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NEW SPACES
IN CULTURAL TOURISM

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Tradition and innovation in the festival tourism of South Transdanubia

Géza Szabó⁴, Klaudia Szeidl⁵, Bence Závodi⁶

Abstract

Festival tourism in the latter decade became one of the most significant forms of tourism in Hungary. Orienting to the international trends, the different cultural events play an outstanding role in the tourism supply of Hungary. In the accentuated competition in tourism there is an increasing need for such events and programs which concentrate on some special areas of cultural life. In the extremely varied supply of the South Transdanubian region the festivals related to spiritual-cultural life form an expanding group. Based on their supply these festivals can be classified to different categories out of which events related to wine and gastronomy are outstanding. Wine and gastronomy are the central elements for such festivals to which different complementary services and programs are fitted. Their role is very important in the attendance of the succession of values from generation to generation for instance in preserving ethnic culture. Festivals related to such traditions are the carriers of innovation as well, since they make the heritage value into marketable tourism product. Interactivity is a very important factor of today’s tourism industry where one of the most popular scenes are the festivals, where the visitors are given a chance to taste or make local foods and further on they can be acquainted with the secrets of the different folk crafts and traditions.

The aim of our research is the comprehensive analysis of the festival tourism of the South Transdanubian region and the detailed introduction of the two dominant types of festivals, the wine and gastrofestivals, in the form of two case studies.

Keywords: South Transdanubia, heritage, festival, wine, gastronomy, tradition, innovation

Introduction

Besides entertaining, festivals have a great role in the attendance and preserving of different traditions and heritage values. Besides the fact that festivals draw the attention on one or more local values, they become tourism products as well generating a significant amount of demand. Their role is decisive in putting on the map the certain place and its local value. Festivals are

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⁶ Corresponding author: fg4t@gtor.hu
Contribution of events in strategic positioning of a destination on a tourist market: Case study of Kastafsko kulturno leto

Danijel Drpić, Ivana Ćosić, Vedran Milojica

Abstract

Over the years, tourists have been showing a more and more growing interest in attending and participating in cultural and similar specific events, which resulted in it becoming one of the most developed parts of the contemporary tourism industry in the world. Organization of events brings numerous socioeconomic benefits, respectively, growth of total tourist turnover, stimulation of the interaction between tourists and domestic population in the host-destination, and achieving higher level of recognisability, and competitive strategic positioning of not only the offer, but the destination itself on the tourist market. One of the cultural events that definitely needs to be pointed out as a part of Croatian tourist offer is Kastafsko kulturno leto, which is being organized in the summer period in the city of Kastav, in Primorsko-goranska County. This event represents a unique synergy of various musical, drama, film, literary, educational and other facilities, in which participate not only domestic, but foreign interpreters as well. The diversity of offer within this event can satisfy the desires and "appetites" of tourists who seek new and different cultural experiences, as well as exploring new and unique destinations with a cultural-historical tradition, such as Kastav. The purpose of this paper is to point out the importance of events based on culture in function of enriching the total tourist offer of a destination, and its contribution towards achieving successful strategic positioning on the tourist market. The goal of the paper is to point out the importance of Kastafsko kulturno leto as a cultural event in improving the competitiveness of the city of Kastav as a tourist destination.

Keywords: Cultural events, tourism, Kastafsko kulturno leto, strategic positioning, competitiveness, tourist destination

Introduction

Developments in international tourism have intensified competitiveness between tourism destinations. In the increasingly competitive world tourism market maintaining competitiveness is a major challenge for many destinations (Goffi, 2013, p. 121), especially when considering the fact that contemporary tourists are informed more than ever in the global surroundings.

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which means shades in quality and diversity of tourist offer can prevail when tourists are making a decision about visiting a destination (Stipanović, 2009). Traditional tourist offer 3S (Sun-Sea-Sand) is still very present in today’s tourism flows, however, over the years it is being gradually replaced with selective forms of tourism which have been registering strong growth due to the fact that their uniqueness and specificity enables achieving satisfaction of needs of tourists of various profiles and ages (i.e. sports recreation in nature, staying in spas, or attending various forms of sports and cultural events). This form of tourist offer does not only enable higher level of satisfaction of tourists while staying in a destination, but it enables them also achieving value and experience for money, which will in the end result in positive “mouth to mouth marketing”, increasing the level of recognisability of a destination and its repositioning on the world tourist market (Alkier et al., 2015).

Over the years, contemporary trends in tourism have highlighted the unique and specific cultural and artistic components of the tourism destination. Contemporary tourists are showing a growing interest in learning as much as possible about the culture of the destination in which they wish to spend their holiday. This led to the fact that cultural heritage and artistic offer is becoming more and more one of the key elements of the tourism offer (Težak et al., 2011). Events have become an important part, even the center of our culture as perhaps never before. Increases in leisure time and discretionary spending have led to a proliferation of public events, celebrations and entertainment. Governments have recognized and are supporting as well as promoting events as part of their strategies for economic development, nation building and destination marketing. Corporations and businesses embraced events as key elements in their marketing strategies and image promotion. The enthusiasm of community groups and individuals for their own interests and passions gives rise to a marvelous array of events on almost every subject and theme imaginable (Bowdin et al, 2006, p. 3). Tourist events based on culture enable strengthening the competitive positioning of a destination on the tourist market, but at the same time enables growth of sense of belonging of the host and the visitors. Cultural identity represents an important bond for creation of a tourist offer, which guarantees success on the contemporary market. The identity guarantees that the other will watch us in a way that is acceptable to the local community, and the local population will become aware of its particularity, by which at the same time grows total satisfaction with the way of life, it encourages inclusion of the local community into the tourist product, it strengthens the income and economic stability of a destination, by which additional funds are achieved for creation of new tourist events, which enriched by the elements of culture guarantee its preservation and improvement for future generations. Culture represents sort of a destination’s identification card, an important foundation for development of new and innovative tourist products, which will enable for a destination to become more recognizable and unique, and position itself strategically on the tourist market as a leading destination (see more in Jelinič, 2010). Over the years Croatia has recognized the importance of events as an element of a contemporary tourist product, considering that it possesses a tradition of organizing events of various types (sports, cultural, etc.), which enables for tourists to satisfy their needs for this type of tourist offer (Ivanović et al., 2016). The aim of this paper is to present the importance of events in achieving a strategic positioning of a tourist destination on the tourist market on the example of the cultural event Kastafsko kulturno leto which is being organized in the city of Kastav, in the County of Primorje-Gorski kotar.
Literature review

In the last few decades the globalization effects on world tourism trends have led to increased competition between destinations in search for the optimal positioning. In this scenario the events have become an essential element in the tourism development of destinations, attract visitors, encourage investment, improve image, and boost the local economy (Hernández-Mogollón et al., 2014, p. 83).

Often, festivals serve as a means of affirming local culture or traditions and offer communities the chance to promote their cultural identity. Festivals also help to support and promote local artists and to offer a concentrated period of high-quality artistic activity. Although, the aim of many festivals is to enhance the image of an area and to put it on the map there are many festivals which did not set out to attract tourists but have done so anyway. Today, although many festivals aim to cater primarily for the local community they succeed in attracting tourists and many festivals and special events are created with a tourist audience in mind. Different types of tourism, including festivals and special events vary according to their nature from place to place and as a form of tourism, they may be researched in regard to their socio-cultural context. Better understanding of host communities' cultural identities indicates that festivals hold a significant position. They celebrate a sense of place through the organisation of common activities in specific safe circumstances. Second, they provide communities with means to host visitors and display community accepted values, interests and aspirations. Third, they are an exterior manifestation of community's identity and represent a characteristic identifier of place and people (Dujmović & Vitasović, 2012, p. 1).

Events have become an important motivator for development of a competitive tourist offer, as well as an important figure within developmental and marketing plans of competitive tourist destinations (Getz, 2008).

According to Milohnič et al (2010), event management also has a significant role in achieving quality of a tourist destination, as well as enriching the offer in terms of defining new contents and increasing the level of competitiveness of a destination, which enables higher level of recognisability on the tourist market.

Worldwide, cultural manifestations and special events form one of the fastest growing and developing sectors within the contemporary tourism industry on world level. Numerous tourism organizations have made the organization of festivals and special events as a part of their destination development and marketing strategies, bearing in mind that organization of such events enables attracting the visitors to the destination, attracting media attention, enabling formation of a trademark of a destination, and enhancing the economy (Milohnič, 2012).

Management of cultural events includes various aspects of organisation and management of events, which are increasingly becoming an essential part of choice of tourist destination. While organising events it is very important to take into consideration the possibility of influence of other events, i.e. great attention is given to the coordination of event itself with closely associated business activities, as for instance, traffic, safety and similar. Fundamental tourist functions concern destination image making, better promotion, market expansion, extension of stay and tourist expenditure stimulation. Apart from its tourist function, events are also used for the purposes of urban revitalization, attracting agencies and head offices of multinational companies, but also for building of social identity and community spirit (Milohnič, 2010, p 164 according to Trošt, 2009).

The scientific community has also recognized high potential of development of event tourism. So far numerous scientific papers were written, and scientific and professional project
have been conducted, all with a goal of determining the best possible solutions which will contribute to the better understanding where to go and where to focus in developing a successful and competitive offer of event tourism (Ivanović et al., 2016). In their research, Blesić et al. (2014) included ten different events on the territories of Apatin and Sombor municipalities, with a goal of determining the attitudes of the local population towards organization of these events. The results of this research contribute to the better understanding of the importance of organization of such events, as well as developmental guidelines for the organizers. Drpić et al. (2014, 256) articulate in their paper that tourist events represent an important element of modern tourist offer, as well as an important factor in achieving competitive advantages on the turbulent tourist market. If their development is properly managed (while adhering to sustainable development principles), profiling, strategic (marketing) presentation and promotion of their offer on the tourist market, they will enable branding of the tourist destination. Pivac et al. (2011) have conducted an empirical research during the 50th anniversary of brass bands music festival in Guca in the Republic of Serbia. The focus of their research was on establishing the model for the analysis of factors which influence customer satisfaction with the event, based on which they offered the guidelines for future improvement.

The authors have presented in this chapter theoretical considerations about the importance of events within a contemporary tourist offer, as well as the insight into the some of the important researches, which proved the positive effects of development of this form of tourism for a tourist destination, as well as achieving competitiveness on the tourist market. In the following chapter the authors will present the characteristics of the city of Kastav as a tourist destination.

**Characteristics of the cultural tourist offer city of Kastav**

The city of Kastav is one of totally twenty-two municipalities and fourteen cities in the County of Primorje-Gorski kotar, which belongs territorially to the space unit called Rijeka’s Ring, along with the cities of Bakar and Krk, Kvarner and the municipalities of Kotor, Kranj, Jelenje, Črnomelj and Vipava. It is situated on the crossroads of the North-East part of the Istrian peninsula and the mainland, in the coastal hinterland on the northern part of the Rijeka Bay. Its total surface amounts 114,0 km² (0.33% of the mainland’s surface of the County of Primorje-Gorski kotar). Precisely, geographic advantage, traffic connections, and relatively, relief isolations enabled it to preserve the continuity of urban and cultural development throughout the history (The City of Kastav, 2015, p.7).

Throughout the centuries, it has preserved its rich history, numerous monuments, culture and tradition, as well as its untouched natural resources. Kastav has a very rich cultural heritage, and cultural manifestations are the most recognizable mark of the city. It has a very developed musical tradition, and other forms mostly developed and based on the amateur cultural work. Some of the most famous cultural events are developed and based on amateur cultural work, of which it is important to mention Kastavsko Kulturno letno (eng. Kastav Cultural Summer), Guitar Festival as well as Kastav Blues Festival which are significantly contributing to the recognisability and tourism development of the city of Kastav. When discussing the event tourist offer of Kastav, it is also very important to mention the carnival tradition named “Pust” which is held from 17th of January (the holiday of St. Antona) until Pepelnica (Pusna sreda). During that period, every Saturday masqueraded dances (orig. “pusni tanci”) are organized, and on Pepelnica Pust (a colourful human sized puppet made of straw) is burned, as a symbolic guilty person for all the problems that were experienced by the inhabitants during the
past year. Also, Bela Nedeja (White Sunday) is a well known traditional holiday of white wine, the authentic “Belica”. It is celebrated on the first Sunday of October, and a big fair is organized where it is possible to see the old crafts, wine fair, exhibitions, musical and scenic events, book promotions, tasting many traditional domestic dishes, etc. Out of other elements of cultural tourist offer of Kastav it is necessary to mention the Museum collection of Kastavština (which contains the archaeological artefacts, ceramics and jewellery found on the excavations, numerous documents about the history of Kastav. Vikotova bačварija is a place decorated as an ancient barrel workshop in which the presentations of the craft are organized, and it is possible to taste the traditional Kastav’s brandys and wines, etc. (The official website of Tourist Board of Kastav).

In the following chapter the authors will present how cultural events can contribute in achieving strategic and competitive positioning of the city of Kastav on the example of Kastafosko kulturno leto.

The influence of Kastafosko kulturno leto on a strategic and competitive positioning of Kastav as a tourist destination

Over the years the city of Kastav invested extensively in development of its tourist offer, which is being witnessed by the growing tourist turnover. Following, the authors will present the achieved tourist arrivals and overnights in the period 2010-2016.

Table 1. Tourist arrivals and overnights in the city of Kastav 2010-2016

<table>
<thead>
<tr>
<th></th>
<th>Arrivals</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Overnights</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Domestic</td>
<td>Foreign</td>
<td>Total</td>
<td>Domestic</td>
<td>Foreign</td>
<td>Total</td>
<td>Domestic</td>
<td>Foreign</td>
</tr>
<tr>
<td>2010</td>
<td>2,161</td>
<td>475</td>
<td>1,686</td>
<td>2010</td>
<td>4,203</td>
<td>865</td>
<td>3,338</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>2,888</td>
<td>821</td>
<td>2,067</td>
<td>2011</td>
<td>5,590</td>
<td>1,391</td>
<td>4,199</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>2,880</td>
<td>826</td>
<td>2,054</td>
<td>2012</td>
<td>6,477</td>
<td>1,410</td>
<td>5,067</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>2,945</td>
<td>853</td>
<td>2,092</td>
<td>2013</td>
<td>7,531</td>
<td>1,455</td>
<td>6,076</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>3,366</td>
<td>942</td>
<td>2,424</td>
<td>2014</td>
<td>9,738</td>
<td>1,942</td>
<td>7,816</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>3,378</td>
<td>789</td>
<td>2,589</td>
<td>2015</td>
<td>11,409</td>
<td>1,704</td>
<td>9,705</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>4,986</td>
<td>762</td>
<td>4,224</td>
<td>2016</td>
<td>19,675</td>
<td>2,180</td>
<td>19,675</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Tourist Board of the city of Kastav [data obtained by e-mail], 2017

In the period 2010-2016 tourist arrivals and overnights register a steady growing trend, but the highest growth was achieved in 2016, in which participated foreign tourists as a significant majority, which indicates that Kastav is being recognized on the international tourist market.

Cities that boast important historical heritage are striving to enhance their appeal to tourists by organizing an array of complementary activities such as cultural festivals. By doing so they are seeking to strengthen their image as cultural sites, broaden the range of local facilities available and diversify tourist demand flow. Moreover, institutions charged with restoring and maintaining historical heritage have, in recent years, widened the scope of areas in which they are involved to embrace activities which promote culture, such as supporting music and the performing arts or sponsoring cultural events and tourist projects (Herrero, 2011, p. 640), all with a goal of conquering and maintaining the leading position on the tourist market.
In the city of Kastav, Kastafsko kulturno leto is the oldest summer festival according to the continuity. It was organized for the first time in 1992 by the group of enthusiast amateurs, and it was marked by drama programs of domestic authors and interpreters. The reactions of the attendees were positive, which resulted in continuing development of the manifestation in the following years by expansion of program. Today it consists of drama, arts and exhibition contents, and programs of serious and entertaining music. Over the years the number of foreign interpreters increased, but the festival became internationally characterized in 1997 when the Guitar Festival was organized. In 2006, Kastafsko kulturno leto society organized Chamber Music&Comedy Festival in cooperation with the Vienna Music&Comedy Company. The importance of this event, not only for cultural, but also for the economic development of Kastav has been recognized by the economy, which is proven by the fact that the sponsors of this manifestation are the city of Kastav, County of Primorje-Gorski kotar, as well as many economic subjects. In 2007 the Association of Kastafsko kulturno leto received a reward for a significant contribution to the development of culture and promotion of Kastav in the country and abroad (The City of Kastav, 2008) which clearly indicates that its particularity has been recognized on world level.

In order to present the diversity and quality of the offer of Kastafsko kulturno leto, following the authors will present the elements of its offer in 2017 (The official Website of Kastafsko kulturno leto):

- **MUSICAL PROGRAM:** diversity of interpreters by style and genre (male klapa Kastav with their guests, Tamburica orchestra of Croatian Radio Television and Damir Kedžo, Slovenian ethno-attraction Saša Avsenik Ansamble, JazzIstra Orchestra with Ervin Baučić, musical evening "Zakantajte s name" dedicated to the creative work of Kastav author Zvonko Turak, master duo the accordion player Merima Ključo and guitar player Miroslav Tadić will present the Aritmia project with the use of wide spectre of musical material, from classical music to the complex Balkan ethno, itd.);

- **RYTHEME OF THE YARD:** tourists get to enjoy the unusual Kastav yards, squares and gardens, as well as good music in the company of musicians, friends and neighbours;

- **GUITAR FESTIVAL:** this is a festival within a festival. This year the twentieth festival is marked by the interpretations of American jazz guitarist Russ Spiegel accompanied by the domestic guitar players. Also, there was classical music interpretations, as well as Flamenco interpreted by the Spanish band;

- **FILM PROGRAM:** a tour of the winning Croatian documentary films from the previous Liburnia Film Festival were presented this year;

- **DRAMA PROGRAM:** this part of the festival has positioned itself as one of the most important and the most visited ones. It enables for Kastav to turn into a summer theatre on an open stage of Crekvina, and the programs that are interpreted are from Croatia and the region;

- **PARTNER PROGRAM:** the goal is to enable and stimulate networking of associations and organizations from the cultural sector, more diversified cultural-artistic offer, strengthening in joint work, stimulation of production, as well as cultural-artistic creation;

- **LITERARY PROGRAM:** through organization of the Literature day the audience is able to enjoy the written work in the company along with open discussions about contemporary topics, but also about the work written on the local dialect;

- **CHILDREN'S PROGRAM:** children are being introduced to the world of theatre and culture with a goal of achieving positive influence on their development. Educativ and
entertaining shows by professional theatres are being organized for them and their parents;
• **WORKSHOPS**: Multiple days free workshops are organized for all interested participants, no matter about their age or previous knowledge (guitar workshop, acting workshop, etc).

Previously presented program points out on its diversity and creativity in approaching organization and creation of events. It is necessary for destination management to conduct systematic market research with a goal of on-time adjustment to the needs and desires of tourists.

**Figure 1.** Number of programs within Kastafsko kulturno leto according to charging the attendance in the period 2013-2016
*Source: Kastafsko kulturno leto Society (data obtained through e-mail)*

**Figure 2.** Visits to the Kastafsko kulturno leto in the period 2013-2016
*Source: Kastafsko kulturno leto Society (data obtained through e-mail)*
By the insight in the previous chart it is visible that in the last three years there was a growth of events that are free of charge, followed by the programs that are charged.

Previous chart indicates the growing interest for attending Kastafsko kulturno leto, considering that in 2016 the number of attendants was approximately 10,000 in relation to the year 2013 when the number was approximately 7,000.

In 2016 the number of sold tickets was little bit below 4,500 which indicates that attendants, who have the possibility to choose between attending just programs that are free of charge, are still willing to spend their funds in order to explore the uniqueness of the programs.

Another event that needs to be pointed out is Kastav Blues Festival which was organized in 2008 for the first time. It is being held in Kastav, Matulji, Kostrena, Viskovo, in duration of five days in August. The goal of this festival is the formation and realization of an attractive tourist product which through high level of program development and organization, as well as presentation of high quality musicians mostly in the domain of blues music promotes not only Kastav, but Kvarner as well, respectively the County of Primorje-Gorski kotar and Croatia as a competitive cultural tourist destination (the data of the Tourist Board of Kastav gathered by e-mail). Cansonfest, respectively the festival of the chanson is an event that is organized in the end of Kastafsko kulturno leto, during which numerous are performed singing on Čakavski dialect.

Previously presented information indicate that the offer of programs within Kastafsko kulturno leto, as well as the interest for attending it is registering growth. However, in order to achieve further development and competitiveness on the tourist market, it is important to determine which are the strengths and opportunities that need to be taken into consideration, as well as which are the weaknesses and threats that need to be reduced.
Contribution of events in strategic positioning of a destination on a tourist market: Case study of Kastafsko kulturno leto

Table 2. SWOT matrix of the event tourist offer of the city of Kastav

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preserved resource base (rich cultural-historical heritage of Kastav);</td>
<td>Insufficient level of involvement of event tourist offer in the offer created at the county and national level;</td>
</tr>
<tr>
<td>Events based on long tradition;</td>
<td>Insufficient involvement of destination management in further development of event tourism offer;</td>
</tr>
<tr>
<td>Growth of interest of tourists towards event tourism offer;</td>
<td>Insufficient level of knowledge of all participants in tourist events;</td>
</tr>
<tr>
<td>High level of authenticity of the event and the destination-host;</td>
<td>Lack of clear and measurable indicators which indicate the state of events tourism offer;</td>
</tr>
<tr>
<td>Significant level of involvement of the local community;</td>
<td>Lack of clear marketing strategies.</td>
</tr>
<tr>
<td>Good geo-traffic positioning;</td>
<td></td>
</tr>
<tr>
<td>Differentiation of the (event) tourism offer on the tourist market;</td>
<td></td>
</tr>
<tr>
<td>Long-term viability of the project.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>OPPORTUNITIES</td>
<td>THREATS</td>
</tr>
<tr>
<td>EU financial funds for development of projects of tourist events;</td>
<td>Development of intolerance of the local community towards tourists;</td>
</tr>
<tr>
<td>Raising awareness among the citizens and businesses about the benefits of forming tourist events;</td>
<td>Pollution caused by tourism;</td>
</tr>
<tr>
<td>Higher level of employment;</td>
<td>Violation of authenticity of the event by tourist commercialization;</td>
</tr>
<tr>
<td>Economic benefits for all the stakeholders in the destination;</td>
<td>Failure to adhere to the „value for money” and „experience for money” principle;</td>
</tr>
<tr>
<td>Further increase in product quality and recognizability;</td>
<td>Desire for quick profit;</td>
</tr>
<tr>
<td>More available products and services to tourists/customers;</td>
<td>Low level of quality offer.</td>
</tr>
<tr>
<td>Creation of special teams for tourist events in destination management.</td>
<td></td>
</tr>
</tbody>
</table>

Source: Drpić et al., 2014

Previously presented SWOT matrix indicates that the goal of the event tourism of the city of Kastav is to enable competitive positioning on the international tourist market, as well as attracting tourists who possess high purchasing power, and are willing to spend their funds while attending Kastafsko kulturno leto and staying in a destination. In order to achieve further successful development of Kastafsko kulturno leto, and event tourist offer of Kastav in general, the authors propose the following developmental activities.

Table 3. Developmental activities of Event tourism offer of the city of Kastav

<table>
<thead>
<tr>
<th>Activities/Measures</th>
<th>Enforcer of the activities</th>
<th>Target Group</th>
<th>Deadline</th>
<th>Possible Financial Resources</th>
<th>Target Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making promotion flyers, brochures, internet websites, promotional shows and spots</td>
<td>Ministry of tourism, specialised marketing agencies, interested scientific institutions and institute</td>
<td>Offer carries, Local community</td>
<td>Continuously</td>
<td>Ministry of tourism, Tourist Board of Kastav, community, PPP</td>
<td>Maximum</td>
</tr>
<tr>
<td>Seminars/education with the topic of promotion of event tourism of Kastav-goals of promotion of Kastafsko kulturno leto, particularities of event tourism, possibilities of developing a brand</td>
<td>Ministry of tourism, experts in the area of event tourism, sustainable development and marketing</td>
<td>Offer carries, local community</td>
<td>6 months - continuously</td>
<td>Ministry of tourism, Tourist Board, community, PPP</td>
<td>Maximum</td>
</tr>
</tbody>
</table>

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Previously stated guidelines will enable easier repositioning of the city of Kastav as an attractive tourist destination of cultural tourism on the world tourist market. All the proposed activities are subject to upgrading and continuous change in order to achieve complete desired results in development of tourist events, and tourist destination.

Conclusion

The city of Kastav is marked by centuries old cultural heritage that was carefully preserved by the local community. Contemporary tourist movements indicate on the conclusion about the need of stronger inclusion of heritage and culture into the tourist product of a destination. Events in the city of Kastav present the link between heritage, culture and the way of life of the local community, and tourists who visit the tourist destination. In the paper it has been proven that tourist events based on culture have a positive influence on achieving competitive advantages of the destination Kastav, and its repositioning on the tourist market. Contemporary tourist is willing to get to know the heritage and culture of a destination in which he/she is staying, and wishes to create the sense of belonging to the destination he/she is visiting, and experience the traditional way of life in a destination. Events in culture enable strengthening of the identity of a host, and development of awareness about the importance of culture in preserving and improving the identity of a destination, but also total satisfaction and quality of life of the local population, and indirectly the visitors of a destination. Kastafsko kulturno leto represents the basic tourist product of the city of Kastav on which foundation new forms of tourist offer need to be upgraded, with particular attention that they preserve the authentic character, and that they reflect the particularities of a destination in which they are held. Through previously pointed particularities of a tourist event based on culture a new market and promotion niche is being formed, for the city of Kastav, but also for a wider tourist region.
Previously stated will be achieved by application of strategic guidelines presented in the paper, which are presented based on previously conducted analysis of strengths, weaknesses, opportunities and threats of development of cultural tourism of the city of Kastav. From the stated it can be claimed that through minimization of threats and noticed lacks strengthening of recognisability and competitiveness of a destination will be achieved.

Literature


Katafisko kulturno leto society (data obtained through e-mail)


Official website of Tourist Board of Kastav


The official Website of Kastafsko kulturno leto (2016). www.kkl.hr

Tourist Board of the city of Kastav (data obtained by e-mail)