

IMPORTANCE OF EVENTS AT A TOURIST DESTINATION: Empirical research of County of Istria's management attitudes

Ines Milohnić, Ph.D., Assistant Professor

Faculty of Tourism and Hospitality Management Opatija, University of Rijeka

Email address: imilohni@fthm.hr

Klara Trošt, Ph.D. Student

Institute of Agriculture and Tourism Poreč

Email address: klarat@iptpo.hr

Abstract

The major part of tourist traffic in Istria occurs in the summer months at coastal destinations. The sun and the sea are still being emphasised as the main motives for arrival; natural beauties takes second place, while participation in events and visits to cultural sights is the third. Considering the ever increasing importance of events as an element of enrichment of tourist choices and one of the basic motives, the authors particularly focus on events in the sense of a detailed analysis and possibility of impacts of management on the quality rising of a tourist destination.

The research model consists of local tourist association as a part of destination management on the territory of Istria. The data needed for the research was gathered from tourist association management, using the interview method. A structured survey questionnaire was devised; research was conducted using descriptive and inferential statistics methods.

The aim of the research was to obtain reliable data pertaining to the basic event characteristics: a) structure of events according to their type, b) time scale of events at a tourist destination, c) geographical event division, d) impact defining (economic, social and ecological) and determination of its role in the creation of the tourist policy of Istria.

The research results show how in the structure of events art events represent the most significant share, limited primarily to the summer months and geographically oriented to coastal destinations. The ecological impacts „Ecological awareness“ and social event impacts at tourist destinations are singled out as the most significant, followed by economic impacts. The research has equally shown the lack of managerial skills in organisational aspects of events at a destination, which points to additional demands for the management concerning

the abilities to manage changes in the conditions of economical openness and tourist destination competitiveness.

Key words: events; local tourist associations; management attitudes; impacts; Istria.

1. Introduction

The importance of events as an element of destination tourist offers is reflected in tourist, social and cultural functions. It is by means of tourist functions of events that many destinations widen the tourist market, attract tourists to destinations, build the destination image, promote the destination and stimulate the creation of economic benefits (Sherwood, Jago & Deery, 2005). With events, local culture, tradition and customs are celebrated, entertainment and recreation compliment each other and cultural and social advancement is ensured. Events are an important motivator of tourism and they are very present in destination development plans and tourism development strategies (Hede, Jago & Deery, 2002).

Motives for tourist arrivals in Istria have been analysed with the aim of strengthening the competitive advantage of the County of Istria as a tourist destination. As a dominant motive for choosing Istria as a tourist destination, the concept of sun and sea prevails (88.76%), followed by natural beauty (44.86%), while events (23.53%) represented the third most significant motive for choosing Istria as a tourist destination (Institute of Agriculture and Tourism, 2009). Although events were named as one of the leading motives for attracting tourists to the destination in the main marketing plan "Master Plan of tourism development in Istria for the period between the years 2004 and 2012", particularly stressing the development of cultural and sports events, tourists still opt for Istria mostly for the sun and sea. The following questions impose: Have the local Istrian tourist communities, which form an integral part of the destination management, implemented events into their marketing strategy? Are events considered to be an important element of destination offers and a motive for tourist arrival? Looking for the answers to the above questions is only one of this paper's goals, which are listed here below:

- to define destination management attitudes towards the importance of events for economic, social and environmental event impacts;
- to determine metric characteristics of the scales of economic, social and environmental impacts;

- to define the level of necessary managerial knowledge and skills pertinent to evaluation aspects of events; and
- to evaluate the number, type and period of event staging in Istria as a tourist destination.

By defining the management's views, their managerial knowledge and skills related to event evaluation, as well as by evaluation of the importance of events, the aim of this paper was to contribute to the event tourist offer development in the most developed tourist destination of the Republic of Croatia.

2. Theoretical Background

The evaluation of the events' impacts is exceptionally important for sustainable destination management and can be carried out by means of monitoring of economic, non-economic, positive and negative impacts. There are more and more special events and festivals in tourist destinations' offers, but their adoption is primarily conditioned by strategic reasons, out of which the economic is the dominant one (Getz, 2007). Many authors emphasise the need to monitor social, cultural, environmental, political and personal impacts, which are neglected in researches, as opposed to the economic impacts (Bowdin, et. al. 2004). In the area of evaluation, use of Triple Bottom Line (TBL) reporting is encouraged in order to spread the focus from economic impact research (Hede, Jago & Deery, 2003) to the research of social and environmental event impacts (Fredline, Raybould & Jago, 2005), thus ensuring the sustainability of the event itself. On the other hand, the question whether it is necessary to measure event sustainability when they are, sometimes, held at a destination as a one-off event, being short-term in duration, imposes (Bramwell 1997; Sherwood, Jago & Deery, 2005). There is, however, an increased number of researches of the social impacts of events, whose main topics are visitors' perception and attitudes, social development and community pride. Taking into consideration the role of tourist organisations in the process of tourist destination management, which is possible to be compared to the role of Destination Management Organisation (DMO), a need to monitor and measure social impacts imposes (Fredline, Deery & Jago, 2005). Thus, it can be hypothesised that:

H1: tourist organisations' managers in the County of Istria consider economic impacts to be unimportant for a tourist destination in comparison with social and environmental impacts

Application of modern methods of monitoring and measurement of event economic impacts, as, for instance, input-output analysis (Yeoman, Robertson., Ali-Knight, Drummond, & McMahon-Beattie, 2004) or the sophisticated Computable general equilibrium model (CGE) (Dwyer., Mellor., Mistilis & Mules, 2006), is not possible in the Republic of Croatia due to outdated input-output calculations. Insufficient statistics also represent a problem, at national, regional and local levels. Accordingly, it is not possible to carry out any calculations of the multiplicative impacts of events. The above confirms that there is a gap in event industry research between academia and industry (Getz, 2007). Without regard to various methods of event monitoring which are mentioned in professional literature (monitoring of number of event visitors, monitoring of number of tickets sold, survey of event visitors, survey of domestic population, survey of event participants) (Sherwood 2005), observation methods (Carlsen, 2004), SWOT analysis (Getz, 2005), Cost-benefit analysis (Dwyer et al. 2000), monitoring of event financial reports, suggestions box, monitoring of police reports there is a problem of absence of standardised methodology (O'Sullivan, Pickernell & Senyard, 2009; Dwyer et al. 2000). By this, future event planning is made impossible from the perspective of quality improvement. By neglecting evaluation prior to and after the staging of an event (Carlsen, Soutar, Getz, 2000) useful information is lost for the event organiser, but also for all those who learn from experiences of the others (Van Der Wagner & Carlos 2008). According to Wood (2005), research in the United Kingdom „has suggested that local authorities' festival and special event evaluations were likely to be ad hoc, unsystematic and often subjective“. This is the reason for using inadequate instruments for implementation of a fast and inexpensive event monitoring method (Fredline et al., 2005). Therefore, it can be hypothesised that:

H2: tourist organisations' managers in Istrian destinations use simple and financially more acceptable methods of monitoring of events impacts.

3. Data and methodology

The research for the needs of this paper was conducted in two phases. The first phase encompassed the analysis of event offers at the tourist destination of Istria, while the second phase referred to the assessment of management attitudes towards the importance of events.

3.1. Study site

The tourist destination of Istria encompasses the region of the County of Istria, the furthest Western Croatian county, which also includes the largest part of the Istrian peninsula. It consists of 10 towns and 31 municipalities, over 206,000 inhabitants or 4.65% of the national population. The tourist destination of Istria constitutes a spatial entity due to an optimally combined and market adjusted area for the conduct of tourist activity. Due to its favourable geographical position, Istria has always represented an attractive and easily accessible tourist destination for tourists from the neighbouring countries, such as Italy, Austria, Slovenia and Germany.

Due to its total resources, achieved development level and potentials, the sector of tourism has an exceptional importance in the development of the County of Istria. In the year 2009, 2.7 million tourists visited Istria (25% of total visitors to Croatia), i.e. 18.1 million overnights were realised (32% of the results in Croatia). The total of tourist capacities (all categories and types) records a slight increase in the last ten years or so. With 46% in total capacities, campsite accommodation prevails, while the share of hotel accommodation is proportionally low, totalling only 13%. The remaining 41% belongs to private accommodation, tourist resorts, apartments, apartment-hotels, holiday homes, farm tourism facilities, nautical tourism ports, holiday campuses and other.

The organisational system of tourism in Istria is divided into four organisational levels: 1) the County Administrative Department for Tourism, 2) Tourist Association of the County of Istria, 3) local Tourist Organisations of towns, municipalities and villages, as well as 4) the administrative departments within local self-government units. Apart from the Tourist Association of the County of Istria, there are also local tourist organisations, which are 30 in total. By the Master Plan of Development of Tourism in Istria in the year 2003, a division of the tourist destination of Istria into seven clusters was defined, i.e. six coastal and one inland clusters. Local tourist organisations perform in seven different clusters.

Table 1 Division of County of Istria's tourist organisations by clusters

Cluster	Tourist organisation
1. Umag - Novigrad	TO Savudrija, TO Umag, TO Buje, TO Brtonigla, TO Novigrad
2. Poreč	TO Tar/Vabriga, TO Kaštelir/Labinci, TO Poreč
3. Vrsar - Funtana	TO Vrsar, TO Funtana
4. Rovinj	TO Rovinj, TO Kanfanar, TO Bale
5. Labin - Rabac	TO Raša, TO Labin, TO Kršan
6. Inland Istria	TO Svetvinčenat, TO Žminj, TO Pazin, TO Buzet, TO Oprtalj, TO Grožnjan, TO Vižinada, TO Višnjan
7. Pula - Medulin	TO Vodnjan, TO Fažana, TO Pula, TO Medulin, TO Marčana, TO Barban

Source: <http://www.istra-istria.hr/masterplan/clusteri.htm>

Clusters are tourist sub-areas or micro-destinations within one tourist region which have similar tourist characteristics. Tourist clusters can be considered as internally homogenous areas, of which each has its specific features. The basic goal of the division into clusters is determination of a clear identity for each of the clusters and its communication with the visitors in order to avoid mutual competition (Regional Operative Programme of the County of Istria, 2006).

3.2. Measurement of attitudes and data collection

The research conducted for the needs of this paper is a unique research on events in tourism in the region of the Republic of Croatia. It concerns descriptive research, one-off, on a deliberately chosen sample. The target group in this study consists of managers of tourist organisations in villages and towns, as a part of the County of Istria's destination management. The results were obtained by using the survey method on a sample of 27 managers of tourist organisations in villages and towns, which makes up 90% of the sample. As a form for data gathering, a specially created structured questionnaire was used and the research was carried out at the beginning of the year 2010. Overall, this study featured a primary data collection, whereby an online questionnaire (<http://www.iptpo.hr/ankete/index.php?sid=38126&lang=hr>) written in the Croatian language was sent to the tourist organisations' managers that make up the sample.

The questionnaire consisted of 12 questions divided into two parts. The first part related to demography, i.e. age, sex, level of education, while the second part related to the perception of the importance of event impacts (economic, social and environmental). Linkert's scale was used in the sense that 1 the interpreted impact monitoring as „not at all important” and 5 as „exceptionally important”. By literature analysis a list of indicators of each group of impacts

with associated indicators was created (Sherwood et al., 2005; Hilbers & Fellow, 2005; Sherwood, 2007). The first group of impacts relates to economic impacts. This group contains seven impacts, namely business development and possibility of investment, destination promotion, benefits and costs of event staging, sponsorship, employment possibilities and development of skills, as well as inheritance of infrastructure and building structures. The second group, social impacts, contains four impacts, namely celebration of community values, domestic population and visitors' quality of life, damage to the tourist destination image and influence on traditional and cultural heritage. The last group of impacts refers to environmental impacts, containing nine impacts, i.e. awareness strengthening of the significance of a clean and preserved environment as a factor of attractiveness for events, actions of environment preservation, consumption of paper, electricity and water during the events, generated waste, education and promotion of ecological programmes, selective waste collection and encouragement to use public transport during the staging of events. In the second part of the website survey, an attempt was made to define methods used and types of event monitoring.

The research methodology was based on two fundamental approaches which include use of descriptive and inferential analyses, where the following methods were used: 1) univariant analysis (basic sample characteristics, mean value and percentage) and 2) multivariant analysis (factor analysis). The SPSS package version 11.0 was used to analyse the data. The results of the analysis of interrelation between the factors were measured by means of *Pearson's correlation coefficient*.

4. Research results

The statistic data processing was based on three set goals: 1) assess the event offer at the tourist destination of Istria, 2) determine the profile of Istrian tourist organisations' managers and 3) determine the structure of destination management attitudes towards event impacts

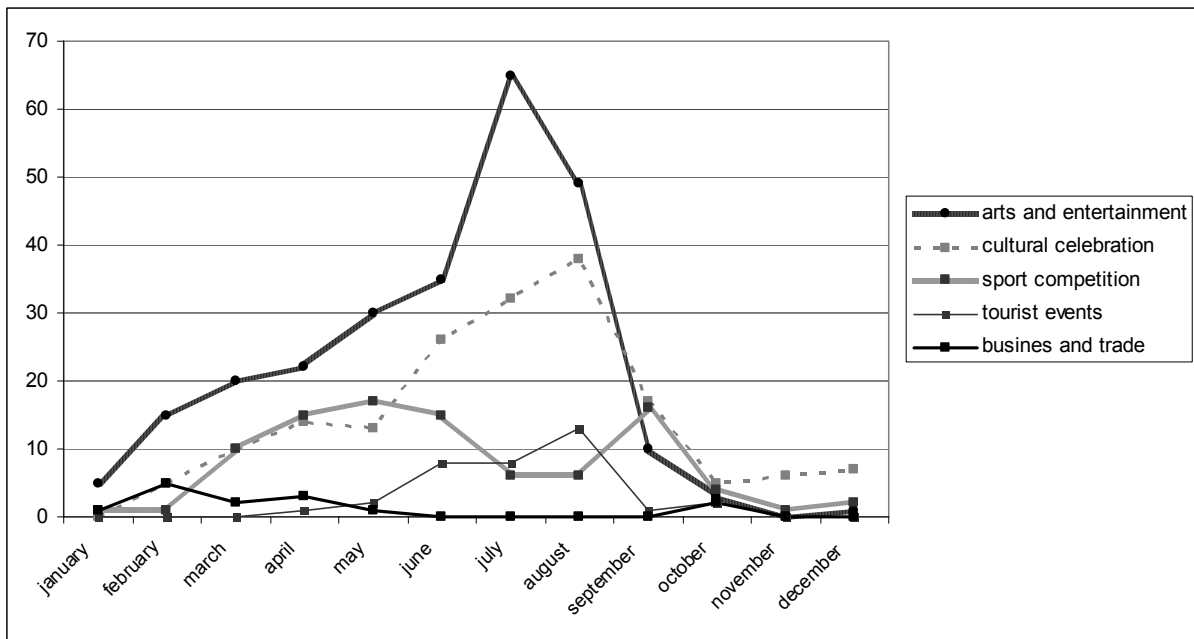
4.1. Assessment of offer of events at the tourist destination of Istria

One of the research aims is contained in the acquisition of reliable data pertaining to basic characteristics of events at the tourist destination of Istria. In such a way an attempt was made to collect data on the event structure according to the types, time period of staging at a tourist destination, as well as to geographical division of events within the tourist destination (Figure 1).

The research results indicate that, in the event structure, the most important part is made of art events which are linked to the summer months. The event analysis according to the time scope shows that the largest number of art events takes place in the month of July (Getz, 2008). The number of events drastically falls in the period between September and February. Cultural events, i.e. festivals, religious events, carnivals and various local events (Getz, 2008) are the second type of events according to their representation in Istria. They are, like the cultural events, mostly held during the summer months. Sports and business events are most frequently linked to the periods before and following the main tourist season. Business events include specialised fairs of tourist and hostelry business equipment, vine and viticulture equipment exhibitions, as well as olive oil days.

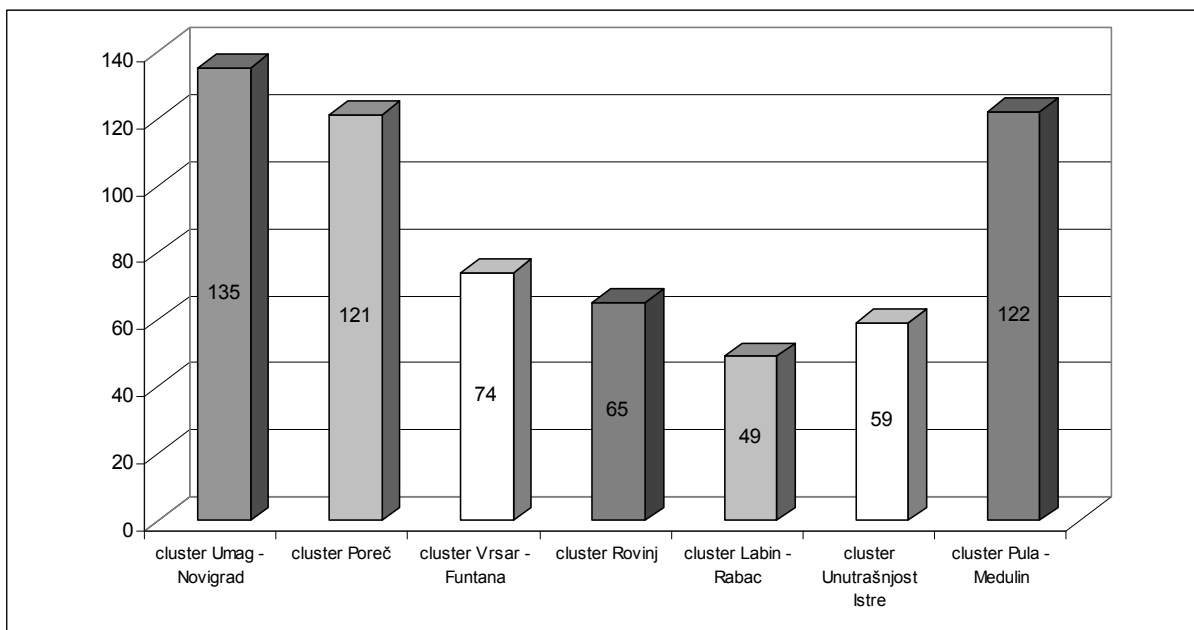
The analysed events are geographically directed to coastal clusters (Figure 2). Taking into consideration the fact of a somewhat weaker tourist development of the East coast of Istria (cluster Labin-Rabac) in comparison with the more developed Western coast, the smallest number of events is staged on the East coast of Istria (7.84%) and in inland Istria (9.44%).

Figure 1 Event analysis according to types and time scope at tourist destination of Istria



Source: http://www.istra.hr/en/attractions_and_activities/events

Figure 2 Event analysis according to geographical scope at tourist destination of Istria



Source: http://www.istra.hr/en/attractions_and_activities/events

4.2. Profile of tourist organisation managers in Istria

The research on the general characteristics of tourist organisation managers shows that women prevail in the structure (63%), while men make up 37%. The results of the analysis of age groups of tourist organisations' managers are in favour of the age group of between 25 and 34 years of age (44%), followed by the group of between 45 and 54 years of age (30%). The least represented group is the one between 55 and 65 years of age (4%), while no manager is younger than 24 or older than 66 years of age, most being university educated (63%).

Table 2 Demographic characteristics of managers

Characteristics	Tourist organisation managers (N=27)
<i>Sex:</i>	
Male	37%
Female	63
<i>Age:</i>	
less than 24	0
25 - 34	44
35 - 44	22
45 - 54	30
55 - 65	4
66 and higher	0
<i>Education:</i>	
Secondary school	0
Higher education	22
University degree	63
Masters/specialised study	15
PhD degree	0

In accordance with the Tourist Organisations and Croatian Tourism Promotion Law (Official Gazette No. 134/98), specific terms which tourist organisations' managers must fulfil were determined, in the sense that they have to possess a diploma of completed university degree or professional study in humanities or geography, as well as to have between one and three years of experience in the field of tourism. The above terms were quoted to be the reason for the absence of persons younger than 24 years of age in managerial posts in tourist organisations of Istria.

One of the aims of this paper consisted of defining the level of necessary managerial knowledge and skills in evaluation aspects of events. For the purposes of realisation of the

goal set, implementation of event monitoring methods, used by tourist organisations' managers in their business, was analysed. In the analysis, a method of central tendency measure was used due to a retained interval spell in the obtained answers, i.e. equal distance between the answers „yes” and „no”.

Table 3 Use of event monitoring methods

Methods	Mean	Std. Deviation
Number of tickets sold monitoring	0.889	0.3203
Suggestions box	0.852	0.362
Financial reports monitoring	0.852	0.362
Cost-benefit analysis	0.815	0.3958
Survey of event participants	0.778	0.4237
SWOT analysis	0.741	0.4466
Observation method	0.741	0.4466
Survey of event visitors	0.741	0.4466
Survey of domestic population	0.741	0.4466
Police/Fire dept. reports monitoring	0.667	0.4804
Number of event visitors monitoring	0.630	0.4921
Multiplicands or econometric models	0.593	0.5007

The largest number of tourist organisations' managers uses the method of monitoring of the number of tickets sold (88.9%), box with suggestions and analysis of financial reports (85.2%), as well as event cost-benefit analysis (81.5%). The methods of survey are only used in the case of survey of event participants (77.8%), while the survey of visitors or domestic population is used in a smaller measure due to the related costs. It is possible to conclude that tourist organisations' managers use simpler methods which do not require specific knowledge and which are more acceptable from the financial aspect, by which the set hypothesis (H2) is confirmed.

4.3. Structure of management attitudes towards event impacts

In order to determine the structure of management attitudes with the aim of determining metric characteristics of economic, social and environmental impacts of the tourist destination of Istria, the factor analysis was used. Economic and social impacts resulted in one factor, as suggested by Screenshot Plot. The explained variance in economic impacts equalled 38.1%. The factor economic impacts was most saturated by the particle which represents the indicator of inheritance of infrastructure and building structures, and the least by the particle which represents the indicator destination promotion. Due to very little variability, i.e. very little

discriminative validity, the indicator „destination promotion” is omitted from further statistical analysis, by which the explained variance grew to 44.5% and factor saturations showed how all particles constitute one construct. KMO for the factor of economic impacts equals 0.69; Bartlett's test of sphericity is statistically significant, i.e. the correlational matrix is not unitary and Cronbach’s Alpha equals 0.80.

Table 4 KMO and Bartlett’s Test

	Economic impacts	Social impacts
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.69	0.59
Bartlett’s Test of Sphericity	0.000	0.000
Cronbach’s Alpha	0.80	0.69

The social scale also resulted in one factor. The explained variance in social impacts equals 42.2%, KMO sample adequacy equals 0.59; Bartlett's test of sphericity is statistically significant and Cronbach’s Alpha equals 0.69 (Table 4). The third group of impacts, environmental impacts, was separated by analysis into two factors which explain the variance rate of 50%. Correlation between those two factors equals 0.25, which suggests that it concerns two separate factors. By analysing the factor analysis results, it was decided that the indicator „encouraging visitors to use public transport during the staging of an event” will be rejected because it does not measure the variance of either the first or the second newly emerged factor. Also, that indicator has the greatest dispersity of results. Following the exclusion of the said indicator, the factor matrix shows that the indicators of paper consumption (kg), consumption of electric energy (kWh), water consumption (l) and generated waste (kg) during the staging of events make up one factor – „Ecological consumption”. The second newly emerged factor was named „Ecological awareness” and consists of the indicators strengthening awareness of the significance of a clean and preserved environment as a factor of attractiveness of events, actions of environmental preservation, education and ecological programmes promotion, as well as selective collection of waste. Screenshot Plot also points to two factors between which there exists a small correlation, which suggests that the factors are mutually independent. By the coefficient of internal reliability, new factors were tested and for the factor „Ecological consumption” Cronbach’s Alpha equals 0.86 and for the factor „Ecological awareness”, 0.70.

Table 5 Rotated Factor Matrix

	Factor	
	Ecological consumption	Ecological activities
paper consumption during event (kg)	0.863	0.216
water consumption during event (l)	0.839	-0.005
generated waste (kg)	0.716	0.187
electricity consumption during event (kWh)	0.703	-0.034
strengthening of awareness about significance of clean and preserved environment as a factor of attractiveness of events	-0.139	0.721
selective collection of waste	0.353	0.628
activities of environmental preservation	0.023	0.588
education and ecological programmes promotion	0.385	0.501

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.

Following the determination of factor structure according to the stated scales of particles belonging to a specific impact, the factors are added up into a linear composite which is divided by the number of particles (indicators) which constitute that composite in order for the new variable scale to bring down to the values between 1 and 5. In such a manner, average values are mutually comparable.

For the tourist organisations' managers in Istria, the most important factors are „Ecological awareness” and „Social impacts”, which confirms the set hypothesis in the paper (H1). The factors „Ecological awareness” and „Social impacts” are equally high (4.5 and 4.4); they are statistically more significant than „Economic impacts” (4.1). Thus the factors „Ecological awareness”, „Social impacts” and „Economic impacts” are together statistically more significant than the factor „Ecological consumption” (3.7).

Table 6 Descriptive factor statistics

	Mean	Std. Deviation
ecological awareness	4.5093	0.43568
social impacts	4.4352	0.52161
economic impacts	4.1173	0.66154
ecological consumption	3.7778	0.75107

The highest correlation was recorded between the factors „Ecological consumption” and „Social impacts” (0.637), while between the factors „Ecological consumption” and „Ecological awareness” it is somewhat lower (0.308), as a proof of discriminative validity and conducted factor analysis.

Table 7 Factor correlation

		economic impacts	social impacts	ecological consumption	ecological awareness
economic impacts	Pearson Correlation	1	0.125	0.287	-0.043
social impacts	Pearson Correlation	0.125	1	0.637(**)	0.109
ecological consumption	Pearson Correlation	0.287	0.637(**)	1	0.308
Ecological awareness	Pearson Correlation	-0.043	0.109	0.308	1

** Correlation is significant at the 0.01 level (2-tailed).

5. Discussion

The theoretical conclusions emanating from the literature review are the need for further development of the event tourism scientific thinking from the perspective of different stakeholders and determination of the importance of implementation of the model of measurement of event impacts. The applicative conclusion which emanates from the literature review is the need to bring closer the results of such and similar researches at all levels of destination management in order to decrease the gap in event industry research between academia and industry and to make the managers aware of tourist, social, cultural, environmental and other event potentials.

In researches so far, event impacts and the indicators by which those impacts can be measured have been determined, however, the existing measurement methods are not accessible to all event organisers, as they require data which they do not have at their disposal. It is necessary to develop a concept which enables understanding among researchers of so far researched and still existing unknown areas in the field of measurement of event impacts in the process of sustainable management of the destination or of the event itself. In such a way, a meaningful framework for event impact analysis would be provided from the aspect of different stakeholders, different types of events and generalisation of research perceptions based on the experiences of the researchers and participants in the tourist market would be available.

The research results show that in the structure of events in the tourist destination of Istria the most significant share constitutes art events (concerts, exhibitions) and cultural events (festivals, carnivals, religious events). These events are geographically oriented towards coastal destinations and they are, time wise, limited to the summer months (June, July and August). The research results confirm the presence of four factors within management

attitudes towards event impacts, namely, „economic impacts”, „social impacts” and factors „ecological awareness” and „ecological consumption” (created by application of factor analysis and division of the factor „environmental impacts”). The results equally suggest that „ecological awareness” as an impact of events and „social impact” are statistically more significant than the economic impacts.

By defining managerial knowledge and skills pertinent to event evaluation, we came to the conclusion that Istrian tourist organisation management uses simple methods of event monitoring. This points to additional requirements which are put before the management relevant to the ability to manage innovations in the conditions of economic openness and tourist destination competitiveness.

As no similar researches on event management, event tourism or event impacts were conducted in the Republic of Croatia to date, this research can be considered as original and fundamental. The conducted research opened many questions, it represents a contribution to the research of event management in tourism, as well as a basis for future researches. It should be continued in future with conduct of researches of event management in tourism.

5.1. Managerial Implications

Event management has an important role in achieving quality at tourist destinations. It is associated with enrichment of destination's tourist offers in the sense of defining new contents, i.e. quality improvement and destination competitiveness.

The research showed that tourist organisations management recognises the importance of events at the tourist destination, especially social and environmental impacts of events for the development of tourist destinations. The expected hypothesis on the lower level of significance of „economic impacts”, as well as the use of simpler methods of monitoring of event financial impacts at the destination is confirmed in the paper.

The above stated points to the fact that before tourist organisation management there imposes the need for widening of new knowledge and skills with the purpose of improvement of a tourist destination product, particularly of event monitoring by means of a system which will ensure sustainability of the event itself, taking into consideration visitors' attitudes, social development and community pride.

In that sense, tourist organisation management should take continuous care of all the aspects and possible impacts of tourist destination events in order to enable event planning in the future from the perspective of quality improvement.

5.2. Limitations

The research results on attitudes of managers showed that the most significant impacts are „ecological awareness” and „social impacts”. This is an exceptionally important fact due to the absence of a significant group of impacts, i.e. „economic impacts”. A question imposes: Would the results be the same if it concerned event organisers outside the framework of the tourist organisation system, which are not financed from the state budget? While creating standardised methodology, i.e. evaluation of criteria for event impact monitoring, the following should be taken into consideration:

- difference in attitudes between the managers employed in tourist organisations, i.e. state-owned tourist organisations and those who are not (tourist and hotel subjects, tourist agencies and other)
- difference in attitudes between the managers in developed and less developed tourist destinations (regions)
- sources of financing needed for event organisation (own funds or tourist organisation budget funds)
- the amount of available budget (is there any difference in attitudes depending on the amount of financial funding available for event organisation?);
- the level of managerial knowledge in the area of events in tourism, as well as the impacts (positive and negative) created by events.

Although this research encompassed nearly 90 % of the sample (in the region of the tourist destination of Istria), it is possible to find limitations of the carried out research in the size of the sample (30 Istrian tourist organisations' managers), while taking into account the statistical methods used and the results of conducted tests.

As the role of events in a tourist destination is significant in the sense that it contributes to the widening of a tourist offer and to the improvement of quality with the aim to improve destination competitiveness, it is necessary to continue with such researches in the future by means of continuous examination of guests' attitudes on one hand and destination management, regarding fulfilment of those, on the other. It is, however, important to widen

the target group to all the parts of destination management (tourist subjects, hotel subjects, hostelry facilities, tourist agencies and other). In such a way, the conduct of continuous improvements would be ensured, according to guests' demands in relation to events at the destination. Undertaking of further event management researches and its significance is, therefore, suggested, bearing in mind all the partners at the tourist destination.

6. References

- Andersson, T. D. & Getz, D. (2009). Tourism as a mixed industry: Differences between private, public and not-for-profit festivals, *Tourism Management*, 1–10
- Bowdin, G., Allen, J., O'Toole, W., Harris, R. & McDonnell, I. (2004). *Event Management*, 2nd Edition, Oxford: Elsevier Butterworth-Heinemann
- Carlsen, J. (2004). *The economics and evaluation of festivals and events*, pages 246–259, Festival and events management, an international arts and culture perspective, Oxford: Butterworth-Heinemann, Elsevier
- Carlsen, J., Soutar, G. & Getz, D. (July, 2000). *Pre- and Post-Event Evaluation Criterion Research*, Paper presented at the Conference on Event Evaluation, Research and Education: Events beyond 2000: Setting the agenda, Sydney
- Dwyer, L., Mellor, R., Mistilis, N. & Mules, T. (July 2000). *A framework for evaluating and forecasting the impacts of special events*, Paper presented at the Conference on Event Evaluation, Research and Education: Events beyond 2000: Setting the agenda, Sydney
- Fredline, L., Raybould, M., Jago, L. & Deery, M. (July 2005). *Triple Bottom Line Event Evaluation: A proposed framework for holistic event evaluation*, Paper presented at the Conference on Event Evaluation, Research and Education: Events The Impacts Events, Sydney
- Fredline, L., Deery, M. & Jago, L. (July 2005). *Testing of a Compressed Generic Instrument to Assess Host Community Perceptions of Events: A case study of the Australian Open Tennis Tournament*, Paper presented at the Conference on Event Evaluation, Research and Education: Events The Impacts Events, Sydney
- Getz, D. (2005). *Event Management & Event Tourism*, 2nd Edition, New York: Cognizant Communication Corporation
- Getz, D. (2007). *Event Studies - Theory, Research And Policy For Planned Events*, Oxford: Butterworth-Heinemann
- Getz, D. (2008). Event Tourism: Definition, Evolution, And Research, *Tourism Management*, 29(3), 403–428
- Goldbatt, J. J. (July, 2000). *A Future For Event Management: The Analysis Of Major Trends Impacting The Emerging Profession*, Paper presented at the Conference on Event Evaluation, Research and Education: Events beyond 2000: Setting the agenda, Sydney
- Gursoya, D., Kimb, K. & Uysalc, M. (2004). Perceived impacts of festivals and special events by organizers: an extension and validation, *Tourism Management*, volume 25, 171–181

Hede, A., Jago, L. & Deery, M. (July 2002). *Special Event Research 1990-2001: Key Trends and Issues*, Paper presented at the Event Research Conference: Events & Place Making, Sydney

Institute of Agriculture and Tourism, Department of Tourism, Questionnaire - Tourists behaviour and economic crisis, 2009.

Master Plan of Tourism Development 2004-2012 in Istria (2003) THR Barcelona, Horwath Consulting, Zagreb

O'Sullivan, D., Pickernell, D. & Senyard, J.M. (2009). Public sector evaluation of festivals and special events, *Journal of Policy research in Tourism, Leisure and Events*, 1(1), 19–36

Robson, L. M. (2008). Event Management Body of Knowledge (EMBOK): The Future of Event Industry Research, *Event Management*, volume 12, 19–25

ROP – Regional Operative Programme of the County of Istarska for the period between the years 2006 and 2010 (2006). County of Istarska, Istrian Development Agency (IDA), Pula, Institute for International Relations (IMO), Zagreb

Sherwood, P., Jago, L. & Deery, M. (July 2005). *Unlocking The Triple Bottom Line Of Special Event Evaluation: What Are The Key Impacts?*, Paper presented at The Impacts Events, Sydney

Sherwood, P. (2007). *A Triple Bottom Line Evaluation of the Impact of Special Events: The Development of Indicators*, (Doctoral dissertation, Victoria Univesrity, Australia) Retrieved from <http://eprints.vu.edu.au/1440/>

SPSS; *Complete and –to-end analysis with SPSS 11.0 Technical Report*, 1-34 available at http://www.spss.com/home_page/up107.htm/17.10.2005/

Stokes, R. (2008). Tourism Strategy Making: Insights To The Events Tourism Domain, *Tourism Management*, 29(2), 252–262

Van Der Wagner, L. & Carlos, B.R. (2008). *Event Management, For Tourism, Cultural, Business, and Sporting Events*, Zagreb: Mate d.o.o.

Whitford, M. (2009). A framework for the development of event public policy: Facilitating regional Development, *Tourism Management*, volume 30, 674–682

Wood, E. H. (2005) Measuring the economic and social impact of local authority events, *The International Journal of Public Sector Management*, 18(1), 37–53

Yeoman, I., Robertson, M., Ali-Knight, J., Drummond, S. & McMahon-Beattie, U. (2004). *Festival and events management, an international arts and culture perspective*, Oxford: Butterworth-Heinemann, Elsevier

<http://www.istra-istria.hr/>

Tourist Organisations and Croatian Tourism Promotion Law, Official Gazette, volume 134, (1998)