

ORGANIZATION OF EVENTS AS A FACTOR OF EFFECTIVENESS OF TOURISM ON THE PRESIDENT OF "PRŠUTIJADE"

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***Abstract:** Events have a major impact in spreading the positive impression and image of Zlatibor as a tourist destination. On the tourist market Zlatibor is recognized as a destination that, in order to successfully develop tourism, organizes a large number of events, especially those related to tradition, culture, entertainment. One of the most significant events is now the traditional Prosciutto in Mačkat, which has a huge importance for the development of the meat industry, but also tourism in Zlatibor.*

Keywords: Events, events, Mačkat, Pršutijada

1. INTRODUCTION

Events represent various events, forms of representation and expression. Events are organized for a variety of reasons. Apart from entertainment and information, they provide numerous contributions to the community. Tourist events are pre-organized events that are able to attract visitors with their content and quality, regardless of some other tourist attractions that are near the venue of the event. Events are essentially important for connecting people in a diverse environment. They are an opportunity for the inhabitants of a certain area to socialize, enjoy, entertain during the year, without seasonal restrictions. Due to their diversity and dynamics, they have become popular as touristic events that globally attract a large number of visitors per year. In addition, organized events have a specific characteristic, that is, they remain memorable as a unique visitor experience. (<http://www.turizamiputovanja.com/manifestacioni-turizam/>).

The aim of this paper is to point out the motive of the creation and development of "Pršutijada", as one of the manifestations organized in the Zlatibor district. He then points out the organizational-technical activities that are necessary for organizing the event, as well as the consequences of his organization and measures for the promotion of this event.

1.1 First fair of praised products "Pršutijada"

Traditional "Pršutijada" is a fair of dry-cured products, which is held in the Zlatibor village of Mačkat, in the port of the church of Sv. Prophet Ilije in January, a weekend between Orthodox Christmas and the Orthodox New Year. It is organized with the goal of presenting dry products from Zlatibor and Užice region since 2001. The fairy-tale fair is, according to its massiveness and geographical origin, a part of the national manifestations.

The prosciutto lasts for three days and during this time the event is visited by over 15,000 visitors from the country and abroad. The opening of the event, in addition to visitors, media representatives are attended by a large number of officials from the local, regional and national levels.

1.2. The motive of the creation

The more massive gathering of people has contributed to the manifestation with involvement becoming a manifestation with presentation. Participants in the program differ from visitors, i.e. Those who accompany their programs with their presence. These types of events grow local importance and become part of the tourist offer. This contributes to higher tourist demand, which increases tourism turnover (Bjelac Ž., 2006, p. 16).

The first "Pršutijada" was held in 2001 in the church home in Mačkat and it was exclusively exhibiting character, when the best-rated cereals were exhibited, which was primarily one of the motives for organizing the event. Later, the popular "Pršutijada", due to the large number of exhibitors and audiences, also received a commercial character, products are sold at fair prices, which is a motive for further sustainability of events.

According to the ranking, goals and content of the program, all manifestations are divided into: local, regional, republic, national, national. The criteria for determining ranks are as follows: the geographical origin and the number of visitors, the significance, the amount of funds allocated for the ranking of the organization, the effects arising from

manifestations determined by the norms and rules set by the organizer, the geographical origin of the participants, and the content of the program of the event (Bjelac Ž., 2006, p. 18).

"Pršutijada" is economic in its content, but because it exhibits something characteristic for the gastronomy of the Zlatibor region, and ethnographic manifestation. In addition to the presentation and sale of dry-mixed products, the accompanying program consists of lectures in the field of rural development and cultural-artistic program, which is complementary to the basic content.

The geographical origin of the participants can also give us some indication. If the participants are from the venue, the events have a ranking of local. If they come from the region of maintenance, these are regional manifestations, those that gather participants from the territory of the state in which they are held are national and international ones. If a program based on customs, beliefs, economic and other achievements of the place, region of maintenance, state, and abroad, can also be made on the earlier given ranking. However, these individual divisions are inaccurate because they do not reflect the right state, although the organizers here give inadequate name. This is the case with a large number of economic, ethnographic, entertaining and historical events.

Observed from the perspective of the exhibitor, the popular "Pršutijada" is of a local character, but as the participants from the country and the region appear at the fair, it can be said that the mentioned event has shapes of regional character.

Mačkat as a village poor in land, pastures and arable land, and using the proximity of the city and the main road, as well as specific climatic conditions, has built recognition for meat products, of which the most famous are prosciutto and lamb roasting. Over time, this type of production has developed and raised to a higher level, so in Mačkat today there are over 20 registered producers of raw materials. At the same time, this production stimulates cattle farming, ie cultivating the tradition of cattle breeding of older cattle categories intended for ham production, which achieves the highest price in this product category in Serbia. As this way exceeds the frames of the Zlatibor region, it is clear that the sustainability of the production of ham, bacon and other raw materials exceeds the limits of local interest only.

Products exposed at the event:

1. Prosciutto (beef, sheep, pork)
2. Fermented sausages (tea, soups, kulen, budmies)
3. Dried bacon
4. Sheep litter
5. Swarms and other similar pork products (Figure 1).

One of the renowned companies based in Serbia is responsible for controlling the quality of the dry goods that are exhibited at the fair. In addition to the aforementioned dry products, other typical products (woolen items, wood products, dairy products, dried fruits, etc.) are exhibited, while in the church port there is a fair sale of various items (wardrobes, souvenirs, etc.).

The popular "Pršutijada" is an example of the good practice of manifested tourism, that is, it is necessary to emphasize that the manifestation from the exhibition was given a fair character.

2. ORGANIZATIONAL TECHNICAL ACTIVITIES

The state bodies that appear as organizers of manifestation tourism are mostly: Republic Ministries of Education, Culture, Science and Technology and Environmental Protection, for tourism. Public organizations such as the Chamber of Commerce, Cultural and Educational Communities, Professional and other non-governmental organizations, Tourism organizations also appear as the most common organizers. Organizations of certain events of a wider importance for the community have formed public organizations that care about organizing, such as the Dragon Kids Games, or the European Championship Basketball Championship, etc. Associated organizers, connected vertically, ie according to the ranking and horizontal, or joint organization of the same or similar professional associations, Business entities, by self-organization, by activities, as organizers and co-organizers of events or by associating similar or different economic activities. Women as organizers include a segment of crafts (small businesses) or businesses as part of private entrepreneurship. Infrastructure bodies with additional responsibilities also participate as supporting entities of the organization (Security Authorities, PTT, Communal, Health). Because of the favorable effects of each year occurs "fight" would co-organizers want the event possible subjects that give character to its core business (A. Andrejević, 2009.).

Organizers of the "Pršutijada" in the previous years:

1. Commodity producers from Mačkat
2. Church municipality Mačkat
3. PD for development of agriculture "Zlatiborski Eko Agrar" doo
4. Tourist Organization "Zlatibor"
5. Public Enterprise Cultural and Sports Center "Čajetina"

It should be noted that the initiative for this event came from the local community, specifically the commodity producers who wanted to improve the visibility of their products as well as the visibility of the village Mačkat. The

mentioned institutions recognized the initiative and actively participated in the activities necessary for the organization for years. All the mentioned organizers are interested parties in which it is in the interest of the event to be held and to continue work on improvement.



Picture 1: A range of raw materials that are exposed at the event



Picture 2: Call for Fair 2017 with the program and list of participants

Planning a particular event is always oriented to the future, which focuses on the goals and means of achieving them. Similar to any other process of problem solving, planning can be conceived as a series of steps that represent a systematic flow.

Given the fact that "Pršutijada" because of its massiveness by the number of visitors and because of its importance for the further sustainability of traditional production of dry-based products, its organization requires serious participation of all local institutions as well as individuals, Local producers. As the "Prussia" is held in the mentioned period, the reason for the timing of the event is exactly the one that is not fasting between the Orthodox Christmas and the Orthodox New Year, since the event begins on Friday and ends on Sunday, thus respecting the tradition and place where The event is held, the organizers decided that the event will be held during this time period and the maintenance time is pre-determined. Also, with this planned selection of the period of maintenance of the "Prussia", it can be concluded that in this case all interested parties are satisfied. In the first place, there are commodity producers, considering that in this period goods, that is, dry goods after the autumn preparations are ready for consumption, then take into account the place of maintenance (church ports) due to the weekend in which it is maintained. As this event is held during the winter tourist season and is included in the winter tourist offer, it is logical that local institutions that have direct and indirect benefit from tourism have taken an active part in the further improvement of the events (Čajetina Municipality, Tourist Organization "Zlatibor" and Dr.)

As this event takes place in the first half of January, the official organization starts in November of the current year and relates to technical activities at the venue and includes the following:

1. Exact date of event
2. Number of exhibitors
3. Renting a tent in the previous years was rented from the best bidder, while from 2016, the event is held in the purchased Salo baloon, which will be later said
4. Mode of maintenance of the tent, products, etc.
5. The manner of sampling and the selection of the institution for evaluating the products to be exhibited
6. Event program
7. Current activities (electricity, water, additional content, etc.)

It should be noted that, from the perspective of the exhibitors, "Pršutijada" is still of a local character, and the largest number of producers is from Mačkat, then from the neighboring village of Kačer and from other villages in the municipality Čajetina (Šljivovica, Golovo). Their role in the organization is reflected in the attendance at organizational meetings and the preparation of semi-finished products as well as by personal financial participation, that is, a registration that aims to have as their main initiators and content providers seriously understand the way of exhibiting and selling their products. Here it is necessary to add the participation of company "Zlatiborac" at this event, but their performance is exclusively exhibited, but certainly participation contributes to a stronger image of the event. As the company's headquarters in Mačkat, they are also viewed as part of a local community.

The registration fee has proven to be an example of good practice because in this case local producers become serious "teammates in the whole team", that is, they sell their products under, if I do not then agree with similar conditions, which primarily refers to the price. Local producers have been given freedom in terms of the look of the stand which must have the same dimensions as the others, the optimal length of the stand is 2, in order to visually at first glance fit with the whole ambience.

The “Pršutijada” event itself became sustainable in time, because by the year of 2016, the exhibitors themselves, with their personal financial participation, each year provided through the registration fee the funds for renting a tent, measuring 40x20 meters, in order to organize the event indoors.

In the previous years, the Orthodox church municipality of Mačkat played the main role of mediators between manufacturers and bidders regarding the chartering of a tent that is placed inside the church port, as well as the use of communal church infrastructure (electricity, water, toilet, etc.). Namely, as the producers were not united and, on the other hand, through their registration, they provided money for renting a tent, the church municipality, thanks to its administrative capacity, was the broker in charge of the same. Today, her role is reflected in the transfer of the church home as a place where other traditional products (wool, wood, dried fruit, etc.) are exhibited, as well as the distribution of places in the church port where the sale of various products is held. Also, the church home in Mačkat represents a gathering place for all other organizers.

The municipality of Čajetina as the umbrella institution uses its authority to synchronize the work of other public enterprises and institutions in order to complete their tasks according to their tasks and capacities.

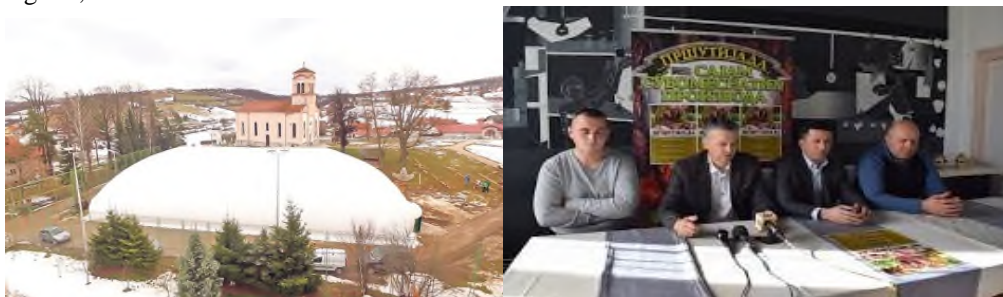
The company “Zlatibor eco agrar” with its administrative and human capacities actively participates all year round on the improvement of the dry matter products, both during the fair and in the preparation for it. Their main role is to provide support throughout the year through various educations, lectures in the field of food, agricultural production so that the mentioned products will achieve the best quality at the fair. Then, during the preparation for the fair, they are looking for the best appraisal house in the country, which would evaluate the quality of products in the best possible way and thus accelerate further production. This institution also provides lectures in the field of rural development, which are complementary to the entire manifestation.

Since 2016, the Cultural and Sports Center “Čajetina” has bought a mobile balloon hall for its own needs, which now serves as a place where “Pršutijada” is held in the same place, while during the school year it serves as a school for physical activities for children School age in Mačkat, and during the summer tourist season it is rented for various sports activities.

Activities of the Cultural and Sports Center “Čajetina” for the needs of “Pršutijada” organization:

1. Installation and disassembly of the balloon sale (picture 3).
2. Communal equipping balloon sale
3. Staff duty during the fair
4. Leadership program
5. Music program
6. Availability of necessary vehicles for transporting people, necessary equipment for music program, etc.
7. Organization of a cultural and artistic program

Other public companies of the Municipality of Čajetina, Municipal Public Enterprise “Vodovod” and Utility Public Company “Zlatibor” are not directly involved in the organization, but their activities are reflected in the maintenance and cleaning of roads, parking places, etc., because in most cases snow is an inevitable aggravating time factor. Also, their activities continue in the period after the manifestation when it is necessary to clean the whole area and take away the trash. Here, it is necessary to mention the role of the primary school “Milivoje Borovic” in Mačkat, which provides its classrooms for lectures in the field of rural development, for the accommodation of participants in the cultural and artistic program, as well as the transfer of toilets.



Picture 3. The look of a balloon sale in Mačkat **Picture 4.** Press conference at the Tourist Organization Zlatibor

From the attached facts, it can be concluded that each institution has its own responsibilities during the preparation and during the duration of the fair. Also, if we take into consideration the marketing activities of the Tourist Organization “Zlatibor”, it can be said that the marketing preparations for “Pršutijada” last throughout the year.

2.1. Marketing activities

The role of the Tourist Organization “Zlatibor” is reflected in the marketing activities throughout the year related to the Fair of Semi-finished products, which include:

1. Promoting events at tourism fairs and other similar events
2. Organization of the thematic conference for journalists on the Fair of Container Products (Figure 4)
3. Print propaganda material and further media advertising events

Tourist Organization "Zlatibor" organizes a press conference for representatives of local, regional and national media in its premises several days before the beginning of the fair with the aim of presenting it, taking into account the previous ones as expectations about the number of exhibitors, visitors, exhibition prices, At this conference, in addition to the organizers, It is a practice to be attended by producers mainly winners of the previous "Prussia" which exhibit products that can normally be seen at the fair.

On the basis of the facts outlined, it comes to the conclusion that "Pršutijada" is a serious event whose organization involves the work of several institutions and persons. Based on the research on whether there is one person who would be the leader or manager of the event, it was concluded that the Tourist Organization "Zlatibor" and PD "Zlatiborski eko agrar" are the largest bearers of planning and other activities. Exactly employees from these institutions represent persons "on the ground" or permanently present representatives of institutions at the event that are present all three days of the fair. TOZO also concludes its Final Benefit for the needs of the appraisal committee accommodation, media representatives and other important actors for the organization of the fair.

Table 1: Table manifestation of cost of manifestation in Euros for 2017 year

	Description of activity	Unit	Number of units	The price	In total	PD Organization for Agricultural Development "Zlatibor ecoagriculture"	SWG	Private, Vladine, Institutions, NGO Institutions Tourist Organization
1.	Expected result 1 (Brief Description of the expected results): Promotion Pršutijada							
1.1.	Graphs cal design, printing, editing and rental of billboards	Kom	4	330	1,320.00	0.00	1,320.00	0.00
1.2.	Graphs cal design and print flyers	Kom	500	0.5	250.00	250.00	0.00	0.00
1.3.	Graphs cal design and printing of posters	Kom	70	1.00	70.00	70.00	0.00	0.00
1.4.	Graphs cal design and printing invitations	Kom	50	1.00	50.00	50.00	0.00	0.00
1.5.	Graphs cal design and print tickets for the prize draw	Kom	1000	0.08	80.00	80.00	0.00	0.00
1.6.	Graphs cal design and printing of thanks and plaques	Kom	5	10.00	50.00	50.00	0.00	0.00
1.7.	Honor for promoters	Day	4	20.00	80.00	0.00	80.00	0.00
	Total for Activity 1				1,900.00	500.00	1,400.00	0.00
2.	Expected result 2 (brief description of the expected results): The technical organization of the event							
2.1.	Extensive costs of renting mobile toilets	Kom	2		400.00	0.00	0.00	40 12:00
	Total for Activity 2				400.00	0.00	0.00	400.00
3.	Other expenses Skov							
3.1.	The fee for the lectures if the field of rural development	lectures and	2		400.00	0.00	400.00	0.00
3.2.	Tro Skov food and accommodation for assessors	Evaluator cha	2		100.00	0.00	100.00	0.00
3.3.	Tro Skov music program				120.00	0.00	0.00	120.00
3.4.	Extensive costs of food and beverages for the media				300.00	0.00	300.00	0.00
3.5.	Bosnia and Herzegovina and Montenegro				300.00	0.00	300.00	0.00
3.6.	Tro Skov lease booth for guests from Bosnia and Herzegovina and Montenegro	Kom	1		250.00	0.00	250.00	0.00
	Total for other extensive costs				1,470.00	0.00	1,350.00	120.00
	Total 1 + 2 + 3				4,070.00	500.00	2,750.00	520.00

Source: TO Zlatibor

From Table 1. You can see the individual costs for each activity that has been realized in 2015. The attached one shows that almost one-third of the costs refer to advertising costs while the other costs relate to the realization of the event itself in, as well as the activities that are necessary for the maintenance of the manifestation, for example, Such as food and accommodation costs and accommodation for appraisers, exhibitors from the region, costs of food for the media, etc. The table also shows the direct financial participation of the Tourist Organization "Zlatibor" and PD "Zlatiborski eko agrar".

3. CONSEQUENCES OF ORGANIZING MANIFESTATION

With the organized local producers' performance, the greater competitiveness of domestic products has been achieved, the quality and continuity of the gastronomic offer has been created. These products as an added value contribute to a better image of the tourist offer of Zlatibor and the municipality of Čajetina. By organizing the "Pršutijada", exhibiting and selling of dry-mixed products, it contributes to the further preservation of meat production and processing in a traditional way (drying and smoking of meat on wood), since the organized production of dry-cured products in Mačkat dates back to the 19th century.

As well as for travelers, Mačkat imposed itself as a well-known destination for tourists visiting Zlatibor, the inhabitants have soon realized the possibility and started developing rural tourism. We offer accommodation in typical rural huts and huts, and there are also several households that kindly host tourists in their homes. So in Mačkat there are categorized rural tourist households that also work all year round and should also be added that their accommodation capacities during the fair are filled. Currently, in Mačkat there are three categorized rural tourist households with total accommodation capacity of 34 beds, which is a good indicator that Mačkat can receive an organized tourist group with a motive for the fair or some other. For today's social and economic development of the Mačkat village, it can be said that it is a direct consequence of the family firms that produce the aforementioned dry goods, and then the organization of Pršutijada for the first time in 17 years. Viewed from the aspect of tourism, traditional dry-craft production and the "Pršutijada" itself have created yet another tourist product that does not give a small contribution to the local community in Mačkat, where the Tourist Organization "Zlatibor" is active, which organizes excursions to households with their capacities The production of semi-finished products in a traditional manner. The excursion is optional and includes a visit to a particular household, product tasting and lunch, and as an out-of-house visit, this is a purchase of these delicacies and other items (items of wool, brandy, cheese and kajmak, honey etc.).

3.1. Development of a material base

It mentions new tourist products, and when the development of the material base of rural tourism in terms of accommodation is added, it is concluded that "Pršutijada" was the remaining locomotive of the tourist development of the destination Mačkat. In addition to this, it should be added that, among other things, the village tourist household "Šopalović", besides tourists who come to Mačkat for rest, has capacities that are able to accept a smaller group and a frequent target group are business people who are held here for their needs smaller Seminars and lectures.



Picture 5. Visitors to the 2017 Fair



Picture 6. Village tourist household "Šopalović" in Mačkat

In the neighboring village of Kačer, there is a "Zarić" degustation center within the family company "Max Zara" which deals with the production of raw materials, and the place itself for tasting is also one of the products produced as a result of "Pršutijada". Regional Development Agency "Zlatibor" from Užice, within its PSD program (Private Sector Development Program in Western Serbia), recognized local capacities and nipped a program of degustation centers in

the area of the tourist region "Western Serbia". One of them is steaming in Kačer. Since it is a household in the village of Kacer, which is 5 km away from the center of Mačkat, it does not diminish the value of Mačkat's potential. The members of the family Zarić from Kačer are the winners of Pršutijade and the readiness of this family for further cooperation, therefore it is equipped with a reception hall and reception of organized tourist groups as well as individual tourists, as well as a place for sale of dry-mixed products. The hosts are satisfied with the visit and the price per person for the organized tourist groups is 500.00 rsd, which includes one drink and a certain weight of the cream products. As part of the existing material base from the aspect of catering facilities for food, today there are 8 catering facilities (taverns and restaurants) in Mačkat, of which 6 are active, which have developed their services long before the establishment of "Pršutijada".

4. PROPOSAL OF MEASURES FOR IMPROVEMENT

Considering that "Pršutijada" has become visible not only in the country but also in the region, and when the developed material base of tourism in Mačkat is added, it is concluded that this event represents an exceptional potential for further development of tourism, and especially rural tourism in the territory of the municipality of Čajetina and Therefore, the total tourist offer of the destination Zlatibor. It was noticed that until now the arrival of a tourist group from another city in the country or region during the fair was not organized, apart from tourists who are staying in Zlatibor at this time.

In this regard, the organizers in cooperation with the Tourist Organization "Zlatibor" or the receptive tourist agencies that exist in Zlatibor can do a lot on this issue, or organize the arrival of a group from another city from the country or region. The realization of the proposal would contribute to the increase of visitors, thus spending on the manifestation and further visibility of the village of Mačkat.

5. CONCLUSION

To organize a particular event, it is necessary to analyze the tourist potentials (natural and / or anthropogenic) that can serve as the basis for organizing a specific thematic event. The initiative for organizing events must be provided by local communities and all of its capacities. Their synergic action is a prerequisite for successful organization of the event. In order to make a certain event, that is, all preparations, ongoing and final activities, institutional cooperation is needed from any local or regional institution that can contribute to the success of the event itself with its physical, administrative and human capacities.

The fairy-tale Fair "Pršutijada" has long overcome local organizational capacities because the local institutions recognized the significance of the event itself and thus recognized its further development. One can notice the active role of the Tourist Organization "Zlatibor" which contributes to the visibility of the event throughout the entire year, while on the other hand, PD for the development of agriculture "Zlatiborski eko agrar" works throughout the year to further the products that are being exhibited at the event.

"Pršutijada" is an example of good practice in the region that shows that a small exhibition has grown into a serious fair, which on the other hand has brought several positive effects to the local community of Mačkat.

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