

ISTRAŽIVANJE ZADOVOLJSTVA LOKALNE ZAJEDNICE MANIFESTACIJOM MEĐUNARODNI VRNJAČKI KARNEVAL¹

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Apstrakt

Međunarodni Vrnjački karneval je manifestacija koja se već 15 godina organizuje u Vrnjačkoj Banji. Kao manifestacija koja okuplja veliki broj turista i posetilaca, pored pozitivnih uticaja koji nastaju usled njenog održavanja, treba obratiti pažnju i na stepen zadovoljstva lokalnog stanovništva Vrnjačke Banje zbog njenog održavanja, što je i cilj ovog rada. Pored toga, u radu je ispitano postojanje statistički značajne razlike u stepenu zadovoljstva lokalnog stanovništva zbog održavanja ove manifestacije u zavisnosti od različitih socio-demografskih karakteristika. Primenjen je metod ispitivanja na uzorku od 300 ispitanika. Za obradu prikupljenih odgovora ispitanika, korišćene su deskriptivna statistička analiza, t-test nezavisnih uzoraka i jednofaktorska analiza varijanse (ANOVA). Rezultati istraživanja pokazali su da postoji statistički značajna razlika u stepenu zadovoljstva zbog održavanja manifestacije Vrnjački Karneval između ispitanika različitog pola kao i da na stepen zadovoljstva ispitanika utiče profesionalni status, dužina stanovanja u Vrnjačkoj Banji i povezanost posla ispitanika sa turizmom.

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Uvod

Turizam je jedan od faktora rasta svetske ekonomije, značajan faktor deviznog priliva i izvor dodatne vrednosti nerazvijenih područja. Važnost turizma se posmatra ne samo kroz njegove ekonomske pokazatelje i uticaje, već i kroz kulturne, obrazovne, zdravstvene i ostale potrebe turista i domaćeg stanovništva (Krejić, et al., 2017). Turizam doprinosi upoznavanju različitih kultura, stilova života i boljem razumevanju različitih ljudi (Podovac, et al., 2019). Jedna od glavnih karakteristika turizma je masovnost, odnosno veliki broj učesnika u turističkim putovanjima, zbog čega dolazi do degradacije životne sredine turističkih destinacija (Hrabovski Tomić, Milićević, 2012). Masovna turistička putovanja dovela su do uništavanja prostora, derogiranja prirodnog ambijenta i prirodne atraktivnosti, komercijalizacije kulturno-istorijskog nasleđa, zatamljavanja antropoloških specifičnosti, izvornosti, distinktivnosti i unikatnosti (Bakić, 2008). Bez strategijskog planiranja i upravljanja, turizam može naneti velike štete okruženju destinacije i izazvati društvene i kulturne sukobe u lokalnoj zajednici (UNWTO, 2007). Strategijski pristup poslovanju zahteva pažljivo razmatranje raspoloživih strategija i donošenje pravovremenih odluka (Krstić, Krstić, 2016). U tom smislu, važno je proaktivno planirati ponudu destinacija. Posebnu pažnju treba usmeriti na manifestacije, jer one mogu privući veliki broj turista i posetilaca.

Manifestacije beleže značajan rast u turističkoj industriji (Li, Petrick, 2006; Collins, Cooper, 2017). Organizovanje manifestacija sve češće se koristi kao efikasno promotivno sredstvo turističke destinacije. Međutim, pitanje koje poslednjih godina privlači naučnu pažnju, jeste koliko manifestacije mogu da doprinesu privrednom i društvenom razvoju destinacije (Fourie, Santana-Gallego, 2011; Chen, et al., 2019), zbog čega ih pre njihovog uključivanja u turističku ponudu destinacije treba pažljivo planirati. S druge strane, prilikom planiranja razvoja turizma neophodno je uključiti lokalno stanovništvo, jer oni uživaju u pozitivnim i trpe negativne uticaje turizma (Bosselman et al., 1999). Takođe, antagonizam kod lokalnog stanovništva u vezi razvoja turizma se može javiti ukoliko menadžment turističke destinacije zanemari njihove stavove prilikom planiranja turizma (Olya, Gavilyan 2017).

Cilj ovog rada je da istraži stepen zadovoljstva lokalnog stanovništva Vrnjačke Banje zbog održavanja turističke manifestacije Međunarodni Vrnjački

karneval, i da li postoji statistički značajna razlika u stepenu zadovoljstva u zavisnosti od različitih socio-demografskih karakteristika lokalnog stanovništva. Međunarodni Vrnjački karneval je jedna od najmasovnijih turističkih manifestacija Vrnjačke Banje. Organizuje se svake godine u julu mesecu i traje sedam dana. Program manifestacije obuhvata međunarodnu karnevalsku povorku, dečiju povorku, koncerte, predstave i izložbe. Ona okupi preko 200.000 turista i posetilaca (Vrnjački karneval, 2020).

Pregled literature

Naučna istraživanja pokazuju da usled brojnih pozitivnih, pre svega ekonomskih i socio-kulturnih uticaja turizma, lokalno stanovništvo destinacija podržava razvoj turizma (Gursoy, Rutherford, 2004), kao i održavanje turističkih manifestacija (Gursoy, Kendall 2006; Twynam, Johnston, 2004). Podrška lokalnog stanovništva je izuzetno značajna za razvoj turizma, konkurentnost i održivost destinacija (Woo, et al., 2018). Njihova podrška organizaciji manifestacija se ogleda kroz pružanje različitih usluga, koje mogu biti i volonterskog karaktera, ali i kroz direktan kontakt sa turistima, posetiocima i ostalim stakeholderima (Jones, 2001).

Pored istraživanja o tome u kojoj meri razvoj turizma utiče na kvalitet života lokalnog stanovništva destinacije (Choi, Sirakaya, 2005; Uysal, et al., 2012), postoje istraživanja koja su analizirala uticaj koji manifestacije imaju na kvalitet života lokalnog stanovništva i na njihovo sveukupno zadovoljstvo (Kaplanidou, et al., 2013; Jepson, et al., 2019; Scholtz, 2019). Kako Andrews i Leopold (2013) ističu, jedan od ključnih doprinosa turističkih manifestacija lokalnom stanovništvu je stvaranje osećaja zajedništva i pripadnosti kroz njihovo okupljanje i učestvovanje u različitim zajedničkim aktivnostima. Istraživanje o uticaju turizma i manifestacija na život lokalnog stanovništva u Vinčesteru (Ujedinjeno Kraljevstvo) pokazalo je da je lokalno stanovništvo veoma zadovoljno razvojem turizma i manifestacija jer podržavaju i podstiču lokalnu kulturu, lokalnu ekonomiju i zaposlenost (S raphin, et al., 2018). Komparativna analiza uticaja muzičkih manifestacija na kvalitet života ljudi koji žive u Srbiji i Mađarskoj, ukazala je da stanovništvo ovih zemalja ima znatno više pozitivnih nego negativnih socio-kulturnih efekata od održavanja manifestacija (Pavluković, et al., 2019).

Lokalno stanovništvo treba da bude povezano sa turističkim aktivnostima i da učestvuje u ispravnoj raspodeli ekonomskih, društvenih i kulturnih koristi koje one stvaraju, a posebno u direktnom i indirektnom zapošljavanju koje proizilazi iz njih (Cvijanović, et al., 2018). Stoga, treba ih podsticati da uzmu učešće u organizaciji manifestacija, ali i da im prisustvuju, jer to dodatno utiče

na njihovo zadovoljstvo održavanjem manifestacijama (Yürük, et al., 2017). S druge strane, koliko će lokalno stanovništvo učestvovati u turističkim aktivnostima zavisi i od njihovih različitih socio-demografskih karakteristika (Jaafar, et al., 2017). U literaturi se mogu naći radovi brojnih autora, koji navode faktore koji utiču na zadovoljstvo lokalnog stanovništva razvojem turizma u destinaciji. Ti faktori uključuju: pol, starost i nivo obrazovanja stanovnika (Andereck, Nyupane, 2011; Jaafar, et al., 2017), udaljenost domova lokalnog stanovništva od centralne turističke zone u destinaciji (Jurowski, Gursoy, 2004), dužina stanovanja lokalnog stanovništva u destinaciji (Allen, et al., 1988), ekonomsku zavisnost lokalnog stanovništva od turizma (Woo, et al., 2018), itd.

Brojne studije su otkrile da lokalni stanovnici, koji zavise od turizma ili imaju veći nivo ekonomske dobiti i lične koristi od turizma, pokazuju veće zadovoljstvo u vezi razvoja turizma u odnosu na ostale stanovnike destinacije (Sirakaya, et al., 2002; Andereck, et al., 2005; Woo, et al., 2018). Dakle, što veće prihode lokalno stanovništvo ostvaruje zahvaljujući turizmu, manje će im smetati negativni uticaji turizma (Caneday, Zeiger, 1991). Najznačajniji faktor koji utiče da lokalno stanovništvo bude zadovoljno razvojem turizma u destinaciji je ekonomska korist koju oni imaju zahvaljujući turizmu (Akis, et al., 1996).

Zamani-Farahani i Musa (2008) su sprovedli istraživanje o stavovima lokalnih stanovnika prema razvoju turizma u gradu Masooleh u Iranu, čija se istorijska nalazišta nalaze na UNESCO listi svetske baštine. Rezultati te studije pokazali su da 83,6% ispitanika podržava razvoj turizma. Ova podrška rezultat je činjenice da je 50% ispitanika navelo da je njihov posao povezan sa turizmom.

Metodologija istraživanja

Kako bi se ispitao stepen zadovoljstva lokalnog stanovništva Vrnjačke Banje zbog održavanja manifestacije Međunarodni Vrnjački karneval, kao i razlika u stepenu zadovoljstva lokalnog stanovništva različitih socio-demografskih karakteristika, u radu su postavljene sledeće hipoteze:

- H1: Lokalno stanovništvo Vrnjačke Banje iskazuje zadovoljstvo zbog održavanja manifestacije Međunarodni Vrnjački karneval.
- H2: Postoji statistički značajna razlika u stepenu zadovoljstva lokalnog stanovništva različitog pola zbog održavanja manifestacije Međunarodni Vrnjački karneval.
- H3: Postoji statistički značajna razlika u stepenu zadovoljstva lokalnog stanovništva različitog starosnog doba zbog održavanja manifestacije Međunarodni Vrnjački karneval.

- H4: Postoji statistički značajna razlika u stepenu zadovoljstva lokalnog stanovništva različitog obrazovanja zbog održavanja manifestacije Međunarodni Vrnjački karneval.
- H5: Profesionalni status lokalnog stanovništva Vrnjačke Banje utiče na stepen njihovog zadovoljstva zbog održavanja manifestacije Međunarodni Vrnjački karneval.
- H6: Lokacija stanovanja na teritoriji opštine Vrnjačke Banje utiče na stepen zadovoljstva lokalnog stanovništva zbog održavanja manifestacije Međunarodni Vrnjački karneval.
- H7: Dužina stanovanja na teritoriji opštine Vrnjačka Banja utiče na stepen zadovoljstva lokalnog stanovništva zbog održavanja manifestacije Međunarodni Vrnjački karneval.
- H8: Lokalno stanovništvo, čiji je posao povezan sa turizmom, pokazuje veći stepen zadovoljstva zbog održavanja manifestacije Međunarodni Vrnjački karneval.

Za potrebe sprovođenja empirijskog istraživanja o stepenu zadovoljstva lokalnog stanovništva Vrnjačke Banje zbog održavanja manifestacije Međunarodni Vrnjački karneval, korišćen je metod ispitivanja. Podaci, koji su analizirani u radu, prikupljeni su uz pomoć anketnog upitnika. Anketni upitnik obuhvata 8 pitanja, koja su podeljena na dva dela. Prvi deo upitnika obuhvata 4 pitanja, koja se odnose na osnovne socio-demografske karakteristike ispitanika (pol, starost, nivo obrazovanja i profesionalni status). U drugom delu upitnika su postavljena pitanja o lokaciji i dužini stanovanja ispitanika na teritoriji opštine Vrnjačka Banja. Takođe su u ovom delu upitnika ispitanicima postavljena pitanja o povezanosti njihovog posla sa turizmom i o stepenu njihovog zadovoljstva zbog održavanja manifestacije Međunarodni Vrnjački karneval. Na pitanje o stepenu zadovoljstva ispitanici su davali odgovore uz pomoć Likertove petostepene merne skale (1=U potpunosti sam nezadovoljan, 5=U potpunosti sam zadovoljan).

Istraživanje je izvršeno u periodu od 01.08. do 31.08.2019. godine slanjem anketnog upitnika na e-mail adrese potencijalnih ispitanika. Na samom početku ispitanici su davali odgovor na pitanje da li žive na teritoriji opštine Vrnjačka Banja. Na taj način je sa sigurnošću utvrđeno da su anketirani isključivo ljudi koji žive na teritoriji ove opštine i pripadaju ciljnoj grupi ispitanika. Anketni upitnik je poslat na 361 e-mail adresu od čega se 300 ispitanika (83,1%) izjasnilo da živi na teritoriji opštine Vrnjačka Banja, pa su u daljem istraživanju analizirani samo njihovi odgovori. Ukoliko je ispitanik dao odgovor da ne živi na teritoriji ove opštine, link upitnika dalje nije bio dostupan za popunjavanje.

Rezultati istraživanja i diskusija

U istraživanju stepena zadovoljstva lokalnog stanovništva Vrnjačke Banje zbog održavanja manifestacije Međunarodni Vrnjački karneval, učestvovalo je 189 ispitanika ženskog pola (63%) i 111 ispitanika muškog pola (37%). U uzorku su najzastupljeniji ispitanici starosti od 20 do 30 godina (121 ispitanik ili 40,3%). Najveći broj ispitanika ima završen Fakultet i to 101 ispitanik (33,7%). Najveći broj ispitanika je u radnom odnosu i to 211 ispitanika (70,3%) (*Tabela 1*).

Tabela 1. Socio-demografske karakteristike ispitanika (n=300)

Karakteristike	Apsolutne frekvencije	Procenat (%)
Pol		
Muški	111	37
Ženski	189	63
Godine starosti		
20-30	121	40,3
31-40	98	32,7
41-50	49	16,3
51-60	22	7,3
> 60	10	3,3
Nivo obrazovanja		
Srednja škola	98	32,7
Viša škola	39	13
Fakultet	101	33,7
Master studije	56	18,7
Doktorske studije	6	2,0
Radni status		
Nezaposlen	37	12,3
Zaposlen	211	70,3
Student	42	14,0
U penziji	10	3,3
Ukupno	300	100,0

Napomena: Proračun autora na bazi analize podataka u SPSS 23.00.

Najveći broj se izjasnio da živi u neposrednoj blizini centra Vrnjačke Banje (156 ispitanika, odnosno 52%). Kada je reč o dužini stanovanja u Vrnjačkoj Banji, 84 ispitanika (28%) izjasnilo se da živi na teritoriji ove opštine između 20 i 30 godina. Na pitanje o tome da li je posao kojim se bave povezan sa turizmom, najveći broj ispitanika (132 ispitanika, tj. 44%) dao je potvrđan odgovor. Od ukupnog broja ispitanika, 123 ispitanika (41%) izjasnilo se da je zadovoljno što se ova manifestacija organizuje u Vrnjačkoj Banji, dok je 47 (15,7%) ispitanika u potpunosti zadovoljno (*Tabela 2*).

Tabela 2. Deskriptivna statistička analiza odgovora ispitanika (n=300)

Karakteristike	Apsolutne frekvencije	Procenat (%)
Lokacija stanovanja na teritoriji opštine Vrnjačke Banje		
U centru	50	16,7
U neposrednoj blizini centra	156	52
Na periferiji opštine	46	15,3
U obližnjem selu	48	16
Karakteristike	Apsolutne frekvencije	Procenat (%)
Dužina stanovanja na teritoriji opštine Vrnjačke Banje		
Do 5 godina	38	12,7
5-10 godina	21	7
10-20 godina	36	12
20-30 godina	84	28
30-40 godina	70	23,3
Više od 40 godina	51	17
Povezanost posla ispitanika sa turizmom		
Da	132	44
Ne	110	36,7
Delimično	58	19,3
Stepen zadovoljstva ispitanika zbog održavanja manifestacije Vrnjački Karneval		
U potpunosti sam nezadovoljan	42	14
Nezadovoljan	48	16
Nemam mišljenje o tome	40	13,3
Zadovoljan	123	41
U potpunosti sam zadovoljan	47	15,7
Ukupno	300	100,0

Napomena: Proračun autora na bazi analize podataka u SPSS 23.00.

Hipoteza H2 o postojanju statistički značajne razlike u stepenu zadovoljstva lokalnog stanovništva različitog pola zbog održavanja manifestacije Međunarodni Vrnjački karneval, proverena je primenom t-testa nezavisnih uzoraka. Imajući u vidu da je nivo značajnosti, koji iznosi 0.001, manji od 0.05, može se zaključiti da je hipoteza H2 prihvaćena. Ispitanici ženskog pola pokazuju nešto veći stepen zadovoljstva zbog održavanja manifestacije Međunarodni Vrnjački karneval ($M=3.47$) u odnosu na ispitanike muškog pola ($M=2.97$) (Tabela 3).

Tabela 3. Rezultati t-testa nezavisnih uzoraka: Stepen zadovoljstva ispitanika različitog pola zbog održavanja manifestacije Međunarodni Vrnjački karneval

Faktor	Levenov test jednakosti varijanse		t-test za jednakost srednjih vrednosti		
	F statistika	Sig.	t-vrednost	Broj stepeni slobode	Nivo značajnosti
Stepen zadovoljstva ispitanika različitog pola zbog održavanja manifestacije Međunarodni Vrnjački karneval	.825	.364	-3.226	298	.001
			-3.198	224.489	.002

Napomena: Proračun autora na bazi analize podataka u SPSS 23.00.

Cilj primene analize varijanse ANOVA je da se utvrdi da li socio-demografske karakteristike ispitanika utiču na stepen njihovog zadovoljstva održavanjem manifestacije Međunarodni Vrnjački karneval. Kao zavisna varijabla definisan je stepen zadovoljstva ispitanika zbog održavanja manifestacije Međunarodni Vrnjački karneval, dok su nezavisne varijable socio-demografske karakteristike ispitanika (starost, nivo obrazovanja, profesionalni status, lokacija stanovanja i dužina stanovanja na teritoriji opštine Vrnjačka Banja) kao i povezanost posla ispitanika sa turizmom.

Tabela 4. Rezultati ANOVA testa: Stepen zadovoljstva ispitanika različitog starosnog doba zbog održavanja manifestacije Međunarodni Vrnjački karneval

Faktor	Suma kvadrata odstupanja	Suma kvadrata	Broj stepeni slobode	Ocena varijanse	F statistika	Nivo značajnosti
Stepen zadovoljstva ispitanika različitog starosnog doba zbog održavanja manifestacije Međunarodni Vrnjački karneval	Između grupa	15.341	4	3.835	2.320	.057
	Unutar grupa	487.576	295	1.653		
	Ukupno	502.917	299			

Napomena: Proračun autora na bazi analize podataka u SPSS 23.00.

Analizom varijanse ispitana je tačnost hipoteze H3, koja pretpostavlja da postoji statistički značajna razlika u stepenu zadovoljstva lokalnog stanovništva različitog starosnog doba zbog održavanja manifestacije Međunarodni Vrnjački karneval. S obzirom da je nivo značajnosti, koji iznosi 0.328 veći od 0.05, utvrđeno je da ne postoji statistički značajna razlika u stepenu zadovoljstva lokalnog stanovništva različitog starosnog doba zbog održavanja manifestacije Međunarodni Vrnjački karneval čime je hipoteza H3 odbačena (Tabela 4).

Analiza varijanse ANOVA korišćena je da se ispita tačnost hipoteze H4 o postojanju statistički značajne razlike u stepenu zadovoljstva lokalnog stanovništva različitog obrazovanja zbog održavanja manifestacije Međunarodni Vrnjački karneval. Nivo značajnosti, čija je vrednost 0.328 veća od 0.05 ukazuje na nepostojanje statistički značajne razlike u stepenu zadovoljstva lokalnog stanovništva različitog obrazovanja zbog održavanja manifestacije Međunarodni Vrnjački karneval čime je H4 odbačena (*Tabela 5*).

Tabela 5. Rezultati ANOVA testa: Stepenu zadovoljstva ispitanika različitog obrazovanja zbog održavanja manifestacije Međunarodni Vrnjački karneval

Faktor	Suma kvadrata odstupanja	Suma kvadrata	Broj stepeni slobode	Ocena varijanse	F statistika	Nivo značajnosti
Stepenu zadovoljstva ispitanika različitog obrazovanja zbog održavanja manifestacije Međunarodni Vrnjački karneval	Između grupa	7.799	4	1.950	1.162	.328
	Unutar grupa	495.118	295	1.678		
	Ukupno	502.917	299			

Napomena: Proračun autora na bazi analize podataka u SPSS 23.00.

Analiza varijanse ANOVA je takođe primenjena kako bi se ispitala tačnost hipoteze H5, odnosno da li profesionalni status lokalnog stanovništva Vrnjačke Banje utiče na stepen njihovog zadovoljstva zbog održavanja manifestacije Međunarodni Vrnjački karneval. Na osnovu analize varijanse, čiji je nivo značajnosti 0.04 manji od 0.05, može se zaključiti da profesionalni status ispitanika utiče na stepen njihovog zadovoljstva zbog održavanja manifestacije Međunarodni Vrnjački karneval, odnosno da je hipoteza H5 potvrđena (*Tabela 6*). Rezultat Post Hoc testa pokazao je da su statistički značajne razlike prisutne kod ispitanika koji su se izjasnili da su u radnom odnosu ($M=3.15$) i ispitanika koji imaju status studenata ($M=3.86$).

Tabela 6. Rezultati ANOVA testa: Stepenu zadovoljstva ispitanika različitog profesionalnog statusa zbog održavanja manifestacije Međunarodni Vrnjački karneval

Faktor	Suma kvadrata odstupanja	Suma kvadrata	Broj stepeni slobode	Ocena varijanse	F statistika	Nivo značajnosti
Stepenu zadovoljstva ispitanika različitog profesionalnog statusa zbog održavanja manifestacije Međunarodni Vrnjački karneval	Između grupa	22.539	3	7.513	4.629	.004
	Unutar grupa	480.378	296	1.623		
	Ukupno	502.917	299			

Napomena: Proračun autora na bazi analize podataka u SPSS 23.00.

Za potrebe testiranja hipoteze H6, rezultat ANOVA testa pokazao je nivo značajnosti 0.233, koji je veći od 0.05 čime je dokazano da lokacija stanovanja ispitanika na teritoriji opštine Vrnjačke Banje ne utiče na stepen zadovoljstva lokalnog stanovništva zbog održavanja manifestacije Međunarodni Vrnjački karneval, odnosno da je hipoteza H6 odbačena (*Tabela 7*).

Tabela 7. Rezultati ANOVA testa: Stepen zadovoljstva ispitanika zbog održavanja manifestacije Međunarodni Vrnjački karneval u zavisnosti od lokacije stanovanja na teritoriji opštine Vrnjačke Banje

Faktor	Suma kvadrata odstupanja	Suma kvadrata	Broj stepeni slobode	Ocena varijanse	F statistika	Nivo značajnosti
Stepen zadovoljstva ispitanika zbog održavanja manifestacije Međunarodni Vrnjački karnevalu zavisnosti od lokacije stanovanja na teritoriji opštine Vrnjačke Banje	Između grupa	7.196	3	2.399	1.432	.233
	Unutar grupa	495.721	296	1.675		
	Ukupno	502.917	299			

Napomena: Proračun autora na bazi analize podataka u SPSS 23.00.

Rezultat analize varijanse ANOVA, koji je pokazao nivo značajnosti 0.036 manji od 0.05, potvrdio je tačnost hipoteze H7, odnosno da dužina stanovanja ispitanika na teritoriji opštine Vrnjačka Banja utiče na stepen zadovoljstva lokalnog stanovništva zbog održavanja manifestacije Međunarodni Vrnjački karneval (*Tabela 8*).

Tabela 8. Rezultati ANOVA testa: Stepen zadovoljstva ispitanika zbog održavanja manifestacije Međunarodni Vrnjački karneval u zavisnosti od dužine stanovanja na teritoriji opštine VrnjačkaBanja

Faktor	Suma kvadrata odstupanja	Suma kvadrata	Broj stepeni slobode	Ocena varijanse	F statistika	Nivo značajnosti
Stepen zadovoljstva ispitanika zbog održavanja manifestacije Međunarodni Vrnjački karnevalu zavisnosti od dužine stanovanja na teritoriji opštine Vrnjačka Banja	Između grupa	19.903	5	3.981	2.423	.036
	Unutar grupa	483.014	294	1.643		
	Ukupno	502.917	299			

Napomena: Proračun autora na bazi analize podataka u SPSS 23.00.

Uvidom u rezultate Post Hoc testa, utvrđeno je da postoje statistički značajne razlike u stepenu zadovoljstva zbog održavanja manifestacije Međunarodni Vrnjački karneval kod ispitanika koji u Vrnjačkoj Banji žive do 5 godina ($M=3.82$) i onih ispitanika, koji žive u Vrnjačkoj Banji od 30 do 40 godina ($M=2.96$).

Tačnost hipoteze H8, koja glasi: Lokalno stanovništvo, čiji je posao povezan sa turizmom, pokazuju veći stepen zadovoljstva zbog održavanja manifestacije Međunarodni Vrnjački karneval je proverena analizom varijanse ANOVA. S obzirom da je nivo značajnosti 0.024 manji od 0.05, može se konstatovati da postoji statistički značajna razlika između stepena zadovoljstva ispitanika zbog održavanja manifestacije Međunarodni Vrnjački karneval u zavisnosti od povezanosti njihovog posla sa turizmom (*Tabela 9*). Uvidom u rezultate Post Hoc testa, utvrđeno je da statistički značajne razlike u stepenu zadovoljstva održavanjem manifestacije Međunarodni Vrnjački karneval postoje kod onih ispitanika koji su se izjasnili da se bave poslom koji je u potpunosti povezan sa turizmom ($M=3.48$) i ispitanika koji su se izjasnili da se bave poslom koji je delimično povezan sa turizmom ($M=2.93$).

Tabela 9. Rezultati ANOVA testa: Stepen zadovoljstva ispitanika u zavisnosti od povezanosti njihovog posla sa turizmom zbog održavanja manifestacije Međunarodni Vrnjački karneval

Faktor	Suma kvadrata odstupanja	Suma kvadrata	Broj stepeni slobode	Ocena varijanse	F statistika	Nivo značajnosti
Stepen zadovoljstva ispitanika u zavisnosti od povezanosti njihovog posla sa turizmom zbog održavanja manifestacije Međunarodni Vrnjački karneval	Između grupa	12.406	2	6.203	3.756	.024
	Unutar grupa	490.511	297	1.652		
	Ukupno	502.917	299			

Napomena: Proračun autora na bazi analize podataka u SPSS 23.00.

Zaključak

U radu je postavljeno 8 hipoteza, od kojih je 5 hipoteza dokazano (H1, H2, H5, H7 i H8), dok su preostale 3 hipoteze odbačene (H3, H4 i H6). Studija slučaja prikazana u ovom radu pokazala je da lokalno stanovništvo Vrnjačke Banje zadovoljno zbog održavanja manifestacije Međunarodni Vrnjački Karneval (H1). Takođe, ovim istraživanjem dokazano je da postoje statistički značajne razlike u stepenu zadovoljstva u zavisnosti od socio-demografskih karakteristika lokalnog stanovništva, zbog čega se dolazi do sledećih

zaključaka: lokalno stanovništvo ženskog pola pokazuju veći stepen zadovoljstva zbog održavanja manifestacije Međunarodni Vrnjački karneval (H2); lokalno stanovništvo koje ima status studenta pokazuje veći stepen zadovoljstva zbog održavanja manifestacije Međunarodni Vrnjački karneval u odnosu na one koji su u radnom odnosu (H5); lokalno stanovništvo koje na teritoriji opštine Vrnjačka Banja živi do 5 godina pokazuje veći stepen zadovoljstva zbog održavanja manifestacije međunarodni Vrnjački karneval od onih koji na teritoriji ove opštine žive između 30-40 godina (H7); lokalno stanovništvo, koje se bavi poslom koji je u potpunosti povezan sa turizmom pokazuje veći stepen zadovoljstva zbog održavanja manifestacije Međunarodni Vrnjački karneval od onih stanovnika koji se bave poslom koji je delimično povezan sa turizmom (H8). Rezultati istraživanja su takođe pokazali da ne postoji statistički značajna razlika u stepenu zadovoljstva zbog održavanja manifestacije Međunarodni Vrnjački karneval između ispitanika različitog starosnog doba (H3) i između ispitanika različitog obrazovanja (H4) kao i da lokacija stanovanja na teritoriji opštine Vrnjačke Banje ne utiče na stepen zadovoljstva lokalnog stanovništva zbog održavanja manifestacije Međunarodni Vrnjački karneval (H6).

Rezultati ovog istraživanja imaju naučni, ali i praktični doprinos, jer postoji veoma mali broj istraživanja koja su se bavila zadovoljstvom lokalnog stanovništva zbog održavanja turističkih manifestacija i razlikama u ovom stepenu zadovoljstva u zavisnosti od socio-demografskih karakteristika lokalnog stanovništva. Takođe, organizatori manifestacije Međunarodni Vrnjački karneval rezultate ovog istraživanja mogu iskoristiti za buduće planiranje i uključivanje lokalnog stanovništva u organizaciji iste.

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RESEARCHING THE LOCAL COMMUNITY'S SATISFACTION WITH THE MANIFESTATION, INTERNATIONAL CARNIVAL OF VRNJCI⁵

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Review article

Abstract

The International Carnival of Vrnjci is a manifestation that has been organized for 15 years in Vrnjačka Banja. As a manifestation that gathers a large number of tourists and visitors, besides its positive impacts, attention should be paid to the level of satisfaction of the local population in Vrnjačka Banja with this manifestation, which is the aim of this paper. In addition, the paper examines the existence of a statistically significant difference in the level of local population's satisfaction with this manifestation depending on their different socio-demographic characteristics. A survey method was applied to a sample of 300 respondents. Descriptive statistical analysis, independent sample t-test and one-factor analysis of variance (ANOVA) were used to process the collected responses. The results of the research showed that there is a statistically significant difference in the level of satisfaction with the Carnival of Vrnjci between respondents of different gender, as well as that the level of satisfaction of the respondents influenced by professional status, length of residence in Vrnjačka Banja and the connection between the respondent's job and tourism.

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Key words: *International Carnival of Vrnjci, manifestation, satisfaction, local population, Vrnjačka Banja.*

Introduction

Tourism is on the growth factors of the world economy, a significant factor of foreign exchange inflow and source of added value for undeveloped areas. Importance of tourism is observed, not only through its economic indicators and impacts, but its cultural, educational, health and other needs of tourists and the local population (Krejić, et al., 2017). Tourism contributes to getting to know different cultures, life styles and better understanding of different people (Podovac, et al., 2019). One of the main characteristics of tourism is the mass, i.e. large number of participants in tourist travel, which leads to degradation of the environment of tourist destinations (Hrabovski Tomić, Milićević, 2012). Mass tourist trips lead to the destruction of space, derogation of the natural environment and natural attractiveness, commercialization of cultural and historical heritage, suppression of anthropological specifics, originality, distinctiveness and uniqueness (Bakić, 2008). Without strategic planning and management, tourism can cause great damage to the destination environment and cause social and cultural conflicts in the local community (UNWTO, 2007). A strategic approach to business demands careful consideration of available strategies and making timely decisions (Krstić, Krstić, 2016). In this regards, it's important to proactively plan the destination offer. Special attention should be directed at manifestations, because they can attract a large number of tourists and visitors.

Manifestations record a significant growth in tourism industry (Li, Petrick, 2006; Collins, Cooper, 2017). Organizing events is increasingly used as an effective promotional tool for tourist destinations. However, the question that attracted scientific attention in recent years is how much can manifestations contribute to economic and social development of a destination (Fourie, Santana-Gallego, 2011; Chen, et al., 2019), which is why it should be carefully planned before they are included in the tourist offer of a destination. On the other hand, when planning the development of tourism, it's necessary to involve the local population because they enjoy the positive and suffer the negative effects of tourism (Bosselman et al., 1999). Also, antagonism among the local population regarding the development of tourism can occur if the management of the tourist destination disregards their view when planning tourism (Olya, Gavilyan 2017).

The aim of this paper is to research the degree of satisfaction of the local population of Vrnjačka Banja with the tourist event International Carnival of Vrnjci and whether there is a statistically significant difference in the satisfaction level depending on different socio-demographic characteristics of the local population. International Carnival of Vrnjci is one of the most massive tourist events in Vrnjačka Banja. It's organized every year in July and lasts seven days. The manifestation program includes an international carnival procession, children's procession, concerts, plays and exhibitions. It gathers over 200,000 tourists and visitors (Vrnjci carnival, 2020).

Literature overview

Scientific research shows that, due to numerous positive, above all economic and socio-cultural impacts of tourism, the local population of the destination supporting the development of tourism (Gursoy, Rutherford, 2004), as well as holding tourist manifestations (Gursoy, Kendall 2006; Twynam, Johnston, 2004). Support of the local population is exceptionally significant for development of tourism, competitiveness and destination sustainability (Woo, et al., 2018). Their support to organizing events is reflected through providing different services, which can be on a voluntary basis, but also through a direct contact with tourists, visitors and other stakeholders (Jones, 2001).

In addition to research on the extent to which tourism development affects the quality of life of the local population (Choi, Sirakaya, 2005; Uysal, et al., 2012), there is research that analyzed the influence of the manifestation on the quality of life of the local population and their overall pleasure (Kaplanidou, et al., 2013; Jepson, et al., 2019; Scholtz, 2019). As Andrews and Leopold (2013) point out, one of the key contributors of tourist events to the local population is creating the sense of community and belonging through their gathering and participating in joint activities. Research on the influence of tourism and manifestations on the life of local population in Winchester (United Kingdom) showed that the local population is very satisfied with the development of tourism and manifestations because they support and encourage the local culture, local economy and employment (S raphin, et al., 2018). Comparative analysis of the influence of music events on the quality of life of people living in Serbia and Hungary showed that the population of these countries has a significantly more positive than negative socio-cultural effects from holding events (Pavlukovi , et al., 2019).

The local population should be linked to tourism activities and participate in the proper distribution of economic, social and cultural benefits that they generate, and in particular in direct and indirect employment that results from them (Cvijanović, et al., 2018). Therefore, they should be encouraged to take part in the organization of events, but also attend them, because it additionally affects their satisfaction with holding events (Yürük, et al., 2017). On the other hand, how much the local population will participate in tourist activities depends on their different socio-demographic characteristics (Jaafar, et al., 2017). Literature contains works of numerous authors, who list the factors that affect the satisfaction of the local population with the development of tourism in the destination. Those factors include: gender, age and level of education of the population (Andereck, Nyupane, 2011; Jaafar, et al., 2017), distance of locals homes from the central tourist zone in the destination (Jurowski, Gursoy, 2004), length of residence of the local population in the destination (Allen, et al., 1988), economic dependence of the local population on tourism (Woo, et al., 2018) etc.

Numerous studies revealed that local residents, who depend on tourism or have a higher level of economic gain and personal benefits from tourism, show greater satisfaction with the development of tourism, compared to other residents of the destination (Sirakaya, et al., 2002; Andereck, et al., 2005; Woo, et al., 2018). Therefore, the higher the income of the local population from tourism, the less they will be bothered by the negative effects of tourism (Caneday, Zeiger, 1991). The most significant factor influencing the local population to be satisfied with the development of tourism in the destination is the economic gain they have thanks to tourism (Akis, et al., 1996).

Zamani-Farahani and Musa (2008) conducted a survey on the attitudes of local residents towards the development of tourism in the city of Masooleh in Iran, whose historical sites are on the UNESCO World Heritage List. Results of that study showed that 83.6% of respondents supports the development of tourism. This support is the result of the fact that 50% of respondents stated that their job is tied to tourism.

Research methodology

In order to examine the level of satisfaction of the local population of Vrnjačka Banja with the International Carnival of Vrnjci event, as well as the difference in the level of satisfaction of the local population of different socio-demographic characteristics, the following hypotheses were set:

- H1: The local population of Vrnjačka Banja is pleased to hold the International Carnival of Vrnjci event.
- H2: There is a statistically significant difference in the level of satisfaction of the local population of different sexes with the International Carnival of Vrnjci event.
- H3: There is a statistically significant difference in the level of satisfaction of the local population of different age with the International Carnival of Vrnjci event.
- H4: There is a statistically significant difference in the level of satisfaction of the local population with different education with the International Carnival of Vrnjci event.
- H5: Professional status of the local population of Vrnjačka Banja affects the degree of their satisfaction with the International Carnival of Vrnjci event.
- H6: Location of residence in the municipality of Vrnjačka Banja affects the satisfaction level of the local population with the International Carnival of Vrnjci event.
- H7: Length of residence in the municipality of Vrnjačka Banja affects the level of satisfaction of the local population with the International Carnival of Vrnjci event.
- H8: The local population, whose job is tied to tourism show greater level of satisfaction with the International Carnival of Vrnjci event.

A survey method was used for the purposes of conducting the empirical research on the level of satisfaction of the local population of Vrnjačka Banja with the International Carnival of Vrnjci event. Data analyzed in the paper was collected with the help of a survey questionnaire. It includes 8 questions which are divided into two parts. The first part of the questionnaire include 4 questions, which refer to the basic socio-demographic characteristics of the respondents (gender, age, level of education and professional status). In the second part of the questionnaire there are questions on the location and length of residence in the municipality of Vrnjačka Banja. Also in this part of the questionnaire, respondents were asked questions on the connection between their work and tourism and the level of their satisfaction with the International Carnival of Vrnjci event. For the question on the level of satisfaction, the respondents answered with the help of the Likert five-point scale (1 = I am completely dissatisfied, 5 = I am completely satisfied).

Research was conducted in the time period from 1st until 31st August 2019 by sending a survey questionnaire to the e-mail addresses of potential respondents. At the very beginning, respondents gave answers to the question whether they live on the territory of Vrnjačka Banja. In this way, it was

determined with certainty that only people who live on the territory of this municipality and belong to the target group of respondents were interviewed. The survey questionnaire was sent to 361 e-mail addresses, of which 300 respondents (83.1%) stated that they live in the municipality of Vrnjačka Banja, so only their answers were analyzed in further research. If a respondent answered that he did not live on the territory of this municipality, the link of the questionnaire was no longer available for completion.

Research results and discussion

189 female respondents (63%) and 111 male respondents (37%) participated in the survey on the level of satisfaction of the local population of Vrnjačka Banja with the International Carnival of Vrnjci event. The most represented respondents in the sample are from 20 to 30 years of age (121 respondents or 40.3%). The largest number of respondents are college graduates, 101 respondents (33.7%). The largest number of respondents are employed, 211 respondents (70.3%) (*Table 1*).

Table 1. Socio-demographic characteristics of respondents (n=300)

Characteristics	Absolute frequencies	Percentage (%)
Gender		
Male	111	37
Female	189	63
Age		
20-30	121	40.3
31-40	98	32.7
41-50	49	16.3
51-60	22	7.3
> 60	10	3.3
Level of education		
High school	98	32.7
Higher school	39	13
Faculty	101	33.7
Master studies	56	18.7
PhD studies	6	2.0
Employment status		
Unemployed	37	12.3
Employed	211	70.3
Student	42	14.0
Retired	10	3.3
Total	300	100.0

Source: Authors' calculation based on analysis of data in SPSS 23.00.

The biggest number stated that they live in the vicinity of the center of Vrnjačka Banja (156 respondents, i.e. 52%). When it comes to the length of residence in

Vrnjačka Banja, 84 respondents (28%) stated that they lived on the territory of this municipality between 20 and 30 years. When asked whether their business is related to tourism, the largest number of respondents (132 respondents, i.e. 44%) gave an affirmative answer. Out of the total number of respondents, 123 respondents (41%) stated that they were satisfied that this event was organized in Vrnjačka Banja, while 47 (15.7%) respondents were completely satisfied (*Table 2*).

Table 2. Descriptive statistical analysis of respondents' answers (n=300)

Characteristics	Absolute frequencies	Percentage (%)
Location of residence in municipality of Vrnjačka Banja		
In the center	50	16.7
Near the center	156	52
On the outskirts of the municipality	46	15.3
In a nearby village	48	16
Characteristics	Absolute frequencies	Percentage (%)
Length of residence in municipality of Vrnjačka Banja		
Up to 5 years	38	12.7
5-10 years	21	7
10-20 years	36	12
20-30 years	84	28
30-40 years	70	23.3
More than 40 years	51	17
Connection between the respondent's work and tourism		
Yes	132	44
No	110	36.7
Partially	58	19.3
Level of satisfaction of respondents due with the International Carnival of Vrnjci event		
I am completely dissatisfied	42	14
Dissatisfied	48	16
I have no opinion on that	40	13.3
Satisfied	123	41
I am completely satisfied	47	15.7
Total	300	100.0

Source: Authors' calculation based on data analysis in SPSS 23.00.

Hypothesis H2 on the existence of statistically significant difference on the level of satisfaction of the local population of different gender with the International Carnival of Vrnjci event was checked by applying the t-test of independent samples. Having in mind that the level of significance amounts to 0.001, which is less than 0.05, it can be concluded that hypothesis H2 is accepted. Female respondents show a slightly higher level of satisfaction with

the International Carnival of Vrnjci event (M=3.47), in regard to male respondents (M=2.97) (Table 3).

Table 3. Results of the t-test of independent samples: Level of satisfaction of respondents of different gender with the International Carnival of Vrnjci event

Factor	Leven's test of equality variance		t-test for equality of mean values		
	F statistics	Sig.	t-value	Number of degrees of freedom	Level of significance
Level of satisfaction of respondents of different sex with the International Carnival of Vrnjci event	.825	.364	-3.226	298	.001
			-3.198	224.489	.002

Source: Authors' calculation based on data analysis in SPSS 23.00

The aim of applying the ANOVA analysis of variance is to determine whether the socio-demographic characteristics of respondents affects the level of their satisfaction with the International Carnival of Vrnjci event. The level of satisfaction of respondents with the International Carnival of Vrnjci event was defined as a dependent variable, while the independent variables are socio-demographic characteristics of respondents (age, level of education, professional status, location and length of residence in the municipality of Vrnjačka Banja), as well as well as the connection of the respondent's work with tourism.

Table 4. Results of the ANOVA test: Level of satisfaction of respondents of different age with the International Carnival of Vrnjci event.

Factor	Sum of squares of deviation	Sum of squares	Number of degrees of freedom	Estimation of variance	F statistics	Level of significance
Level of satisfaction of respondents of different age with the International Carnival of Vrnjci event	Between groups	15.341	4	3.835	2.320	.057
	Within groups	487.576	295	1.653		
	Total	502.917	299			

Source: Authors' calculation based on data analysis in SPSS 23.00.

The analysis of variance was used to examine the accuracy of hypothesis H3 which assumes that there is a statistically significant difference in the level of satisfaction of the local population of different age with the International Carnival of Vrnjci event. Considering that the level of significance amounts to 0.329 which is larger than 0.05, it's determined that there is no statistically significant difference in the level of satisfaction of the local population of different age with the International Carnival of Vrnjci event, thus rejecting hypothesis H3 (Table 4).

ANOVA analysis of variance was used to examine the accuracy of hypothesis H4 on the existence of statistically significant difference in the level of satisfaction of

the local population of different education level with the International Carnival of Vrnjci event. Level of significance is valued at 0.328 which is bigger than 0.05, pointing that there is no statistically significant difference on the level of satisfaction of the local population of different education level with the International Carnival of Vrnjci event, thus rejecting hypothesis H4 (Table 5).

Table 5. Results of the ANOVA test: Level of satisfaction of respondents of different education level with the International Carnival of Vrnjci event.

Factor	Sum of squares of deviation	Sum of squares	Number of degrees of freedom	Estimation of variance	F statistics	Level of significance
Level of satisfaction of respondents of different education level with the International Carnival of Vrnjci event	Between groups	7.799	4	1.950	1.162	.328
	Within groups	495.118	295	1.678		
	Total	502.917	299			

Source: Authors' calculation based on data analysis in SPSS 23.00.

ANOVA analysis of variance is also applied to examine the accuracy of hypothesis H5, i.e. whether the professional status of the local population of Vrnjačka Banja affects the level of their satisfaction with the International Carnival of Vrnjci event. Based on the analysis of variance, whose significance level is 0.04 which is less than 0.05, it can be concluded that the professional status of respondents affects the level of their satisfaction with the International Carnival of Vrnjci event, thus confirming hypothesis H5 (Table 6). The results of the Post Hoc test showed that statistically significant differences were present with respondents who declared that they were employed (M=3.15) and respondents who were students (M=3.86).

Table 6. Results of the ANOVA test: Level of satisfaction of respondents of different professional status with the International Carnival of Vrnjci event

Factor	Sum of squares of deviation	Sum of squares	Number of degrees of freedom	Estimation of variance	F statistics	Level of significance
Level of satisfaction of respondents of different professional status with the International Carnival of Vrnjci event	Between groups	22.539	3	7.513	4.629	.004
	Within groups	480.378	296	1.623		
	Total	502.917	299			

Source: Authors' calculation based on data analysis in SPSS 23.00.

For the needs of testing hypothesis H6, results of the ANOVA test showed the level of significance of 0.233, which is greater than 0.05, proving that the location of residence of respondents in the municipality of Vrnjačka Banja

doesn't affect the level of satisfaction of the local population with the International Carnival of Vrnjci event, thus rejecting hypothesis H6 (*Table 7*).

Table 7. Results of the ANOVA test: Level of satisfaction of respondents with the International Carnival of Vrnjci event, depending on the location of residence in the municipality of Vrnjačka Banja

Factor	Sum of squares of deviation	Sum of squares	Number of degrees of freedom	Estimation of variance	F statistics	Level of significance
Level of satisfaction of respondents with the International Carnival of Vrnjci event, depending on the location of residence in the municipality of Vrnjačka Banja	Between groups	7.196	3	2.399	1.432	.233
	Within groups	495.721	296	1.675		
	Total	502.917	299			

Source: Authors' calculation based on data analysis in SPSS 23.00.

Result of the ANOVA analysis of variance showed the level of significance is 0.036 which is less than 0.05, confirming the accuracy of hypothesis H7, i.e. the length of residence of respondents in the municipality of Vrnjačka Banja affects the level of satisfaction of the local population with the International Carnival of Vrnjci event (*Table 8*).

Table 8. Results of the ANOVA test: Level of satisfaction of respondents with the International Carnival of Vrnjci event, depending on the length of residence in the municipality Vrnjačka Banja

Factor	Sum of squares of deviation	Sum of squares	Number of degrees of freedom	Estimation of variance	F statistics	Level of significance
Level of satisfaction of respondents on holding the International Carnival of Vrnjci event, depending on the length of residence in the municipality of Vrnjačka Banja	Between groups	19.903	5	3.981	2.423	.036
	Within groups	483.014	294	1.643		
	Total	502.917	299			

Source: Authors' calculation based on data analysis in SPSS 23.00.

Looking into the results of the Post Hoc test it was determined that there are statistically significant differences in the level of satisfaction with the International Carnival of Vrnjci event with respondents that live in Vrnjačka Banja less than 5 years ($M=3.82$) and respondents that live in Vrnjačka Banja for 30 to 40 years ($M=2.96$).

Accuracy of hypothesis H8, which states: Local population, whose job is tied to tourism show greater level of satisfaction with the International Carnival of Vrnjci event was checked with ANOVA analysis of variance. Considering that the level of significance of 0.024, which is less than 0.05, it can be stated that there is a statistically significant difference in the level of satisfaction of respondents with the International Carnival of Vrnjci event depending on their job's connection with tourism (Table 9). Looking into the Post Hoc test results, it was determined that statistically significant differences in the level of satisfaction with the International Carnival of Vrnjci event exists with those participants who stated that they work in a business which is entirely related to tourism (M=3.48) and respondents who stated that they work in a business that is partially related to tourism (M=2.93).

Table 9. Results of the ANOVA test: Level of satisfaction of respondents depending on the connection of their job with tourism with the International Carnival of Vrnjci event

Factor	Sum of squares of deviation	Sum of squares	Number of degrees of freedom	Estimation of variance	F statistics	Level of significance
Level of satisfaction of respondents depending on the connection of their job with tourism with the International Carnival of Vrnjci event	Between groups	12.406	2	6.203	3.756	.024
	Within groups	490.511	297	1.652		
	Total	502.917	299			

Source: Authors' calculation based on data analysis in SPSS 23.00.

Conclusion

The paper presented 8 hypotheses, of which 5 hypotheses were proven (H1, H2, H5, H7 and H8), while the remaining 3 hypotheses were rejected (H3, H4 and H6). Case study shown in this paper showed that the local population Vrnjačka Banja is satisfied with the International Carnival of Vrnjci event (H1). Also, this research proved that there are statistically significant differences in the level of satisfaction, depending on the socio-demographic characteristics of the local population, which leads to the following conclusions: the local female population shows a higher level of satisfaction with the International Carnival of Vrnjci event (H2); the local population that has the status of a student shows a higher level of satisfaction with the International Carnival of Vrnjci event compared to those who are employed (H5); the local population that lives in the municipality of Vrnjačka Banja under 5 years shows higher level of education with the International Carnival of Vrnjci event from those who live in this municipality between 30 and

40 years (H7); the local population which is engaged in a business which is completely related to tourism shows a higher level of satisfaction with the International Carnival of Vrnjci event, than residents who are engaged in a business which is only partially related to tourism (H8). Research results also show that there is no statistically significant difference in the level of satisfaction with the International Carnival of Vrnjci event between respondents of different age (H3) and between respondents of different education level (H4), also that the location of residence in the municipality of Vrnjačka Banja doesn't affect the level of satisfaction of the local population with the International Carnival of Vrnjci event (H6).

Research results have a scientific and a practical contribution because there is a small number of researches that dealt with the satisfaction of local residents for holding touristic manifestations and the differences in the level of satisfaction depending on the socio-demographic characteristics of the local population. Also, the organizers of the International Carnival of Vrnjci event can use the results of this research for future planning and involvement of the local population in its organization.

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