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Pregledni naučni rad

THE INFLUENCE OF THE ELEMENTS OF THE SARAJEVO FILM FESTIVAL ON REVISIT AND RECOMMENDATION INTENTION

UTJECAJ ELEMENATA SARAJEVO FILM FESTIVALA NA NAMJERU PONOVNE POSJETE I PREPORUKE

Summary

The purpose of the paper is to investigate the influence of the elements of satisfaction with the Sarajevo Film Festival on the intention of revisiting Sarajevo and the intention of recommending a visit to Sarajevo to others.

The sample size for this research was 400 respondents - 200 foreign tourists who visited Sarajevo during the Sarajevo Film Festival and 200 tourists who came during the previous and the month following the event. Regression analysis was used to analyze and interpret the data obtained.

The variables identified by the analysis as making a statistically significant contribution to explaining the revisit intention are: hospitality, relaxed atmosphere, service of the staff of the Sarajevo Film Festival, organization of the Festival, program and general experience at the Sarajevo Film Festival. The variables identified by the analysis as making a statistically significant contribution to explaining the intent of recommending to others are: general experience at SFF, organization of the festival, presence of (international and regional) celebrities, relaxed atmosphere, opportunity to make new acquaintances.

Keywords *tourism, Sarajevo, Sarajevo Film Festival, revisit, recommendation*

Sažetak

Svrha rada je istražiti utjecaj elemenata zadovoljstva Sarajevo film festivalom na namjeru ponovnog dolaska u Sarajevo i preporuke posjećivanja Sarajeva drugima.

U radu je primijenjen kvantitativni pristup istraživanju. Veličina uzorka za ovo istraživanje iznosila je 400 ispitanika – 200 inostranih turista koji su Sarajevo posjetili za vrijeme održavanja Sarajevo film festivala i 200 koji su došli u periodu od mjesec dana prije i poslije njegovog održavanja. Pri analizi i interpretaciji dobivenih podataka korištena je regresijska analiza.

Varijable koje je analiza označila da daju statistički značajan doprinos objašnjenju namjere ponovnog dolaska su: gostoprinstvo, opuštenu atmosferu, usluga osoblja Sarajevo film festivala, organizacija Festivala, program i opće iskustvo na Sarajevo

film festivalu. Varijable koje je analiza označila da daju statistički značajan doprinos objašnjenju namjere preporuke drugima su: opće iskustvo na SFF-u, organizacija Festivala, prisustvo (svjetskih i regionalnih) poznatih ličnosti, opuštana atmosfera, mogućnost da steknete nova poznanstva.

Ključne riječi: turizam, Sarajevo, Sarajevo film festival, ponovna posjeta, preporuka

Introduction

Event management is an emerging field of study, with knowledge expanding through empirical and conceptual analyses (Higgins-Desbiolles, 2018). The meetings, expositions, events, and conventions sector has gained recognition as an academic field by growth in higher education programs including courses, programs, and textbooks, as well as research (Draper, Young Thomas & Fenich, 2018). Event management as a profession has quickly gained global recognition and is already represented in many academic programs, at all levels (undergraduate, graduate and advanced research programs). A group of event management researchers and practitioners have developed the model „Event Management Body of Knowledge“ or „EMBOK“. EMBOK shows five knowledge domains and interconnected functional units: “administration (finances, human resources, information, procurement, stakeholders, systems, time), design (catering, content, entertainment, environment, production, program, theme), marketing (marketing plan, materials, merchandise, promotion, public relations, sales, sponsorship), operations (attendees, communication, infrastructure, logistics, participants, site, technical) and risk (compliance, emergency, health and safety, insurance, legal and ethical, decisions, security), which are useful for understanding the complexity of event management” (Getz, 2007:2).

There are different views among the authors as to what the term "event" covers. A common feature of all events is thought to be periodicity and that each manifestation is an exceptional driving force for a mix of management, program, decoration and people (Getz, 2005).

The term manifestation originates from the Latin word *manifestare* which means - to publish, to perform publicly for the purpose of jointly expressing one's purpose (Jovanović i Delić, 2010). The contemporary meaning of the word *manifestation* is a festival, carnival, ceremony and more, while the term - *organized event* is used in the same meaning. Tourism events, in this case festivals, can also be seen as a complex tourist product, which depends on the

content of the festival. The uniqueness of festivals can arise from its location and, especially, the place's atmosphere (Hernández-Mogollón, Alexandre Duarte, Folgado-Fernández, 2018). In addition to the core program, there is a wide variety of supporting activities that are often not directly related to the core program. Festivals are a product of a particular organizer and part of a tourism product created by the interest and need of the venue, region and country of the organizer, as well as visitors and participants (Jurinčić&Brezovec, 1998).

Festivals are used as a means of attracting both foreign and domestic tourists and as a solution to the problem of differentiating “products” in an increasingly competitive tourism market (Vrtiprah, 2004). Effective promotion of a destination through the festival can result in tourists- visitors extending their stay and visiting other regional tourist destinations and their attractions (Laing, 2018; Getz, 2008).

Festivals also affect the future intentions of foreign tourists to revisit the destination and to recommend it to other people. Festivals also raise destination recognition and could attract a whole new group of tourists to the destination (Grunwell, Ha & Martin, 2008). When visitors have a positive experience in the city, they will return to that place in the future (Woosnam, McElroy & Winkle, 2009). The festival is a window into the world of the local community. A large number of people, other tourists and locals meet at the festival. In doing so, the artistic experience is long remembered. One can forget the visited attractions, the founding years and reconstruction of a certain cultural monument, but not the powerful artistic experience, which will be recounted to friends and relatives for a long time (ĐukićDojčinović, 2005).

The largest film festival in Bosnia and Herzegovina and in the region is the Sarajevo Film Festival, which attracts many tourists, both domestic and tourists around the world. The Sarajevo Film Festival is one of the most prominent film festivals in the Southeast Europe. It is held every year since 1995 in Sarajevo and has average visit of about 100,000 film fans. It is a leading film festival in the region, recognized by both film professionals and the general public. High-quality programs, strong industry segment, educational and networking platform for young film makers and the presence of representatives of the film industry, film makers and media representatives, with an audience exceeding 100,000 people, are a confirmation of the Sarajevo Film Festival status (Čizmić & Čaušević, 2017).

The results of a 2014 survey (Čaušević-Ribić&Čizmić, 2016) show that those who have already attended the Sarajevo Film Festival several times are likely to come again - their average rating of this statement is 4.35, unlike those who attended the Sarajevo Film Festival for the first time (3.90). In addition, those who regularly attend the Sarajevo Film Festival are its ambassadors. Although there is a great potential for recommending a visit to Sarajevo to others even by visitors who have not previously visited the Sarajevo Film Festival (4.30), the potential of those returning to Sarajevo is even greater - almost maximum, 4.73. These differences were also tested by the Mann-Whitney U-test, to examine the statistical significance of their differences. The differences on both claims proved statistically significant. The revisit intention is at the very limit, but still below the 0.05 probability (0.049), and the significance of the difference in the intention of the recommendation is even lower (0.022). It can be concluded that loyal visitors to the Sarajevo Film Festival are significantly better ambassadors in terms of recommendation and also in terms of revisit (Čaušević-Ribić & Čizmić, 2016). Analyzing the previous article, it can be concluded that tourists who visited Sarajevo Film Festival before are more than willing to visit Sarajevo again and recommend it to other people. However, the purpose of this paper is to investigate the influence of the elements of satisfaction with the Sarajevo Film Festival on the intention of revisiting Sarajevo and the intention of recommending a visit to Sarajevo to others.

Overall travel satisfaction and a positive destination experience contribute to the creation of loyal visitors (Alexandris, Kouthouris&Meligdis, 2006; Oppermann, 2000; Bramwell, 1998; Pritchard & Howard, 1997). The level of tourist loyalty to a destination is reflected in the intention of visitors to revisit the destination and in their will to recommend the destination to other potential tourists through word-of-mouth (Oppermann, 2000). Recommendations from other visitors who already have experience regarding a destination can be considered as the most reliable source of information for potential tourists (Ćurčić, 2007).

Methodology and research results

After data collection, input to the SPSS database, and preparation for processing, the internal consistency test of the section was performed by calculating the Cronbach's Alpha coefficient. The table below calculates the coefficient for the section (Čaušević, 2017).

Table 1: Cronbach's Alpha coefficient

Section	Cronbach's Alpha
Sarajevo Film Festival rating	.940

Source: Čaušević, 2017.

As can be seen, Cronbach's Alpha coefficient is above 0.7, which confirms the high reliability of the measuring instrument.

The population covered by this survey is foreign tourists (persons who are not citizens of Bosnia and Herzegovina) who visited Sarajevo during the Sarajevo Film Festival, as well as one month prior and following the event (July and September 2014).

The sample size for this research was 400 respondents (foreign tourists) selected by random sample method - 200 foreign tourists who visited Sarajevo during the Sarajevo Film Festival (August 15-23, 2014) and 200 tourists who came during the previous and the month following the event (100 foreign tourists who visited Sarajevo in July and 100 foreign tourists who visited in September 2014) (Čaušević, 2017).

After completing the survey process, the questionnaire data was entered into a specially designed database in Excel and then exported to Predictive Analytics SoftWare Version 18 (PAWS 18), a former Statistical Package for the Social Sciences (SPSS), which also cleaned them up, and the analysis was conducted. In order to achieve scientific relevance, regression analysis was used to analyze and interpret the data obtained.

The analysis of the answers to the questions related to the evaluation of different elements of the Sarajevo Film Festival determined the connection between different aspects of the Sarajevo Film Festival and the influence of the Sarajevo Film Festival on the revisit intention and the intention of recommending a visit to Sarajevo to others. The regression analysis measured how much the individual elements of the Sarajevo Film Festival, that is, the satisfaction of tourists with them, influence the intention to revisit Sarajevo and recommend Sarajevo to others (Jeeyoon, Joon Ho & Yu-Kyoum, 2014).

The intention of revisiting Sarajevo

A regression analysis was used to analyze the intention of revisiting Sarajevo, where it was attempted to explain the variables concerning the intention of recommending Sarajevo and the intention of revisiting, using the variables of satisfaction with the Sarajevo Film Festival.

Regression analysis yielded a result that indicates that 32.3% of the intention to revisit Sarajevo by visitors of Sarajevo Film Festival can be explained by the elements of satisfaction with the Sarajevo Film Festival. This coefficient of determination is statistically significant; since the p value of the ANOVA test for the coefficient of determination is lower than 0.05.

Table 2: Summary of the regression model for the influence of satisfaction elements on the intention to revisit Sarajevo

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,568 ^a	0,323	0,270	0,925

Source: Author's research results

The variables identified by the analysis as making a statistically significant contribution to explaining the intention of returning are: hospitality (standard beta coefficient 0.495), relaxed atmosphere (-0.348), staff service at the Sarajevo Film Festival (-0.521), organization of the Festival (0.465), program (- 0.375) and general experience at the Sarajevo Film Festival (0.586).

Table 3: A regression model for the influence of satisfaction elements on the intention to revisit Sarajevo

Model		Unstandardized Coefficients		Standardized Coefficients	t	P value
		B	Std. Error	Beta		
1	(Constant)	0,835	0,514		1,624	0,107
	Hospitality	0,584	0,156	0,495	3,732	0,000
	Opportunity to make new acquaintances	0,139	0,146	0,142	0,950	0,344
	„Relaxed“ atmosphere	-0,391	0,175	-0,348	- 2,233	0,027

Presence of (international and regional) celebrities	0,106	0,161	0,096	0,659	0,511
Staff service at the Sarajevo Film Festival	-0,587	0,193	-0,521	-3,040	0,003
Ticket price	0,047	0,152	0,040	0,309	0,758
Event booking experience at the Sarajevo Film Festival	0,272	0,158	0,249	1,721	0,087
Organization of the Festival	0,548	0,170	0,465	3,212	0,002
Event locations at the Sarajevo Film Festival	-0,297	0,210	-0,262	-1,419	0,158
The program of SFF	-0,478	0,242	-0,375	-1,977	0,050
General experience at SFF	0,837	0,257	0,586	3,260	0,001
a. Dependent Variable: Your intention to revisit Sarajevo					

Source: Author's research results

Other variables, such as event locations at SFF, booking experience, the presence of celebrities, and the ability to make new acquaintances did not significantly contribute to explaining the decision to revisit Sarajevo.

The results from table 3 show:

- The strongest positive impact on the intention of revisiting Sarajevo was made by: general experience at SFF (standardized beta coefficient of 0.586), organization of the Festival (0.465) and hospitality (0.495). These three factors can be understood as factors that, except for the organization of the Festival, do not depend directly on the Festival. However, organization is a broad term and can also be considered as an overall impression of the Festival from an organizational side.
- Factors related to direct experience with the Festival and its staff, such as the SFF program (standardized beta coefficient -0.375), the SFF staff service (-0.521) and the relaxed atmosphere (-0.348) negatively affect the intention to revisit Sarajevo.

- The second set of factors related to the product, Sarajevo Film Festival, does not have a significant effect on the revisit intent. These include event venues, booking experience, ticket prices, and celebrity attendance.

It can be concluded that the intention of revisiting is more generated by factors beyond the control of the SFF – more positively related to the revisit intent are the general experience and hospitality, than (some even in the negative direction) the product itself - the program, the prices tickets, staffing, celebrities, event venues, and even a "relaxed" atmosphere.

The intention of revisiting Sarajevo by tourists is positively influenced by the general experience at SFF, which means that tourists are satisfied with the complete impression at the Festival, which includes the organization of the Festival and hospitality.

Elements that adversely affect the intention of tourists to revisit Sarajevo are the SFF program, the SFF staff service and the relaxed atmosphere. The SFF program changes every year, and is not the same as it was ten, twenty years ago. Although there were 600 employees and 400 volunteers at the 20th Sarajevo Film Festival, staffing adversely affected the intention of revisiting. Given that there are about 1000 people, this finding needs to be investigated in the future. It is possible that, simply, tourists are not satisfied with the service, regardless of the number of staff. The third element that adversely affects the intention to revisit is the "relaxed" atmosphere. The reason for this are probably older tourists who are not satisfied with this "relaxed" atmosphere and will therefore not revisit Sarajevo and the Sarajevo Film Festival. These are mostly tourists with family who did not come to the festival for fun and atmosphere, but for some other amenities.

These findings do not at all have to mean that the Sarajevo Film Festival, as a product, adversely affects the intention to revisit. These findings show that the intention of revisiting is more influenced by the general impression of the people and the Festival, than by the individual experiences with certain segments.

The intent to recommend Sarajevo to others

The same set of variables, elements of satisfaction with the Sarajevo Film Festival, was used to see the extent to which the set explains the intention of recommending a visit to Sarajevo to others. In this case, the intent of the recommendation was explained even more - 49.1%, which also has statistical significance according to the ANOVA test.

Table 4: Summary of the regression model for the influence of satisfaction elements on the intention to recommend a visit to Sarajevo

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	0.700 ^a	0.491	0.451	0.653

Source: Author's research results

It is important to emphasize that the p value of the ANOVA test for the coefficient of determination is equal to 0.000 and lower than 0.05, which means that the obtained model is significant.

Table 5: Regression analysis of the elements of satisfaction in explaining the intention of recommending a visit to Sarajevo to others

Model		Unstandardized Coefficients		Standardized Coefficients	t	P value
		B	Std. Error	Beta		
2	(Constant)	2,065	0,363		5,684	0,000
	Hospitality	0,049	0,110	0,051	0,440	0,661
	Opportunity to make new acquaintances	-0,222	0,103	-0,279	-2,150	0,033
	„Relaxed“ atmosphere	0,646	0,124	0,707	5,226	0,000
	Presence of (international and regional) celebrities	-0,328	0,113	-0,367	-2,890	0,004
	Staff service at the Sarajevo Film Festival	-0,195	0,136	-0,213	-1,431	0,155
	Ticket price	0,085	0,107	0,089	0,797	0,427
	Event booking experience at the Sarajevo Film Festival	0,065	0,112	0,073	0,583	0,561
	Organization of the Festival	0,763	0,120	0,795	6,335	0,000
	Event locations at the Sarajevo Film Festival	-0,104	0,148	-0,112	-0,703	0,483
	The program of SFF	0,328	0,171	0,316	1,921	0,057
	General experience at SFF	-0,525	0,181	-0,451	-2,895	0,004

Source: Author's research results

The bolded variables in the previous table had a statistically significant effect on the intention of recommending a visit to Sarajevo to others; since their p value of the t test for testing the significance of independent variables was lower than 0.05. The variables indicated by the analysis to make a statistically significant contribution to explaining the intent of recommending to others are: general experience at SFF (standardized beta coefficient -0.451), festival organization (0.795), presence of (international and regional) celebrities (-0.367), relaxed atmosphere (0.707), the opportunity to make new acquaintances (-0.279). Similar to the previous regression analysis, the influence of general factors is stronger and goes in a positive direction (except for the general experience at SFF), than is the influence of factors related to the experiences with individual segments.

The relaxed atmosphere (standardized beta coefficient 0.707) and the organization of the Festival (0.795) strongly influence the intention of recommending a visit to Sarajevo.

General experience (standardized beta coefficient -0.451) in this case was not found in the group of factors that positively and significantly influence the intent of the recommendation. It now adversely affects the intention of recommending a visit to Sarajevo to others, along with the opportunity to make new acquaintances (-0.279) and the presence of celebrities (-0.367). These factors are also general but it could be noted that they are related to the personal experience of the SFF and are not something that can be harder to recommend or recount, that is, these are the factors that mark the subjective experience, something that can be more difficult to convey as credible recommendation. Hospitality could be added to this group, which did not have a significant impact on the intent of the recommendation.

Specific product, ticket price, program, booking experience or staff service did not have a significant effect on the intent of the recommendation.

Elements that positively influence the intention of recommending a visit to Sarajevo to others are the relaxed atmosphere and organization of the Festival. Tourists are pleased with the organization of the Festival, as in the case of a revisiting. The organization of the Festival has a positive influence on the revisit intention and recommending the visit of Sarajevo to others. The "relaxed" atmosphere is now in the group of elements that positively influence the intent of recommendation, as opposed to the intention of revisiting where it had a negative impact. This may be related to the earlier conclusion regarding the older tourists and tourists with families who have visited the Festival for other reasons, not for the fun atmosphere and because

of that atmosphere they do not intend to visit Sarajevo and the Festival again, but will recommend the festival to the younger people, friends and relatives. Elements that negatively affect the intention of recommending a visit to Sarajevo to others are general experience at the Festival, the presence of (international, regional) celebrities and the opportunity to make new acquaintances. The presence of celebrities and the ability to make new acquaintances did not have a statistically significant effect on the intention to revisit Sarajevo. It is possible that the negative impact of these two elements adversely affects the overall experience of the Festival. The Sarajevo Film Festival is known for the presence of international and regional celebrities, however, it is likely that tourists expected a greater presence of international celebrities, and are therefore dissatisfied with this element. The same applies to the possibility of making new acquaintances. A lot of tourists come to festivals in groups, and perhaps they didn't want new acquaintances, which reflected on other tourists who were expecting more socializing, so for this reason they wouldn't recommend a visit to Sarajevo to others. These two elements can have a strong negative effect on the overall experience.

Thus, similar to the intention to revisit, more positively related are the general variables. However, in the case of a recommendation, subjective experiences and experiences are not positively related, but rather those factors that can be passed on to others as a credible recommendation.

Conclusion

The research results support and deepen the scientific findings and research findings related to the sources of event management literature and clearly position the film festivals in the overall complex of the tourist offer. Through the research on which the work is based, existing gaps in the literature have been filled in the context of understanding the integrated delivery of the overall tourism product with a particular focus on event management.

Research findings can be a good guide for designing other content at a festival. Regardless of whether the content is used for the Festival or at other times of the year, it must be taken into account that the Sarajevo Film Festival has become larger in some segments than the city itself. Therefore, it is important to use the research findings to offer other content and values in a way that fosters consistency and brings synergistic effects for Sarajevo. The Sarajevo Film Festival is an atypical film festival, which has a very large and important component of entertainment. This component should be carefully nurtured within the overall business model of the tourist offer of both the city

and the Sarajevo Film Festival. This relationship between content around and within the Festival now appears to be the result of an organic growth, and should, in the future, be a part of the marketing strategy of all actors, primarily in order not to disrupt the current supply and value for tourists and later as a basis for creating new content (Čaušević, 2017).

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