Institute “Jovan Cvijić” SASA-0.9%, students from Faculty of Physical Education-0.6%, the team

Table 5. Length of stay of questioned tourists

	1 day	2 days	3 days	4 days	5 and more
Total	256	19	16	8	53
m	132	9	9	4	24
f	124	10	7	4	29

of "Zitnica" enterprise-0.3%, rock band YU Group-1.1%, the team of the public enterprise "Smederevo"-1.7%, the team of the non governmental society "First scythe" from Pljevlje-0.6%, the team of "Haymaking on Balkani"-0.2%).

"By which means of transportation you came here?" The analysis of this question showed that bus (65%) and car (34.1%) were used by the largest number of visitors as means of transportation. Considerably small number of questioned used some other means of transportation (0.9%). The largest number of women (74.1%) and men (56.2%) chose bus as the means of transportation.

Regarding the length of stay, the highest percentage (72.7%) of those questioned stayed one day only. It is interesting that significant number of visitors (15.1%) stayed 5 or more days on Rajac, while there were those who spent two days at this event (5.4%), 3 days (4.5%) and 4 days (2.3%). The age group up to 19 years was the prevailing one among the visitors whose sojourn was the longest on Rajac, which was explained by the tour of foreign and domestic youth folklore groups at Haymaking that stayed on Rajac from the beginning to the end of the event.

Table 6. Motives (reasons) for visiting Haymaking prevedi tabele

Total	Official	Fun, good atmosphere	Tourist	Acquaintance with tradition and customs	
352	21	15	195	49	
m	15	8	95	20	
f	6	7	100	29	
	Curiosity and interest in Haymaking	Nature	Rest and recreation	Participation in ethno-camp	Competitive
	32	8	15	8	9
m	19	3	7	2	9
f	13	5	8	6	0

The largest number of male and female population spent one day on Rajac, while male population slightly prevailed among the visitors who stayed 5 or more days.

Regarding the hotel capacities used by visitors who stayed at the event for several days, the analysis showed that the largest number of tourists was accommodated in other hotel capacities of Ljig municipality and closer surroundings (70.6%), and then in some of the accommodations on the very mountain (17.6%). There was small number of visitors who were accommodated at relatives or friends (8.2%), in rural households registered for rural tourism (2.4%) or in the hotel capacities of Ljig Spa (1.2%).

Out of the total number of analysed tourists, 67.9% of them declared they came on Rajac for the first time, while the rest of 32.1% visited the mountain earlier.

Regarding the reasons for visiting Haymaking, most questioned answered they came for tourist reasons (55.4%). If other answers are checked (Table 5), it can be concluded that those reasons are also the tourist ones (fun, rest, acquaintance with tradition, customs and nature), i.e. 33.8% of the questioned answered that those were the reasons for coming. The rest of 10.8% of the questioned came at Haymaking for business reasons (as participants in the programme, promotion and sale of products of a company they represent, sale of souvenirs, polling the visitors and participants). Male population visited the event for official and competitive reasons and as tourists showing special interest in Haymaking. Female population came mainly for tourist reasons, acquaintance with tradition and customs and participation in the eco-ethno camp that was held at the foot of the mountain.

Table 7. How much money do you spend at Haymaking?

Sum	Up to 4 000 din	4 000-10 000 din	Over 10 000 din	I do not know
Total	269	36	9	38
m	135	18	5	20
f	134	18	4	18

Expenses, informing and impressions

Two questions in the questionnaire referred to the amount of money visitors were ready to spend during their stay and what did they spend that money on. Most of the questioned, 198 of them (56.3%), spent money on food and drink, 58 of

questioned spent money on souvenirs (16.5%), 11 (3.1%) of those questioned spent money on food, drink and souvenirs, while 16 questioned (4.5%) spent money on entertainment. Money was spent on all that together, under miscellaneous, by 64 questioned (18.2%). Five of the questioned (1.4%) answered they did not know what they would spend their money on (Table 7).

Most questioned, those 269 (76.4%) were ready to spend up to 4 000 dinars (50 euros), and they spent money on food and drink (210 questioned out of 269). From 4 000 to 10 000 dinars, 10.2% of the questioned spent on food, drink and souvenirs mostly (14 out of 36 questioned), while 2.6% of the questioned spent over 10 000 dinars on food, drink and leisure mostly (5 out of 9 questioned). One part of those questioned (10.8%) did not precise how much money they spent during the sojourn on Rajac. According to age groups, younger population spent mainly less money in relation to older one. Data testified that the visitors who limited their own consumption on the amount of 4 000 dinars dominated within the age groups up to 19 years, 20-29, 30-39 and 40-49 years. Regarding the age groups from 50 to 59 and 60 to 69 years, the highest percentage of the visitors stated they spent 4 000 to 10 000 dinars during the lasting of the event. Two of those questioned from the age group of 50 to 59 and three from the age group of 60 to 69 spent at Haymaking even around 20 000 dinars. By the analysis of the consumption by gender, it was concluded that male and female population spent their means evenly.

One of the questions in the questionnaire was: "How were you informed about Haymaking?" The aim of this question was to investigate which form of the organiser's promotion activities influenced most that the potential visitors decided to come to Haymaking (Table 8).

Table 8. How were you informed about Haymaking?

	Conversation with workers of travel agencies	Video and TV presentation.	Advertising material	Internet	Direct contact with TO of Ljig	Over visitors of previous Haymaking
352	7	6	20	9	86	224
m	7	4	11	6	41	109
f	0	2	9	3	45	115

The largest number of the questioned or 63.6% answered they were informed about the event by the visitors of the previous Haymaking (participants, relatives, friends.).

The information about Haymaking got 7.4% of the visitors through the promotion activities of the Tourist Organisation of Ljig at Tourist Fairs in Belgrade and Novi Sad, as well as over adequate items on Radio and Television of Serbia (“Zikina sarenica”⁴, “Znanje-Imanje”, “Knjiga Utisaka”). Direct contact with the organiser had 24.4% of the questioned. Over the www.kosidba.co.yu web site, 2.6% of the questioned was informed directly. Over employees in tourist agencies, 2.0% of the questioned was informed about Haymaking. The male and female questioned were mostly informed by visitors of the previous Haymaking and direct contact with the organiser. Women were more informed by Internet, press and television, while men were getting information in tourist agencies.

Within this group of questions, with the aim to establish how can famous persons from media influence Haymaking as its special promoters, during the break of the rock concert, an interview was made with the members of YU Group, one of the most popular rock bands in the area of the former SFR of Yugoslavia (Dragi Jelic, Zika Jelic, Petar Jelic). The concert was held on the plateau in front of the Mountain Hut on the second day of the event (Saturday). When asked about the impressions on the event, Zika Jelic, a front man of the group answered: “Our common position is that we support the event because of good, positive energy and connection between nature and tradition. We followed the reports and items about the event on Radio and Television of Belgrade earlier, while we visited the Haymaking for the first time in 2006 when we held a rock concert. We also consider ourselves the promoters of Haymaking, because we said many positive things about the event (tradition, folklore, nature, fun) at different rock concerts organised shortly before Haymaking by bikers’ clubs⁵. Once, that resulted in organised coming of bikers at Haymaking. Next year, if we have time and the organiser invites us, we are planning to stay longer and watch the competition in haying, while throughout today’s concert, we are going to invite all the visitors to participate in the competitive part, too.”

“What do you single out particularly in the programme contents of the Haymaking on Rajac?” Two groups of answers to this question crystallized the very act of the competition and the parade of the competitors (216 questioned, i.e. 61.4%), i.e. the tradition, folklore and customs (18 questioned, or 5.1%). There is 66.5% of the questioned who exclusively came to the event in order to acquaint with the tradition and customs of haymaking. Friendly atmosphere during the programme was the answer of 40 questioned (11.4%). One part of the questioned, those 21 (6.0%) singled

⁴ On Sunday, on the final day of the Haymaking, at Belanovica village, Ljig municipality, “Zikina sarenica” was broadcasted live with most interesting events from the competition of haymakers.

⁵ A citizens’ associations which gather owners of motorcycles and those who love motorcycle races.

out the natural characteristics of Rajac Mountain as the part of the programme contents (starting from the mountain huts and rest homes on Rajac, along partly marked mountain path, it is possible to make trips to the top of Rajac, Takovo, the top of Rudnik, Ostrovica, the top of Suvobor, to Mokra cave, the spring of the Ljig river, Ravna Gora). Entertaining contents was singled out by 6.0% of the questioned (rock concert of YU Group on the second day of the event, the concert of Miki Jevremovic in the final night of the event, listening to performers of the folk music in nine improvised tents with around 3 000 chairs throughout three days of the event, folklore festival, etc). Food was the most significant for six questioned or 1.7% (gastronomic specialties such as wedding cabbage (cooked sauerkraut with smoked pork meat), lamb and pork roast, kajmak (cream cheese), cheese, corn bread, etc.), five questioned (1.3%) singled out the exhibition of agricultural machines, while all above mentioned was singled out by 25 questioned (7.1%) as a part of the programme they especially liked.

Analysing the answers according to age groups, it was concluded that younger population mainly singled out entertainment and friendly atmosphere as something that impressed them most (38 out of 56 questioned aged up to 19 years and 13 out of 31 questioned aged from 20 to 29 years), while the oldest population was mostly interested in the very act of haymaking (115 out of 121 questioned aged 60-69 years and 42 out of 59 questioned from the age group of 70+ years). The questioned from age groups of 30 to 39 years (13 out of 23 questioned) and 40-49 (15 out of 29 questioned) also singled out the very Haymaking as the most significant, while the questioned from the age group of 50-59 singled out the natural values as the most significant (11 out of 33 questioned). The highest percentage of men (64.6%) and women (58%) singled out haymaking (parade and competition) as the most significant contents of the whole event. The female population emphasized both nature and friendly atmosphere, while gastronomic specialties and exhibition of agricultural machines were more significant for men.

"What impressions are you leaving the Haymaking with and would you recommend it to your surroundings?" There were 227 questioned (64.5%) who stated they were leaving with positive impressions and they would recommend to their surroundings to come to some of the following Haymaking. In this group of the questioned, the prevailing age groups were from 60-69 years (73 out of 227 questioned) and 70+ years (45 out of 227 questioned). However, apart from positive impressions, one part of the questioned had some concrete remarks on the account of the organisation. Eight visitors criticized the inferior character of the event (younger population). Five visitors had remarks on the lack of shelters from the sun and stands by the terrain for competition, while three visitors had remarks

on paying the parking lot. Two visitors criticized inadequate sanitary conditions, while two visitors pointed to bad quality of the access road from Ljig to Rajac. One visitor pointed to insufficient propaganda, while another one had remark on the skilfulness of judges who graded the competitors. With excellent impressions and assertion they would recommend the Haymaking to their surroundings, 85 of the questioned visitors left the Haymaking (24.1%), among whom the questioned from the age group of 60 to 69 years prevailed (48 out of 85 questioned). There were 22 questioned visitors who had no comment to this question (6.3%), mostly of the age group up to 19 years (15 out of 22 of the questioned visitors). The highest percentage of men (68%) and women (63%) left the Haymaking with positive impressions on the event.

On question: "Will you come again?" 344 of the questioned visitors (97.7%), whereof 173 males and 171 females, stated they would come again, six visitors said they would probably come (1.7%), one questioned had no comment, while one visitor said he would not come any more (0.3% respectively).

The final question of the questionnaire was: "Did your visit to Haymaking on Rajac influence or it is going to influence to come again to rest in this region within rural tourism?" "Yes" answered 115 of the questioned visitors (32.6%), 52 males and 63 females from several age groups: 68 questioned from the age group of 60-69 years, 22 questioned from the group of 50 to 59 years, 19 questioned from the group of 40 to 49 years and 6 questioned from the group of 30 to 39 years. Within this answer, three visitors added they would come because of the nature, tradition and kind people. Moreover, three questioned visitors added they would come within one-day excursions, and three more questioned said they would come, but they needed more information about rural tourism. That they would not come to Slavkovica, Ba, Belanovac as guests within rural tourism, i.e. to the villages of Ljig municipality where there are registered households for reception of rural tourist, 228 of questioned answered (64.8%), 121 males and 107 females. Such answer was given by all the questioned from the age group up to 19 years and from 20 to 29 years, 13 questioned from the group of 30 to 39 years, 5 questioned from the group of 40 to 49, 11 questioned from the group of 50 to 59 years, 53 questioned from the group of 60 to 69 years and all the questioned from the group of 70+ years. "Maybe" was the answer of nine questioned (2.6%), four questioned aged from 30 to 39 and 5 questioned aged from 40 to 49 years.

Conclusion

The processed data, based on the answers of 352 questioned, showed the largest number of visitors of Haymaking on Rajac was from urban and rural settlements from the near surrounding, so the propaganda activities towards other potential emitting areas, such as urban settlements in Vojvodina and Central Serbia should be strengthened. In that context, the making of the qualitative Internet presentation of the main event is necessary within the site of the Tourist Organisation of Ljig or the making of a special site on the Haymaking itself. Considering the interest of the younger population for coming on Rajac, the Internet as the multimedia means of the tourist propaganda can be especially efficient in animating the younger tourist clientele. The analysis by gender showed that the questioned of both genders were informed on the event either by visitors of the previous Haymaking (63.6%) or direct contact with the organiser. Women were more informed over Internet, press and television, while men got the information in tourist agencies.

The investigation showed that the visitors organised their coming by themselves or as the representatives of certain organisation (association), while very small number of tourists organised their coming over some tourist organisation (1.7%). Such small percentage of organised comings points to the insufficient collaboration of the organiser of the event and tourist agencies in the surroundings, so that one of the priority tasks in the future will be making contacts of the Tourist Organisation of Ljig and agencies interested in organised bringing of tourist groups to this event. Disregarding the huge progress of technology, the agency mediation has still greatly been prevailing in tourism and the higher percentage of tourists who come over agencies would result in larger economic effects. Women mostly chose bus as means of transportation (74.1%), while men chose bus (56.2%) and car (43.8%).

The lack of accommodation capacities in the vicinity of the very event has been one of the reasons of reduced visit and shorter staying of visitors (the highest percentage of male and female population stayed on Rajac one day, while among the visitors who stayed 5 days or more on the mountain, male population and youngest age group prevailed). Considering that it is economically unprofitable to build new facilities that would be full during the Haymaking, but empty the most time of the year, it is necessary that Tourist Organisation of Ljig animate the rural households that would offer accommodation services for visitors. Later, the agencies could also be involved, over which the accommodation can be reserved in the households.

The analysis showed that the expenses of the tourists who visited the event were small. According to age groups, younger population mainly spent less money in relation to older one, while by the analysis of the consumption according to gender, the conclusion was that male and female population were spending their means evenly. Small consumption was both the consequence of insufficient buying power of the tourists themselves, and the inadequate offer. “Unexpected” tourist consumption mostly depended on the quality of offer which the Tourist Organisation of Ljig and other economic subjects should take care of, as well as rural households and physical persons on Rajac.

The motives for visit of the largest number of the questioned (89.2%) were initiated by tourist reasons, whereas the following groups of answers were defined: tourist reasons (55.4%), fun (4.3%), acquaintance with tradition and customs (13.9%), curiosity and interest in Haymaking (9.1%), nature (2.3%), rest and leisure (4.2%). Other 10.8% of the questioned came at Haymaking for business reasons. Younger population mainly singled out fun and friendly atmosphere as something that impressed them most, so the conclusion is imposed that attractive performances of entertaining character or referring to the presentation of ethno-social heritage of this part of Serbia can raise the quality of the very event, prolong the average stay and bring larger economic effects in the future. Older and the oldest population were mainly interested in the very act of Haymaking and the natural values of the mountain. Female population emphasized the nature and friendly atmosphere, while gastronomic specialties and exhibition of agricultural machines were more important for male population. The great majority of visitors left the event with positive and excellent impressions, while their opinions were separated concerning their coming within rural tourism.

The analysis of the polling research has been of great theoretical and practical significance, because the obtained data reflected the subjective opinions of tourist demand and they could be used as the correctives of the findings the tourist experts have come to, being guided by objective criteria. Moreover, the complex analysis of the obtained results should be the good basis for making valid decisions concerning the improving of the organisation and effects of the mentioned tourist event.

*This paper is a part of the research
within the project 146011, supported
financially by Ministry of Science of the
Republic of Serbia*

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Summary

Analysis of questionnaire research for visitors of event „Haymaking on Rajac mountain” has great theoretical and practical importance, because the obtained data reflect the subjective views and opinions of tourists and can be used as a correction to the objective findings of tourist experts.

Majority of visitors are coming from urban and rural settlements in the vicinity, so, the propaganda activities of the other potential tourist coming areas, such as urban settlements in Vojvodina and Central Serbia, should be strengthened. Establishment of contact between Tourist organization of Ljig and agencies which are interested in bringing tourist groups to this event, must be one of the priority tasks in the future because there is not enough cooperation between the organizers of the event and local travel agencies now.

The lack of accommodation in the vicinity is one of the reasons of shorter retention of visitors (the highest percentage of male and female population stayed on Rajac one day). The proposal is to enter rural households into tourism, which would provide accommodation and food services for visitors of the event. Later, tourist agencies can join, by reserving accommodation in these households.

Visitors of this event spent a little. Younger population generally spent less money in comparison to the older, male and female population spent funds evenly.

Arrival of the largest number of respondents (89,2%) is initiated by the tourist reasons (there are several groups of similar answers defined by tourists). Younger population mostly underline entertainment and friendship as what impressed them the most, while the older and the oldest population are mainly interested in act of mowing and natural values of the mountain. Female population emphasize nature and friendship, while gastronomic specialties, and the exhibition of agricultural machinery, are more important for male population. Majority of visitors left the mountain with positive and excellent impressions, but opinions are divided regarding the reararrival as a part of rural tourism.