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**DEMOGRAPHIC AND SOCIOECONOMIC
CHARACTERISTICS AND MOTIVES OF THE VISITORS
TO THE TOURIST MANIFESTATION
NISVILLE JAZZ FESTIVAL**

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Abstract

The organization of the events which include different cultural, musical, sporting and other events is a very complex process because it is a specific tourist industry and a product. This paper explores the socio-demographic characteristics, the educational structure, the funds available, the ways of informing the public, the vehicles traveling to the desired event, the behavior and habits of the visitors, with the aim identifying the target groups that visited one of the most important musical events in our country. The study was committed to the accidentally selected sample of 56 respondents who visited the NISVILLE JAZZ FESTIVAL, held in Nis in 2014. The survey included a heterogeneous structure of the participants regarding their gender, age, economic status, ethnicity, education and others. The survey should emphasise the effective ways of animating and attracting a large number of domestic and foreign visitors as well as the directions for the promotion of musical events in the future.

Key words: Nisville jazz festival, tourist events, demographic structure, Serbia, tourism.

**ДЕМОГРАФСКЕ, СОЦИО-ЕКОНОМСКЕ
КАРАКТЕРИСТИКЕ И МОТИВИ ПОСЕТИЛАЦА
ТУРИСТИЧКЕ МАНИФЕСТАЦИЈЕ
НИШВИЛ ЦЕЗ ФЕСТИВАЛА**

Апстракт

Организовање догађаја, у које спадају и различите културне, музичке, спортске и друге манифестације, врло је комплексан процес јер је реч о специфичној туристичкој понуди и производу. У овом раду истражују се социо-демографска обележја, образовна структура, расположива новчана средства, начини информисаности, превозна средства путовања до жељене манифестације, пона-

шање и навике посетилаца, са циљем да се одреде циљне групе које посећују једну од најзначајнијих музичких манифестација у нашој земљи. Истраживање је извршено на случајно одабраном узорку од 56 испитаника који су били посетиоци *Нишвил цез фестивала* одржаног у Нишу 2014. године. Основни циљ рада је да се на основу анализе утврде доминантне групе туриста који посећују ову манифестацију. Анкета је подразумевала хетерогену структуру учесника према полу, старости, платежним способностима, националности, образовању и др. Анкета треба да укаже на ефикасније начине анимирања и привлачења већег броја домаћих и страних посетилаца, као и на правце промоције ове музичке манифестације у будућности.

Кључне речи: *Нишвил цез фестивал*, туристичке манифестације, демографска структура, Србија, туризам.

INTRODUCTION

At the turn of the 21st century, significant changes visible in economy, politics, information technology, etc. took place. There was an increasing tendency of changing the industrial concept of tourism development, because the industrial way of life and work, which had defined the former development, was transformed. The increased level of tourists' education has brought about the needs for a different tourist product, which implies numerous contents, including outdoor activities and an awareness of ecological problems. Tourists have become more demanding, more discriminating, and have been looking for new forms of offer and new destinations which would satisfy their newly-formed needs. The changes related to the tourist demand are such that they are becoming more and more individualized; traditional choices, the forms and code of conduct are being abandoned in the search of new contents (Dulčić, Petrić, 2001). Instead of one relatively long journey during the year, tourists more often than not opt for a few shorter ones.

The World Trade Organization identifies six 'megatrends' in tourism development: ecotourism, rural and theme tourism, adventure, nautical and cultural tourism. Within the boundaries of cultural tourism, several types of tourism stand out: urban or city tourism, which offer is the culture of the big cities, tourism of manifestation, which offers cultural manifestations of festival character (music, drama), tourism of culture and entertainment, which encompasses carnival festivities and other regional manifestations in this domain, as well as ethno-ecotourism, which can offer traditional customs and preserved cultural landscape (Pasinović, 2006). The importance of manifestation tourism is supported by the fact that around a million distinct tourist manifestations take place in the world annually, which bring the annual revenue of over \$25 billion and over 405 million visitors (Richards, Palmer, 2010).

According to the famous theoretician of tourism, D. Getz (2008) manifestation tourism entered the researchers' sphere of interest as late as

the beginning of 1980s. Before that, there have been very few works whose subject matter was related to manifestations as a part of the tourist offer. From around three decades ago until now, there has been an expansion of manifestations, the result of that being the need for further research. Getz concludes that “literature dealing with tourist manifestations has become so extensive that it has become impossible to take into account absolutely all the work dealing with this subject matter” (Getz, 2008).

Manifestation tourism, as a special type of tourist movement, has an increasingly important role in the creation of the tourist offer and planning tourism development in a tourist destination. This type of tourist movement has cultural, recreational, sports, entertaining and other, mostly combined, characteristics. A significant characteristic of this type of tourist circulation is that, beside the classical objects of tourist infrastructure, such as accommodation and catering capacities, it demands a space with accompanying equipment where manifestations could be organized. It is a global tendency to have the local authorities support the organization of certain manifestations, since they serve to promote the city, bring new consumers, raise the employment rate and bring greater revenues to the city residents (Vuković, Čavlek, 2001).

Different manifestations of local and regional importance started taking place in Serbia in the 1990s, attracting relatively small number of visitors and having no significant tourist and economic importance for the local community. For this reason, it is difficult to establish the exact number of manifestations, but depending on the author, it ranges from 1,000 (Jovanović, 2013) to 2,426 (Bjeljac, 2010). As it has already been stated, the greatest number of manifestations have a local and regional importance, while only a few manifestations have national and international significance. One of the manifestations which has an international significance is Nisville Jazz Festival. This tourist manifestation is one of fourteen jazz festivals which are organized on the territory of Serbia (Bjeljac, 2010). The manifestation is characterized by a long tradition (the 20th festival took place in 2014) as well as a high level of organization. The latest festival, which took place in 2014, was attended by a great number of world famous jazz musicians (around 560 performers). Some of them are: Tania Maria, American singer of Nigerian origin Iyeoke, Brussels Jazz Orchestra, the famous blues band – The Original Blues Brothers Band, the most popular Serbian choir Viva Vox, solo performers Vlatko Stefanovski and Miroslav Tadić and many others. The majority of performers also participated in educational workshops, where they transmitted their knowledge to young and still unrecognized artists. More than 300 volunteers from Serbia and other parts of the world catered to the needs of the musicians. The festival programme was implemented on several stages:

Main stage, Youth stage, Open stage, and Movie stage, all located in Niš Fortress. Each night saw 5,000-6,000¹ visitors, which points to the attractiveness and acknowledgment of the manifestation, in Serbia and in the rest of world as well. If the complete duration of the manifestation is evaluated, the conclusion is that the total number of Nisville Jazz Festival visitors is around 20,000. In addition, taking into account the educational activities organized during the festival, Nisville Jazz Festival cannot be strictly defined as only a music manifestation but a complex cultural and artistic expression.

Manifestation tourism development depends on the geographical position and accessibility of the place where the manifestations take place. The city of Niš is characterized by very auspicious geographical, transport and tourist position. The valley of the South Morava and the Nišava enabled the construction of road and railroad communication lines which are included in the network of European communication lines via Pan-European Corridor X. Pan-European Corridor X passing through our country connects Northern and Western Europe with Macedonia and Greece via the Morava valley (highway E-75). Route C (main road E-80) from Niš along the Nišava Valley near Sofia connects Corridor X with Pan-European Corridor IV.

SUBJECT, AIM AND METHODOLOGY OF RESEARCH

Manifestations represent a specific tourist offer, which differs from other tourist offers and products. Numerous studies dealing with the typology, organization, planning, and structure of visitors, as well as the economic effects of the manifestations on the local community, have been published during the last thirty years (Getz, 1997, 1998, 2008, 2009; Allen, O'Toole, McDonnell & Harris, 2005; Vagen, Karlos 2009; Richard, Palmer 2010). The research which aim was to define the characteristics of the visitors of certain manifestations in Serbia appeared at the beginning of the 21st century (Čerović 2004; Ćurčić & Bjeljac 2007; Brankov, Bjeljac & Popović 2009; Bjeljac, Terzić & Brankov, 2013).

As a rule, in order to learn about an event organization, regardless of its type, a multidisciplinary approach must be used, including the results of different sciences from economics to ecological psychology. The manifestation aims must be created so as to deal with the visitors themselves. It is necessary for the organizer to understand the visitors, their wishes and needs. The research aim in this paper is exactly the analysis of the demographic and socio-economic characteristics, but also the attitudes and habits of Nisville Jazz Festival visitors. The analysis of

¹An estimate of the organizers.

these parameters can help improve the tourist offer of the manifestation itself, raise the quality of services and improve the image of the manifestation. Beside the basic demographic characteristics, the survey questionnaire included (keeping in mind the age and economic status of the visitors) some issues which could crucially affect this manifestation, such as: the transportation modes used to arrive to the manifestation, the planned expenses during the festival, the motives for visiting, the ways of promoting the manifestation. A better understanding of the habits and characteristics of the visitors should provide the organizer with a better picture of the needs of the tourists and the possibility of implementing new content in the manifestation.

After defining the subject and aim of research, research methods were determined. The survey method used was the principle of a random sample. The principle of a random sample is based on the postulate that every individual in population has equal chances to be selected, with no limits whatsoever. The first phase was creating the survey questionnaire. The questionnaire contains 17 closed-ended questions. The questions are not suggestive and are precise. They refer to the socio-demographic characteristics, habits, attitudes and motives of consumers' visit (in this case the visitors), but also some economic indicators (average expenses). The survey was carried out by the authors in Niš Fortress, directly in front of the main stage entrance during the manifestation, from 14th to 17th August 2014. After gathering the field data, they were processed via statistical analysis. As the data were gathered and processed, the principles of objectivity and judgment were respected.

While creating the survey, three research hypotheses were formulated. *The first hypothesis* refers to the socio-demographic profile of the visitor. The authors assumed that this festival attracts relatively younger population aged 20-39, with university degrees. *The second hypothesis* refers to *tourist habits of the visitors*. It was assumed that the Nisville Jazz festival visitors are jazz music fans and that it was the crucial motive of their visit. In addition, it was assumed that the visitors have a distinct tendency to travel (travelling several times a year) and that they are well-informed about the festival. *The third hypothesis* assumed that the visitors would stay in the place of the event longer than one day, that they have limited finances and would spend a relatively small amount of money (up to 5,000 dinars).

RESULTS AND ANALYSIS OF THE SURVEY

Socio-demographic characteristics of the visitors

During the festival, 56 visitors were asked to participate in the survey using the method of a random sample. The number of the surveyed males is slightly greater – 29 (51.79%) than that of the females – 27 (48.21%). The minimal age limit for the respondents was 16. As much as 73.21% of the

survey participants belong to two age categories: 20-29 and 30-39. The respondents who fit into other age contingents are significantly less represented. According to the respondent representation in the sample, it was estimated that the smallest number of visitors belongs to the age group of 40 to 49 years old, only 3 (5.36%) visitors. The respondent representation in the age groups up to 19 years old, from 50 to 59 years old and over 60 years old is 4 (7.14%) survey participants for each group. (Table 1)

Table 1. Age structure of the visitors

Age group	< 19 year	20-29	30-39	40-49	50-59	60>
Number of visitors	4 (7,14%)	30 (53,57%)	11 (19,64%)	3 (5,36%)	4 (7,14%)	4 (7,14%)

The extraordinary geographic position of Niš provides a wide gravity zone of manifestation influence. The greatest number of participants in the survey belongs to the domicile population group from the territory of the City of Niš (44.64%). Next, there are visitors from Kruševac (10.71%) and a few cities with the equal number of respondents: Belgrade, Bor, Zaječar, Ruma, Subotica, Leskovac with 3.57% for each. One participant in the survey comes from Dimitrovgrad and one from Majdanpek. According to the data from the survey, it can be stated that the resident visitors, excluding the guests of the manifestation who have permanent residence in Niš, are arranged in a very scattered way and that there are no regularities in their space distribution. The visitors from abroad make up 19.64% of the respondents, most of them being from Germany (6 visitors), Bulgaria (3) and Poland (2). These are younger or older couples with families or childless couples (visitors from Poland). The visitors from Bulgaria revealed that their place of residence is Sofia, the Polish visitors are from Rybnik, while the German visitors did not want to disclose the information.

Table 2. Place of residence of visitors

Domestic tourists	45 (80,36%)	Foreign tourists	11 (19,64%)
Niš	25 (44,64%)	Nemačka	6 (10,71%)
Kruševac	6 (10,71%)	Bugarska	3 (5,36%)
Beograd	2 (3,57%)	Poljska	2 (3,57%)
Bor	2 (3,57%)		
Zaječar	2 (3,57%)		
Ruma	2 (3,57%)		
Subotica	2 (3,57%)		
Leskovac	2 (3,57%)		
Dimitrovgrad	1 (1,79%)		
Majdanpek	1 (1,79%)		

The survey results according to nationality show that the greatest number of the respondents is of Serbian nationality 56.64% or 39 participants. There were 6 German citizens, 4 Bulgarians, and 2 Polish visitors. One group of foreign visitors (5) did not want to declare their nationality (the responses were: world nationality, undecided, etc.)

The survey analysis according to education partly confirmed the hypothesis that the visitors of the manifestation belong to the group of highly educated people. Namely, the greatest number of the participants in the survey have university degrees (55.36%). Next, 19 visitors (33.93%) have secondary school education, 5 visitors (8.39%) have three-year bachelor's degree, while few respondents have the lowest degree of education. Having in mind that certain individuals are still studying (students), the conclusion we arrive at is that the educational structure of the respondents is extremely good. Such trend is confirmed by the results of the visitors of other manifestations. For example, according to some surveys, highly educated visitors at Guča Trumpet Festival made up 30.97% (Bjeljac, et al. 2013), while their participation at the manifestation Rajac Scythe Festival was 22.6% (Brankov, et al. 2009).

The analysis of the visitors' marital status shows a greater number of unmarried visitors – 40 (71.43%) than the married ones -16 (28.67%).

*Tourist Habits of the Visitors, Motives of Visit
and Information about the Festival*

In order to establish the target groups visiting the manifestation it is necessary to determine some tourist habits as well as the tourists' culture of travelling. The asked question 'How often do you travel per year?' included all the tourists' trips: daily trips, weekend trips and annual leaves. Only 7.14% participants in the survey travel once a year, 12.50% do so twice a year, while 16.07% visitors go on trips three times per year. Only one respondent travels four times a year. In addition, 62.5% go on trips five and more times per year. One fourth of the survey participants have over 10 annual trips (Table 3). All foreign visitors travel more than five times a year, whereas two of them do so over 10 times. This shows that the culture of

Table 3. Number of annual travel of visitors

How often do you travel per year?	Sex		
	M	F	
once	2	2	4
twice	3	4	7
3 times	5	4	9
4 times	1	0	1
5 +	10	11	21
10+	8	6	14
Total	29	26	56

travelling is strongly developed, especially among the foreign visitors. Such visitors, having many annual trips and clear tourist needs and demands, are the most welcome at every tourist destination.

In order to better examine the influence of gender structure on the number of annual trips, the χ^2 test (χ^2)² was used. This test represents a special statistical method which is used in numerous researches (mostly kinesiological). The result of the χ^2 test for the influence of gender structure on the number of annual trips amounts to $\chi^2=1.518$ sig=0.911. Based on the results of the χ^2 test, it can be concluded that gender does not play a role in the number of annual trips.

The qualifications of the respondents also do not affect the number of annual trips to a great extent. This has been proved through the calculated value x square $\chi^2=12.3948$ sig=0.649.

The question of the visitors' motives is a very important indicator in tourismological researches. By determining the target group and discovering the main motives of the visit, it is possible to improve the content, which is defined as primary (Lović, Bjeljic and Cvetković, 2012). When formulating this question, we started from the hypothesis that all the survey participants are jazz music fans. The participants chose one of the answers: high-quality music; work; curiosity; amusement and nice atmosphere or something else. For 37 respondents (66.07%) music was the reason of their visit, curiosity was the choice of 8 visitors (14.29%), while 9 of them (16.07%) chose amusement. Two respondents from Poland stated that the main reason of their visit was their friends' invitation. No visitor was in Niš on a business trip at the time. These results completely confirm the hypothesis that the visitors are fans of exceptional jazz music.

Table 4. Motive for visit

Motive	No. of visitors
Exceptional music	37 (66,07%)
Business	0
Curiosity	8 (14,29%)
Amusement	9 (16,07%)
Other	2 (3,57%)

The difference in motives for Serbian and foreign visitors is reflected in the fact that the foreigners mostly come out of curiosity (7 visitors), while the locals are usually motivated by high-quality music. The foreign visitors stated that the desire to meet new people and culture is essential for their destination choice.

² More about χ^2 test see Bjeljic et al., 2013, p. 570.

The question – ‘Which mode of transport did you use?’ was answered in the following way: the majority used the bus (33.39%), others used their own cars (25%) while the train was the choice of only 3 visitors (5.36%) - one person from Dimitrovgrad and two from Zaječar. A huge number of the respondents answered that they arrived by using other transportation mode (20 of them or 35.71%). This should come as no surprise since the resident visitors came ‘on foot’ or ‘by a city bus’, as they said. Three German tourists arrived in Belgrade by train and then took the bus to Niš. Two Poles came by plane to Belgrade, where a friend waiting for them gave them a ride to Niš. The tourists coming from other Serbian municipalities mostly travelled by bus, 12 of them (60% of the number of the visitors from other municipalities), while 4 (20%) visitors used their own cars. Three visitors came by train, whereas one respondent from Kruševac stated he used another way to arrive to the destination, with no further explanation.

The questions about how they arrived are: ‘How did you get informed about the manifestation?’ and ‘Who did you come with to the manifestation?’

The first question is very important because it points to the mistakes or good sides of the manifestation marketing. The respondents interviewed for the sample who stated that they got informed about the manifestation via the Internet is 48.21%, whereas a significantly smaller part found out about the festival via their friends – 17.86%. The propaganda material and posters as a means of information influenced 16.07% of the participants in the survey, while other forms of marketing had little effect on the visitors’ knowledge of the event. Television commercials served to inform only 4 survey participants (7.14%), while the printed media informed only 2 visitors (3.57%) (Table 5). The fact that no respondent was informed about the manifestation via a tourism organization or some other tourist subject (e.g. travel agency) is discouraging. A great number of foreign respondents (72.73%) were informed about the manifestation exclusively via the Internet, while others found out about it from their friends. Certainly, further marketing should be based on the Internet propaganda, but the inclusion of tourism organization is also necessary, so that it could promote festivals on numerous national and international travel fairs. In such a way, joint promotion of the manifestation organizers and local, tourist subjects would allow a better affirmation of the festival, regarding both the programme quality and accompanying contents, and the number of visitors.

The analysis of the question ‘Who did you come with to the manifestation?’ showed that people arrived in groups (2-4 individuals), that is, with friends (64.29%) or with families (32.14%). Only 3.57% of the respondents came to the festival alone.

Table 5. Sources of information about the event

Source of information	No. of visitors
1) Tourist subject	0
2) Friends	10 (17,86%)
3) Printed media	2 (3,57%)
4) Propaganda material	9 (16,07%)
5) Internet	27 (48,21%)
6) Television commercials	4 (7,14%)
7) Other	4 (7,14%)

In order to determine the continuity of the individual visits, i.e. the attendance of the festival from its founding, as well as the impression it has left on the visitors, the following questions were asked: ‘How many times have you attended Nisville Jazz Festival?’, ‘Would you recommend this manifestation to your friends?’ and ‘Are you planning to visit the festival again?’

The largest number of the survey participants visited Nisville for the first time in 2014 (44.64%), 8.93% of them came for the second time, while those visiting the festival for the third time make up 16.07%. The per cent of those visiting for the fourth and fifth time is 5.36%. Still, there are a significant number of visitors who have come to the festival eight or more times. This group contains 19.65% of the respondents. For all the foreign visitors this was the first time at the festival. The similar situation is with the visitors coming from other Serbian municipalities – for the majority of them this has been the first (55%) or the second (20%) visit. Two respondents (from Zaječar and Subotica) have come for the tenth time, whereas for one person from Kruševac this is the eighth time. The fact that the visitors come to the manifestation every year testifies that the festival has become a special city brand. There is an interesting example of two female persons, the oldest participants in the survey – over 70, who have come to the manifestation for the 17th and 15th time, respectively.

When asked if they would visit the manifestation again, 80.36% (45 respondents) answered positively, while 19.64% (11) said they might come back. There were no negative replies. Nine out of eleven participants in the survey who said they might visit again are foreigners, so their insecurity about attending the festival again is reasonable. The visitors’ degree of satisfaction in regard to the tourist experience is reflected in the fact that almost all the visitors who have been at the manifestation for the first time said they would come again (92% or 23 visitors). The high degree of satisfaction concerning the manifestation programme is measured by the fact that all the surveyed visitors declared they would recommend Nisville Jazz Festival to their acquaintances and friends.

Visitors' Length of Stay and Average Consumption

Managing any sector of economy is almost impossible without a financial and business market analysis. As tourism is a sector of economy which is inseparably connected to its other sectors, researching the economic effects of tourism on the total local economy is very important. The analysis of the average planned consumption of the survey participants would allow for the business plan creation, for future festival organization.

The asked questions refer to the tourists' length of stay, accommodation for the visitors who are not residents of the place where the manifestation takes place and planned consumption during the manifestation.

Table 6. Length of stay for domestic and foreign visitors

Length of stay	No. of visitors	Domestic	Foreign
1 day	8 (14,29%)	5 (11.1%)	3 (27.27%)
2 days	7 (12,50%)	4 (8.89%)	3 (27.27%)
3 days	6 (10,71%)	6 (13.33%)	0
4 days	35 (62,50%)	30(66.67%)	5 (45.45%)
average	3,21 days	3,36 days	2,63 days

As suggested by one of the proposed hypothesis, the largest number of the visitors stays during the entire festival, i.e. four days. The organizer offered tickets for complete four-day festival programme to the visitors for a significantly lower price than the tickets for individual programmes. Cheap group tickets influenced as much as 62.50% of the respondents to attend all four festival days. The visitors who attended the festival programme for three days make up 10.71%, those attending for two days – 12.50%, while 14.29% were at the festival for only a day. Serbian visitors stay considerably longer at the festival than the foreign ones. The average length of stay at the festival for Serbian visitors is 3.36 days, whereas foreign visitors stay for 2.63 days (Table 6).

Table 7. Length of stay of the visitors by gender

Length of stay	Sex		
	M	F	
1 day	3	5	8
2 days	1	6	7
3 days	2	4	6
4 days	23	12	35

According to the obtained value of the χ^2 test $\chi^2=8.134$ sig=0.043, it can be inferred that gender strongly influences the length of stay at the manifestation. A large number of male participants in the survey stay for the duration of the entire festival, while the number is significantly smaller for female visitors.

Qualifications almost have no effect on the length of stay, $\chi^2=10.288$ sig=0.328.

Another important parameter is the tourists' accommodation. The economic effects of the manifestation for the local community depend on the accommodation type of the visitors during the festival (with friends, extended family, at a camp, in hotel/hostel). The question regarding accommodation is relevant for the non-residents who stay longer than a day. A great number of visitors decided to spend the night(s) with their friends (40%). These are mainly Serbian tourists from Zaječar, Bor, Belgrade, Subotica, but also two tourists from Poland. Foreign tourists, but also two visitors from Ruma and one from Subotica, chose hotel accommodation (35%). They stayed at the hostels 'Constantine', 'Sweet' and ethno house Tašana. A smaller number of the participants in the survey (4 of them or 16%) stayed at the student dormitory³, or with relatives (2 or 8%).

The average consumption of the Nisville Jazz Festival visitors was analyzed according to geographical origin (Serbian and foreign tourists) and the length of their stay. The respondents were informed that the consumption implied the total amount of money they planned to spend during the manifestation, aside from accommodation and ticket costs. It includes the expenses of food, beverages, souvenir shopping, and other expenses. Generally, the manifestation is characterized by a small degree of consumption. A part of the survey participants (83.93%) were ready to spend up to 5.000 dinars, few of them (12.5%) would spend between 5.000 and 10.000 dinars, while the smallest per cent (3.57%) would spend more than 10.000. A conspicuous disparity can be observed between Serbian and foreign visitors. Almost all visitors from Serbia planned to spend less than 5.000 dinars (95.55%), only 4.45% planned to spend between 5.000 and 10.000, while not a single Serbian visitor would spend over 10.000 dinars.

The foreign visitors' representation in the sample is in the category of the tourists planning to spend between 5.000 and 10.000 dinars (45.45%). Two foreign survey participants (18.18%) said they planned to spend over 10.000; 27.27% would spend below 2.000, while only 9.09% would spend between 2.000 and 5.000 dinars. A high level of consumption is typical of German and Polish visitors, as opposed to a low-level consumption of Bulgarian visitors. Still, this should be taken with a grain of salt since Polish respondents would stay during the entire festival, the Germans for two days, and the Bulgarian visitors for only a day.

A shorter tourists' stay and greater average consumption are factors which mark these tourists as a target group whose needs should be

³ The student dormitory is in the immediate vicinity of the manifestation place (Niš Fortress). In the period of 14th-17th August 2014, it was available to the people who somehow participated in the manifestation organization (volunteers, promoters, young performers and their friends, etc.).

explored. By raising the quality of the services and improving the festival promotion, the organizers should motivate the foreign tourists to extend their stay during the festival.

CONCLUSION

According to this research and the formulated hypotheses, we conclude that Nisville Jazz Festival represents a specific Serbian manifestation. The survey answer analysis showed that Serbian visitors were dominant at the festival, and that their consumption was significantly lower, in proportion to their limited finances, than it was the case with the foreign tourists. This is reasonable since the festival was attended mainly by young people whose finances are limited.

Taking into consideration that the visitors are young people, there is a tendency to display the so-called 'wild' behaviour. This implies consumption of large quantities of alcohol, as well as indecent behaviour. For many tourists, visiting this type of a manifestation is a lifestyle reflection because they visit several festival of this type a year. As opposed to this visitor category, there are highly educated young men, unmarried, who have an awareness of the travel culture and the festival programme significance. These young individuals are very focused on the festival programme and mostly do not show interest in other tourist attractions at the destination or its immediate vicinity. Tourists usually come because of the manifestation and rarely stay after the festival has ended. The survey showed that tourists stay at the festival for a couple of days, the reasons for that being the affordable tickets and the time when the festival takes place – during the summer holiday.

The conducted survey and the obtained results confirmed the initial hypothesis that there is a correlation between the socio-demographic characteristics of the Nisville Jazz Festival visitors and their motivation for visiting this festival. Different motives for the visit are mainly determined by the visitors' age structure. Young tourist contingents stated that entertainment was their primary reason for visiting, whereas the older contingents attended the festival because of excellent musicians, exceptional music and other programmes that are a part of the manifestation.

The analysis shows that Nisville Jazz Festival offers an excellent programme and a fairly good attendance, so it belongs to the group of the internationally important festivals. In addition, it should be noted that the largest number of the survey participants belongs to the age contingent between 20 and 40 years old, and that the visitors are mainly from Serbia and the diaspora.

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**ДЕМОГРАФСКЕ, СОЦИО-ЕКОНОМСКЕ
КАРАКТЕРИСТИКЕ И МОТИВИ ПОСЕТИЛАЦА
ТУРИСТИЧКЕ МАНИФЕСТАЦИЈЕ
*НИШВИЛ ЦЕЗ ФЕСТИВАЛА***

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Резиме

Крај XX века обележиле су структурне промене у туристичким кретањима. Дошло је до снажне диференцијације у потребама код потенцијалних туриста. Класичне природне ресурсе, који су од давнина привлачили туристе, све више замењују културне вредности. Просечан туриста је све захтевнији, са јасно израженим потребама и жељама које треба задовољити на туристичкој дестинацији. Тежња за упознавањем других култура, традиције, музике условила је ширење манифестационог туризма као једног од видова културног туризма. Међу великим бројем манифестација које се одвијају у Србији истиче се Нишвил цез фестивал (Nisville jazz festival), као самостална туристичка вредност. Мали број сличних манифестација у Србији указује на изразиту специфичност ове манифестације.

Предмет истраживања рада обухвата саме посетиоце овог фестивала. Познавање навика, потреба и мотива посетилаца основни је предуслов за успешно управљање догађајима. У раду је коришћен метод анкете по принципу случајног узорка како би се утврдиле основне демографске и социо-економске одлике посетилаца. Испитаници су давали одговоре на питања као што су мотив посете, коришћено превозно средство за долазак на Манифестацију, планирана потрошња и дужина боравка на Манифестацији, начин информисања и слично. Ова питања имала су за циљ да утврде навике и мотиве посетилаца. Резултати могу помоћи организатору да унапреди понуду на туристичкој дестинацији и подигне квалитет услуга.