

Review paper

ROLE OF MARKETING EVENTS IN THE DEVELOPMENT OF TOURIST DESTINATIONS

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Abstract. *The aim of the research study is to analyze and highlight the basic guidelines and potential for development of events tourism in specific tourist destinations. A marketing event involves planning, segmentation of target groups, effective use of communications, work with sponsors and volunteer organizations, promoting events, analyzing the budget, and even providing logistics so that the whole event does not experience failure. The main objective of this paper is to highlight the role of marketing events in the animation and attraction of more visitors and its importance in the promotion of tourist destinations. It also highlights the importance of developing a permanent event as an extremely important component of the attractive factors of tourism in order to build Brand destinations. Research has shown that the organization of events can contribute to increasing investment, affect the development of the tourism industry, increase economic growth and valorization of natural and anthropogenic resources of tourist destinations.*

Key Words: *marketing events, tourist destinations, economic role, promotion.*

INTRODUCTION

An event as a deliberate and focused human activity occurred for the first time a long time ago, almost at the very beginning of ancient civilizations. Since the events in modern terms encompass a broad conceptual basis, the occurrence of various events not linked to the same period of time and their development walked in step with the general economic and social development. It is obvious that the economic emergence of events dates back to the society of organized human life, but the study of economic events and especially its management aspects are of a recent date (Andrejević, Grubor, p. 3).

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Finding out about an event promotion is the basic instrument of the communicative character of the marketing mix. Promotion of tourism is the process of mass communication between suppliers and users of tourism products/services, where the subject of communication is the exchange of information that can stimulate sales of the product/service. In fact, promotion is one of the planning instrument that is used to attract visitors and increase the total profits for the organizers of the event. Understanding and using the model combinations of forms of promotion is essential in order to meet the objectives of the marketing plan for the event. The main role in promoting event tourism is controlled coordination of all efforts by the seller to establish the flow of information and persuasion with the aim to sell the event. Profit for sellers and memorable experience for visitors are the two main objectives of marketing events (Finch, 2012, p. 146).

Marketing experts are often unable to see beyond the basic motivational factors of events, while visitors, as a rule, view them as products with a large number of uses. There are many potential benefits of events for visitors: a new experience, fun, a learning experience, an exciting result, an opportunity to meet other people, opportunities for shopping, drinks and food, the ability to see something unique and so on (Vagen Karlos, 2009, p. 68).

Therefore, the promotion of benefits can be used to inform and stimulate tourism demand to purchase, accelerate the decision-making process and indicate the usefulness of visits to a particular destination. Tasks promotion is directed towards creating awareness about the tourism product/service on the market, creating a positive image of the product/service and its better positioning.

To begin the research, parallel with the review of the literature, it is useful to define the role of event marketing, marketing mix instruments to identify the events, determine the basic marketing objectives, design and develop the product concept of event, choose a strategy of promoting tourist destinations, with the aim to establish a marketing mix and execute promotion events in the integrated marketing communications, and present the results of research marketing events in Serbia.

1. LITERATURE REVIEW

Social and economic development, raising living standards, altered requirements and consumer expectations of service offer, increasing leisure time, changes in lifestyles of modern consumers, etc., have resulted in the development and improvement of specific elements of the service economy, and economic defining of events. Most authors agree that an event in economic sense is a part of service economy, and since it is itself service economy in global terms, dynamically evolving approaches to certain events are characteristics of the environment in which the individual authors work.

With their diverse influences and application, events are now essential to the process of branding tourist places, cities, towns and regions. The brand is a name or a symbol which fully represents the product in the minds of consumers creates an overall impression of an event. That is why nowadays, there are special professional event planners who are engaged in elaborating the details of individual events in order to make them perfect.

In modern sense, marketing is oriented towards building relationships, both with consumers and with suppliers, stakeholders, factors selected environments, as well as the total public (Capon, Hulbert, 2001). Besides all the prominent characteristics of modern marketing, there is its consumer orientation. In strategic terms, the modern marketing

event focuses on building beneficial relationships and partnerships in the selected environment management events.

In professional literature (Hall, 1997), the marketing event management function includes events, which are used to keep contact with the participants and visitors (event consumers), identifying their needs and motivations, developing products that meet these needs and building communication programs, which express intentions and goals of events.

The effectiveness of marketing events can be achieved by strengthening its consumer orientation, insisting on achieving satisfaction of visitors to the program of events, services provided and offer products associated with maintenance of events. The program of events is supposed to be full of examples of cultural, sports and other activities that take place in tourist destinations. In this way, an optimum marketing effectiveness is achieved by combining the marketing mix of events. The managers of the event deal with finding the optimal combination of marketing mix of events. The instruments of marketing mix events are under full control of the management, and enable the achievement of planned objectives of the event, but also a competitive advantage in the environment chosen event. To find the optimal combination of marketing mix, it is essential to understand the characteristics of the selected environmental events, i.e. the tourist destination. Over the past few years, an increasing number of authors have demonstrated the importance of understanding the marketing domain applied to events (Allen, 2004, Hoyle, 2002, Masterman, Wood, 2006, Supovitz, 2005) in addition to basic marketing body of knowledge (Brassington, Pettitt, 2003, Dibb et al. 2006, Jobber, 2004, Kotler et al. 2005).

2. ECONOMIC ROLE OF MARKETING EVENTS

Marketing is focused on identifying and meeting individual and social needs. Simply put, marketing means comfort while earning profits, but it is also the process by which a generation of ideas, goods and services are planned and implemented, their price determined, involves promotion and distribution, in order to realize the exchange that will meet the goals of individuals and organizations. In the technical sense, marketing is an organizational function and a set of processes of creating, communicating and delivering value to consumers, as well as customer relationship management, so as to obtain benefits for the organization and its stakeholders (*American Marketing Association, 2004*).

Product events should allow market supply of planning events, as well as to meet the needs, demands and expectations of visitors to the event. The ability of the product of events that represents the market offer of events includes the possibility of earning income.

Today's society tries to maintain the sequence of events in the light of the many recent tendencies of the economy. Of course, event organization has a number of its policies and activities, and makes a tangle of relationships in this regard. The set must include the event organization and coordination, leadership, planning, evaluating, controlling, human resources, finance and marketing. It is particularly important to organize the event, now in the time of economic crisis, which contributes to increasing domestic and foreign investment.

Successful marketing of the event management involves taking a large number of activities (Andrejević, Grubor, 2007), among which these are high in importance:

- Research the needs, demands and expectations of the target segment of the market events;
- Defining the concept of product events;
- Prediction of demand for a product, program or event;

- Decisions about the engagement of necessary intermediaries in setting up and execution of the event;
- Decisions about the amount of price (tickets) for an event that potential visitors are willing to pay;
- Planning and implementation of promotional activities in the selected environment events;
- Coordination of all activities of marketing events.

Increasing attention is paid to the marketing of events that bring together large numbers of people in one place in a short period of time. In the battle for customers' satisfaction, the most important is the economic role of an event and we are primarily talking about marketing of a tourist destination and an event as a tourist attraction.

The concept of product events may be associated with targeted marketing. Target marketing refers to a variety of segments of the market where the event will offer a particular product events, to meet the needs, requirements and expectations clearly defined by a group of visitors. Market segments of visitors to the event are chosen taking into account the criteria of effectiveness, measurable, affordability, feasibility and profitability (Jobber, Fahy, 2006).

Linking the concept of product events with target marketing allows appropriate selection of marketing strategies event, within four general strategies targeted marketing events:

- Undifferentiated marketing events;
- Differentiated marketing events;
- Focused marketing events;
- Customized marketing events.

Event managers who perform marketing experience can access with the aim of combining the different marketing mix of events, which leads to the differentiation of several basic types of event marketing programs. The management of events known as the following types of marketing programs events:

- Designed marketing, which is aimed at capturing the sensuality of experience to potential visitors of the event;
- Sensible marketing, focused on the emotions of potential visitors of the event, with the aim to offer affective experiences,
- Thought marketing, based on the intellectual characteristics of potential visitors of events, with the aim of offers cognitive experience;
- Action marketing, which encourages physical experience of potential visitors of the event, in accordance with their lifestyle;
- Bonding marketing, which combines the advantages of thought, attachment, thought and action in the original marketing event marketing program.

Marketing experts in a particular tourist destination should help event managers in designing various marketing activities, which will integrate and support the program of events, with the aim of creating and providing value to visitors of the event. Under the marketing activities are implied activities related instruments of marketing mix of events, whose combination of the impact on the achievement of defined objectives of a particular event, i.e. those combinations of instruments of market performance, which will ensure the ability of the destination to be competitive in the chosen market segment.

The economic role of marketing events affecting the development of the tourism industry, increase economic growth and creates an opportunity for the valorisation of natural and anthropogenic resources tourist destinations.

2.1. Marketing objectives of events

In the professional literature there is a widespread understanding of the marketing mix of events, which starts with the basic components of event and auxiliary components of a particular event. Given that we strive towards the production of those events that basically have to have a positive effect, the target event should be directed towards identifying and predicting the impact of all those who go in the direction of creating positive effects of the events themselves. Therefore, the main task of the event manager, in order to achieve positive balance of events, is to perform identification and forecasting, as well as an analysis of any particular influence.

It is about taking those preparatory actions that are directed towards the realization of the ultimate goal - achieving positive influence events.

The main aims of marketing events are to:

- Increase sales of products and services to customers;
- Increase interest and demand for products and services;
- Shorten product distribution channel.

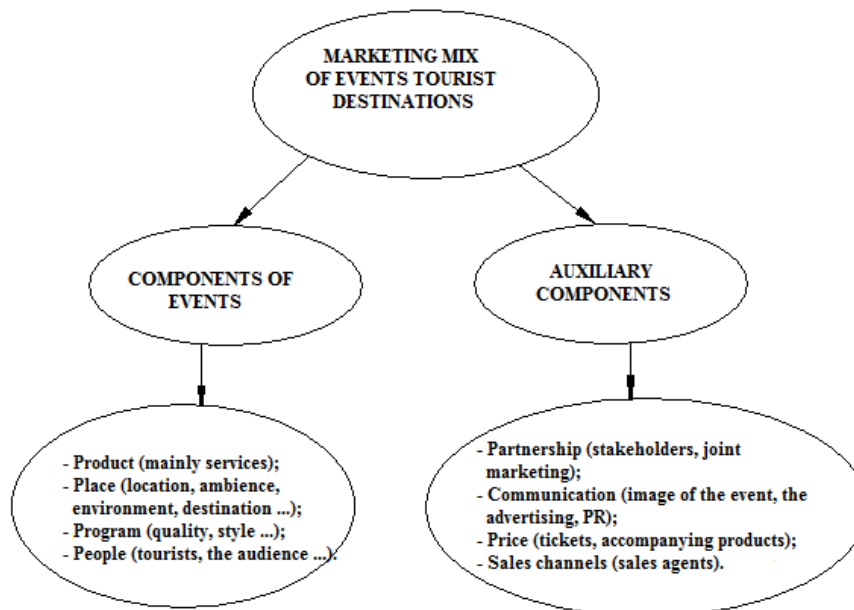


Fig. 1 Marketing mix of events for a tourism destination (Getz 1997)

In order for marketing managers to create certain preconditions for the realization of high-quality events, or prepare them in advance, they must take into account all the effects arising from the event.

2.2. The concept of product events

The concept of marketing product events must be viewed in a broader context, since it should contain a clearly stated value or benefit to the visitors of the event. Product of events is not limited to the visible and invisible elements, but it is the original product

integrating the whole event. Therefore, the concept of product events can be decomposed into three basic elements:

- a key benefit, which refers to the experiences provided to visitors in overcoming the effects of leisure;
- a tangible benefit, which enables the achievement of key benefits, and refers to a regulated venue of the event, its functionality and aesthetic appeal;
- an augmented product, which includes additional features necessary for differentiation of events in relation to the competition, and refers to the quality of services provided to visitors (Morgan, 1996).

Product events should allow market supply planning events, as well as to meet the needs, demands and expectations of visitors to the event. The ability of the product of events that represents the market offer of events includes the possibility of earning income out of market exchange offers or events. Market exchange offers, products or events generate revenues in four basic ways:

- the sale of tickets for the event,
- subscription and membership of visitors to the event,
- sale of access to visitors of events, as various forms of marketing
- communication with visitors events,
- the sale of products and services that expand the range of events.

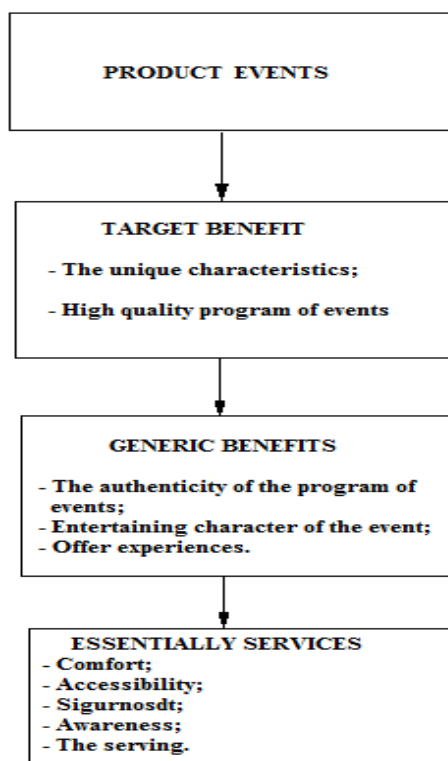


Fig. 2 Product events in target marketing (Getz, 1997)

Target uses are reflected in the unique characteristics of events, high quality programs, talking about matching the perceived and expected quality program of events, and also apply to services directly related to the maintenance program of a specific event.

Generic uses are covered by different experiences that visitors get from programs during certain events. In a sense, generic benefits reflect the "elements of style", because they are built, and confirm the authenticity of the program of events.

Essential services are related to the realization of the attractiveness of the program of events, and a direct effect on the satisfaction of needs, demands and expectations of visitors to the event. Essential services build on the specific benefits that represent the basis of events offers a target market segment events.

The system of marketing communications in the appointment and execution of events is dealt by event organizer with the product events. The price of the event and the venue of the event attract potential visitors of the event.

3. IMPORTANCE OF PROMOTIONS OF EVENTS OF A TOURISM DESTINATION

Promotion of the event is aimed at pleasing the expectations and demands of visitors or consumers. In the modern management of events it increasingly needs to be the function of "creating" the visitor or customer events. The point is that it is desirable to devise such a promotion event which will create visitors or customers. Promotions events themselves cannot generate visitors, but the relationships that are established and built between the organizers and executors of promotion events, and the visitor, based on direct communication and presentation-quality programs allow you to create potential customers for each type of event.

Promotion shall mean all activities of events that aim to facilitate and accelerate the acceptance of a product or service on the market for customers and consumers. Promotion is a marketing instrument by which a provider realizes communicating with customers or consumers. It represents a method of continuous communication with consumers in the function of encouraging the sale of products and services. Promotional mix is a mass communication with consumers. Therefore, it is also called the communication mix. The communication mix is tasked to inform the consumer/customer of the product and its characteristics, conditions of purchase, the desire to develop and motivate them to purchase (Vračar, 1997).

Promotion of tourism also consists of activities (tourism advertising, sales promotion, public relations and connections with the media) to be taken to create awareness of tourism products, creating their image and better positioning.

Promotion of tourism is important for the following reasons (Delić, 2010):

- providing travel demand in the off season,
- purchasing a tourism product that the consumer/purchaser has not seen,
- creating customer loyalty,
- high competition in the tourism market,
- price elasticity of demand,
- possibility to substitute the tourism product.

The process of the promotional strategy starts from the choice of the market. Information about the event should be available in the market, in order to help the tourists make a decision to come to a tourist destination. As the tourist market is too wide and

varies according to tourist needs, research and segmentation of the tourism market is a precondition for a successful promotional strategy.

The selected markets "are attacked" by the general tourist advertising, creating a positive idea of a tourist destination. Simultaneously, commercial advertising institutions from the tourism industry attack selected segments of consumers, as well as direct beneficiaries of their own products. In order for the influence of the market to have a real effect, there has to be harmony and coherence between the two mentioned activities.

The strategy of promoting tourist destinations implies a few basic tasks:

- creating a general image or performances of a tourist destination,
- building, maintaining and upgrading the image of a tourist destination,
- stimulating the loyalty and support of individual businesses in the promotion,
- providing information about tours destinations,
- stimulation of tourists with shopping, etc.

The process of promotional strategies in tourism includes the following stages (Mill, 1990):

- First phase: selection of markets to be "attacked" by the marketing mix,
- Second phase: establishing goals of the marketing mix,
- 3rd phase: determining the appropriate messages,
- 4th phase: selection and use of appropriate elements of the marketing mix (advertising, promotion, sales, connections with public relations, personal selling ...)
- 5th phase: determining budgets,
- 6th phase: control of promotional activities.

If we set out to promote certain tasks arising from selected targets to be achieved, then the way, means and methods to achieve the objectives are chosen and it is called *a promotional strategy*. The choice of the promotional strategies of service industries is affected by a number of factors, such as the nature of the service, phase in the lifecycle of services, the size of the budget, the objectives of communication, positioning services, positioning competitors. The strategy of promoting tourist destinations has a fundamental role to inform and stimulate tourism demand to stay in a given destination and on the basis of a given increased demand for the benefit of its products. The effect of promotion strategies are reflected in timely informing of consumers/tourists about the available attractive, communicative and receptive factors and events of tourism destinations that are involved in meeting the needs of the tourist demand.

3.1. The objectives of a marketing mix

The goals for communicating with consumers include developing awareness of different possibilities of a tourist destination, motivating tourists for additional information on the capabilities of the destination, developing the image of the tourism product, enabling to obtain permanent information about events in the tourist destination, accommodation facilities etc.

The objectives of a marketing (communication) mix with the media assume the provision of timely, accurate and complete information about the opportunities of destinations, development plans, tourism products, marketing events etc. The scope and structure and promotional activity tourism destination depends on its size, importance and role in the tourism and economy in general. The main instruments of marketing communications and a

marketing mix in tourism are (Bakić, 2007): *Advertising, Public Relations - PR, Sales Promotion, Personal Selling, Publicity, Sponsorship, Direct Marketing, Merchandising*. The choice of instruments of a marketing mix is the most important phase of the building process of the promotional strategy. Promotional mix is made up of more instruments, out of which the most common are: tourist advertising, sales promotion, public relations, personal selling, etc. The most important role belongs to the mentioned tourist advertising.

Tourist advertising is one of the most important instruments of communication in tourism. The aim is to develop a tendency for products or services, as well as a reference to a specific purchase. Starting from the holders of tourist advertising, the same can be divided into general tourist agencies, and commercial and business advertising. Holders of general tourist advertising, i.e. advertising at the local, regional, national or multinational level, are the appropriate state or community organizations or bodies. Effects of general tourist advertising are expected in the longer term, in order to attract the attention of potential tourists in certain areas as a whole, and thus to provide an increase in tourist traffic and tourist spending in that area. Commercial tourist advertising is carried out by companies of the tourism industry with a particular orientation of the tourist facilities and types of tourist services. It is about advertising as an instrument of policy catering business, tourist, traffic, trade and other companies of the tourism industry, whose effects are short term. To show the performance of the tourism market, tourism advertising uses graphics, projection, personal and spatial resources.

3.2. The basic role of promotion events

Promotion of the event is the instrument of the marketing mix of events that builds positive public attitude towards the program specific event and its organizers, in a way that favors relative to competitors. Promotion of the event is part of the process of integrated marketing communications, including multiple modalities and communicating with visitors of the event, integrating the promotion of events and marketing communications.

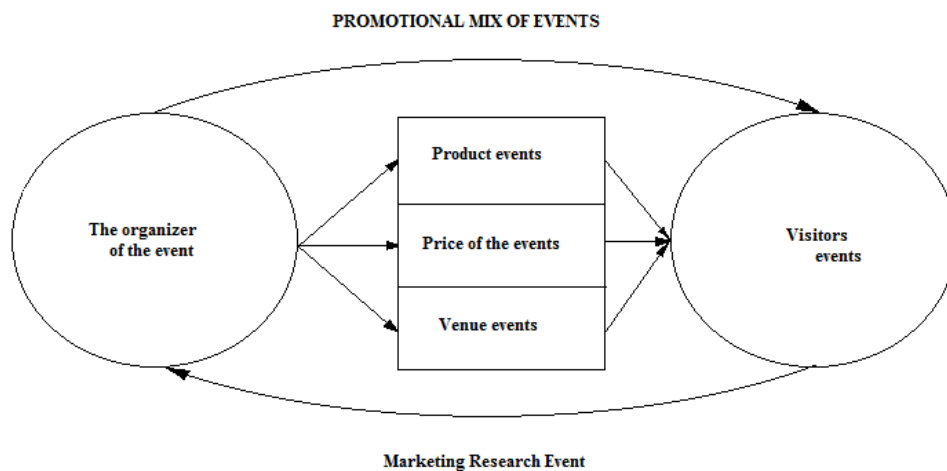


Fig. 3 The system of marketing communications in setting and executing events (Salai, Hegediš, 1994)

According to the American Association of Advertising Agencies (AAAA), integrated marketing communication is defined as a concept of marketing communication planning, based on the achievement of added value of integrating different communication activities such as PR, direct marketing, sales promotion and public relations, achieving more consistency and maximize communication activities. Promoting an event is realized depending on the characteristics of the event and the target audience. In promoting an event of great physical size and scope, such as mega sporting events, economic propaganda is most commonly applied. Promoting events of lesser physical size and scope, as well as local sports events, local festivals, local trade fairs or exhibitions is carried out by business publicity and direct marketing.

The system of marketing communications in the appointment and execution of events is dealt by event organizer with the product events, price of the events and the venue of the events attracts potential visitors of the events.

4. EVENT MARKETING RESEARCH IN SERBIA

Research has shown that most of the events/events (of all types) in Serbia are held in Belgrade.

"Most of those are traditional events, regional and local events, festivals, sports competitions, celebrations, religious ceremonies, etc." (Šušić, Djordjevic 2011, pp. 79-80). If we take the criterion for the number of visitors compared to the number of inhabitants, the most numerous is the trumpet festival in Guča. Certainly, Guča is a precedent; however, in Serbia there are still very well-visited festivals of all kinds. The most visited are those events that do not have admission fees (Guča, Beer Fest, Vrnjci Carnival, etc.) and which belong to entertainment (music festivals at first). Cultural, sports, gastronomy and folk events are of great importance. The number of visitors at events where admission is free is to be taken with a grain of salt.

Attendance is assessed by organizers themselves and they often do not give a true picture of the number of visitors. Including the best known, there are two dozen events of significant potential at the national level that have various facilities to attract large numbers of visitors. For instance, events such as the "Mowing on Rajac", "Homolj motives" and "Ljubic Horse Racing" are visited by about 50,000 people. Also very popular are the events that take place in almost all river flows in Serbia, and the most popular are the "Drina Regatta" and "Happy Run", which brought together about 35,000 rafters (*Statistics Department of Tourism*).

Food and drink festivals are recognizable, popular events held on the territory of Serbia. "The grapes ball" in Vršac has as many as 150,000 visitors, and most of the other wine festivals held in other places are well-visited. At the same time, gastronomic festivals attract a large number of visitors such as the "Leskovac Barbecue Week" which had over 500,000 visitors in 2013 as estimated by the organizers. Also, other events, such as "Bacon fest", "Prosciutto fest", "Sausage fest", etc., are visited by up to ten thousand people a day. Since food (agriculture and food industry) is a resource of great importance in Serbia, and the pub is one of the specific motives for every tourist to enjoy, such events should be given special attention. In Serbia, there are a number of events with a long tradition, such as: "Vuk's Parliament" in Tršić which was first held in 1933 and "Dragacevo Trumpet" (1961).

Since the mid-sixties of the last century, there has been a substantial increase in the number of domestic events. Organized events of various types have run in parallel with the period of stagnation in the last decade of the twentieth century. Since 2000, new events have emerged which have become massive and recognizable. Among them are: "EXIT Festival" (2000), "Vrnjci Carnival" (2002), "Belgrade Beer Fest" (2003) and "Kustendorf" Festival (2008) (www.turizam.merr.gov.rs).

Out of a large number of events in Serbia, only a few have the popularity that transcends borders and countries and attract a considerable number of foreign visitors. For many other events to become attractive for domestic and foreign tourists, what is necessary is further development of their organization and popularization. Professional teams and narrowly specialized institutions dealing with the improvement and promotion of events are needed for those kinds of activities. In addition, there are significant ongoing investigations of specific areas and constant monitoring of their impact on the overall economic development of tourism in Serbia. *Creating a database of events/manifestations in Serbia* is a basic step towards better organization and promotion. This way you can look at potential events/manifestations and create their development plans of national and international importance.

There is no doubt that making an Integrated Geographic Information System would significantly contribute to improving the exchange of information and better informing of the passengers from around the world on the tourism of Serbia and its possibilities of leisure and entertainment.

CONCLUSION

Events are an integral part of tourism. They have always existed as part of the tourism product, with greater or lesser importance and influence on the tourist destination, but their commercialization encourages an active interest of the participants and the entire tourism economy to study the area. As well as attracting visitors through the extension of their stay in the resort and the possibility to overcome the seasonal nature of the business, events represent an efficient way in which the community can direct its activities towards certain goals.

Events tourism is one of the youngest segments of tourism with the rapid development associated with the last decade of the twentieth century, when the events were perceived as a desirable product because of their unquestionable ability to bring economic benefits through tourism promotion, increased consumption by visitors and new business opportunities. Events tourism is a promising type of tourism, and as such has a large impact on complex developments in the tourism market. Events tourism, like any other sector, enters into the lives of a multitude of fine moments. It is a sector that is constantly growing and involves very large numbers of people, as service providers, and the tourists themselves.

As a phenomenon, events tourism has been recognized as one of the most influential phenomenon when it comes to forming the image, creating a profile of the destination and its positioning in the tourism market. The maximum positive impact that an event can have on the positioning of the destination market is achieved by designing and modernizing events that reflect the distinctiveness and uniqueness of a particular community. Studies by many authors who have studied events tourism have shown that the central factors which the successful integration of events in the destination brand depends on are: event differentiation, a tradition that binds them, joint planning of key stakeholders and media support.

Serbia is characterized by a large number of events that represent an inexhaustible source of significant potential for development of events tourism in this part of Europe. To allow for further, higher quality development of events tourism in Serbia, one of the main preconditions is the use of modern knowledge in this field, as well as recognizing the necessity of investment in research and continuous market research in order to timely recognize changes in the needs and demands of tourists and adequately react so as to attract their attention and retain their interests. Also, for further development of this segment of tourism, of great importance is the creation of a local marketing strategy for events tourism development, as part of the general strategy of long-term tourism development, based on experience, mentality of the population, the most advanced knowledge in this field and the unification of all stakeholders in the tourism industry.

In these times of crisis, where the financial situation is extremely unstable, the key role of event marketing is that its activities may lead to inflow of funds to a particular tourist destination and enable the protection and preservation of the natural environment, local culture, traditions, diversity and everything created.

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ULOGA MARKETING DOGAĐAJA U RAZVOJU TURISTIČKE DESTINACIJE

Zadatak istraživanja rada je da sagleda i istakne osnovne smernice i mogućnosti razvoja turizma događaja određene turističke destinacije. Marketing događaja podrazumeva planiranje, segmentaciju ciljnih grupa, efektivno korišćenje komunikacija, rad sa sponzorima i volonterskim organizacijama, promociju događaja, analizu budžeta, pa čak i obezbeđivanje logistike da ceo događaj ne doživi neuspeh. Osnovni cilj rada je da ukaže na ulogu marketing događaja u animiranju i privlačenju većeg broja posetilaca i njen značaj u promociji turističke destinacije. Takođe, ukazuje na značaj permanentnog razvijanja događaja kao izuzetno važne komponente atraktivnih faktora turističke ponude u cilju izgrađivanja Brenda destinacije. Istraživanje je pokazalo da organizacija događaja može da doprinese povećanju investicija, utiče na razvoj turističke privrede, povećava ekonomski rast i valorizuje prirodne i antropogene resurse turističkih destinacija.

Ključne reči: marketing događaja, turistička destinacija, ekonomska uloga, promocija.