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**Tourist Evaluation of the Electronic Music Festival “Summer3p”
(Palic, Northern Serbia)**

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Abstract: The goal of this paper is the tourist evaluation of the “Summer3p” festival in order to show the current state of the festival, level of development, as well as its cultural values and promotional activities. The possible directions for the further development of the festival, as well as proposals for more successful promotional activities are also pointed out in this work. One of the aims is also to emphasize the importance and significance of the festival in the development of the cultural awareness among the visitors and for the enhancement of the Lake Palic tourism offer.

Keywords: Summer3p; tourist evaluation; festivals; events; Palic.

Introduction. Events have always had an important role in human society. Hard work and daily routine were often interrupted by a variety of different events [1]. Every year, at the thermal pools at Palic, visitors have the opportunity to enjoy musical and creative programs, which are held both during the day and night. The “Summer3p” festival is organized by NGO ASC (Anti Schund Corporation) whose main goal is to educate young people in terms of music and culture with the help and contribution of progressive and contemporary artists.

The thing that separates the “Summer3p” festival from most of the other similar festivals is certainly the existence of a various daily program, which offers a chance for visitors to participate in the wide array of workshops (music production workshops, journalism, painting, hip-hop etc.) In addition, visitors have an opportunity to do yoga every day on the banks of Lake Palic, or they can attend interesting promotions of environmental protection and violence prevention programs.

The main task of this paper is the tourist evaluation of the festival which mainly aims to present its current situation and operations, cultural and tourism values, as well as promotional activities. One of the tasks is also to determine the possible directions of the future development for this event and to embrace some new suggestions and proposals in order to allow even greater success. It is imperative to stress the importance of this festival for the raising of cultural awareness among the people but also for the expansion of the Palic tourism offer.

The event industry is defined as a mix of systematic planning, development and marketing of festivals and special events used for the image building of a destination [2]. What distinguishes the events industry is a very diverse range of festivals and events in many places which tend to become hosts and specialize in organizing special events that can bring certain economic benefits to a destination [3].

Event tourism represents a type of a tourist offer, in which the content of the event, with an appropriate supplementary program, is the core tourist value. As a result, festivals are a very widespread type of modern special events [4] as well as a rapidly growing tourist attraction [5]. This has certainly brought about the ability of events to enhance the level of tourist attractiveness, media coverage and promotion of the destination for future visitors [6]. Events can not only attract visitors to the venue, but they can also contribute to the creation of a positive destination image by enriching the visitors' experience and being a factor in the extension of their stay [7].

Visits to different events can be subsumed under the concept of cultural needs. Cultural needs are those needs which man uses in order to develop his own personality, in the way he actively produces and creates new material and spiritual values and enjoys the present values and communicates [8]. The quintessence of this need is the need for changing the lifestyle, the need to visit new and different places, meet new people, and learn about traditions, cultures and values of other places and areas [9].

In their definition of tourism events, Anton Shone and Bryn Parry [11] indicated them as a phenomenon that comes from non-routine events whose main aims are leisure, cultural, personal or organizational goals extracted from the normal activities of daily life, and whose main purpose is to provide education for a group of people, as well as celebrations and entertainment. Taking into consideration the experience that participants gain through events, Getz [10] concluded that the visitors see events as an opportunity for leisure, social or cultural experience that is totally different from everyday experience. Despite all of the advantages of this definition, its main drawback is that it does not take into account the wide array of organizational events such as political and other conferences and exhibitions. The definition of a tourism event can be presented in a shorter and simpler form as a non-routine and unusual event that stands out from the normal daily activities [11].

The electronic music festival "Summer3p". The "Summer3p" festival was first held in 2003 with the aim to provide quality entertainment to young people in the region and to facilitate the penetration of global trends in music, film, fashion and style. The very idea of the festival sparked when a small group of people, dissatisfied with the quality of entertainment in and around Subotica, decided to create their own party. For the venue of that first party, which lasted only one night, they selected the thermal pool at Palic. Later, the festival expanded to the entire area of Men's Beach, but the thermal pool remained the party core of the event. The name "Summer3p" is the result of a casual conversation between organizers, who came up with the idea to use four words to, as simply as possible, describe the festival and then translated them into English. Those words were (in Serbian): leto, bazen, Palic and zurka. When these words are translated into English we get the following: summer, pool, Palic and party. Combining the first word with the first letters of the remaining three words we get Summerppp or the name Summer3p. Everyone liked the name so it became the official title of the festival, throughout all the years of its existence.

The discouraging fact is that young people in the region of Subotica do not have access to contemporary cultural amenities of higher quality. The local media broadcasts mainly programs of low quality, and it can be noticed that the number of music events is rapidly decreasing. Therefore, young people need to be provided with high-quality music and other cultural programs shaped according to European standards. Unfortunately, it is evident that some individual ethnic groups are not provided with any space for socializing. Young people of different ethnicities do not have the opportunity to come into contact with each other and socialize. Consequently, it appears that it is necessary to conduct a public event that gathers a large number of young people, provides diverse activities and enables more intensive social interaction, as well as the forging of new friendships.

The presentation of high-quality cultural content aims to eventually raise the level of culture among the audience. It is also expected to increase the level of tolerance among participants, through social interaction and engagement in creative workshops, as well as through indirect influence of the entire environment of the festival. Due to the fact that the festival includes a large number of visitors and performers in one place, new contacts among the participants are expected, as is their contribution to multicultural exchange and social interaction. This festival, with its cultural and educational content, adds to local and regional cultural programs of the Vojvodina Secretariat for Culture and Information, as well as local and regional institutions such as the Vojvodina Secretariat for Sport and Youth. The message of the festival, "*Stop the violence!*", fits

into the efforts of responsible regional and federal institutions, aimed at raising the overall level of tolerance and reducing the number of incidents between members of different ethnic communities in Vojvodina. The festival is also a great opportunity for creating work habits among young people throughout employment during the festival [12].

According to the number of visitors that visit other similar festivals which take place in Palic, "Summer3p" festival is the most visited event in Palic (approximately 11 000 visitors) along with the Trenchtown festival held in May [12].

Research methodology and results. There is still no explicit set of evaluation methods in the area of tourism. On the other hand, it is often a mix of methods from other scientific areas that are adjusted for tourism purposes. These are mostly quantitative and qualitative methods, which through numerical expression, description, and sometimes graphic expression present the value of a resource that is evaluated [13].

The essence of tourism evaluation is to assess the current state of resources because the assessment of their value enables us to set objective and realistic possibilities for tourism development [14]. Hilary du Cros [15] was the first to introduce cultural and touristic sub-indicators and the degree of their values into the process of tourist evaluation. Her model is very complex and complete, since it evaluates the tourism sector, the cultural heritage management sector, as well as the robusticity of cultural assets to accommodate the visitors' needs [16]. For the purpose of this paper her evaluation is slightly modified and adapted with the introduction of three new event sub-indicators (event logistics, marketing and safety of visitors) which are certainly of great importance when it comes to event management.

In the tourism sector, the market appeal of cultural goods and the product design needs are evaluated. In the sector of cultural heritage management, the cultural significance and robusticity are evaluated. Most sub-indicators are specifically evaluated with marks from 0 to 5. The highest individual score for some sub-indicators can be less than 5. Afterwards, all of the grades are added up thus giving the final score for each sector. Based on the evaluation score, a matrix of "market appeal/robusticity" with 9 cells is set. The cells are marked with $M(i, j)$ ($i, j = 1, 2, 3$) and each cultural asset, or in our case an event, occupies one cell in the matrix, depending on the score given in the previous assessment process [16, 17].

In this paper, we used the interview and questionnaire as techniques that would give us the grades for each sub-indicator in the evaluation model. In order to avoid subjectivity in the evaluation, the research was conducted in the following manner. The general manager of the festival and one tourist expert were interviewed and they evaluated each sub-indicator and gave their score for each of them. Also, a visitor survey was conducted during the festival in July, 2012. Visitors were surveyed in the late evening hours when the number of visits usually reaches its highest point. The survey was conducted among 100 visitors using the random sampling method. More precisely, each visitor was asked to fill out a survey and rate each sub-indicator. Eventually, the final score was obtained as the average of the three estimates made by the festival manager, visitors and the tourism expert. Based on their answers and the sub-indicator scores, the average grades of each sub-indicators were derived. The main purpose of this was to obtain a more objective assessment of the festival.

1.1. Evaluation of the tourism sector (the market appeal of the "Summer3p" festival)

In this sector, the sub-indicators are graded from 0 to 5, then the scores are added up and the market appeal of the event is estimated as follows: low appeal (0-25), moderate appeal (26-50), high appeal (51-75).

The **ambience and setting** of the event are becoming better and better every year. The reason behind such a high mark of this sub-indicator is the unique place where the festival is being held. The entire event is being organized by the lake, while the main part of the program takes place at the thermal pool. In addition, if we consider the great atmosphere among visitors it is clear why ambience is so highly esteemed by the visitors. Consequently, the great ambience of the festival has a great role in its overall success. The current grade is 5.

The festival is relatively **well-known outside the local area**. So far, the festival's marketing team has really worked hard on creating a positive image for this festival, mainly on the domestic market, especially at the local and regional markets, while promotion in the rest of the

country and abroad is still not very present. Promotion in other countries is mainly based on the activities of various foreign artists who have performed at the festival and who later promote the festival in their own countries. Based on the plan that the whole event should be expanded gradually and slowly, and due to the marketing activities that are performed in such a way, the festival is not so well-known outside of Vojvodina, which can be easily concluded from the structure of visitors. This fact can be changed very easily and quickly by the implementation of aggressive marketing and promotional activities, which would be performed at a wider area. However, this is not the current desire of the organizers who do not want a sudden and booming development and are instead aiming on the slow and continuous growth and development. This is mainly because they want to avoid excessive and sudden surprises and problems within the organization. The attractiveness of certain places, monuments or events is often reflected through the tourist demand market [18], and the festival visitors are mostly coming from Backa and then from Banat and Srem. International visitors represent about 2% of the total number of festival visitors and they mainly come from neighbouring countries.

Table 1

The evaluation of the tourism sector

Subindicators	Tourism expert	Festival Manager	Visitors	The overall rating
Ambience and setting	4	5	4,57	4,52
Well-known outside the local area	4	2	2,70	2,9
Important national symbol	3	2	1,22	2,07
Evocative place	3	3	2,87	2,95
Different from the other festivals	5	4	4,25	4,41
Attractive for special purposes	5	5	4,67	4,89
Complementary to other tourism products	5	5	4,76	4,92
Tourist activity in the region	2	3	2,74	2,58
Associates with culture	4	3	2,88	3,29
Accessibility	4	4	3,94	3,98
Transportation from population centers	3	3	2,96	2,98
The proximity of other heritage attractions	3	3	2,94	2,98
Service availability	5	5	4,83	4,94
Event logistics	4	4	3,73	3,91
Visitor safety	5	5	4,62	4,87
Marketing activities	3	3	2,67	2,89

The festival has quite a large potential and it could become very well-known throughout the wider region and in Europe, due to the fact that this is the only festival which specializes only in electronic music. With a greater focus of marketing activities to the rest of the country and the international market, the festival could have a much greater national and international importance. For this reason, the current grade is 3.

The festival is not an important *national symbol*, but it has some potential to achieve that. In the long run, the whole event could become a national brand due to the fact that this is the only event in the region that is focused exclusively on electronic music. Moreover, the festival has a great potential to become a gathering place for fans of electronic music from all over Europe. The current grade is 2.

A very interesting story could certainly be told about this event. There are a couple of interesting things that should be singled out. It is important to mention that the festival received international recognition at the UK Festival Awards in 2009 in the category of Best Fan photo. The "Summer3p" photo image was rated among the top 10 in the competition of 11 000 images. For this occasion, the organizers were invited to participate at the award ceremony held in London. Their trip and stay in London, as well as the award ceremony, were recorded, which created the

opportunity for creating a short film. After ten years of the festival, positive appraisal also finally came from no less than the renowned British newspaper “*The Guardian*”, ranking the festival as the most picturesque festival location in Europe. The specific nature of the festival simply must be experienced and it is hard to imagine something so intangible as experience. There are also a few interesting stories about how the festival originated, as well as some other stories, but there is no specific story for the festival itself. Due to all this, the current grade is 3.

The “Summer3p” festival ***certainly has characteristics that clearly differentiate*** it from other festivals of similar nature. First of all, it is important to point out that the venue of the festival is unique. More precisely, this is the only festival in the region whose main part of the program is held at the thermal pools. The rest of the program is held on the men's beach as well as along the coast of Lake Palic. Moreover, this is the only festival in the region that deals with electronic music, the current grade is 4.

The festival is ***appealing for certain special purposes*** such as the organization of numerous workshops, lectures, sports activities, a variety of events and performances for children and adults. In some of the past years, a various projections of films were presented at the festival in the evening hours, in cooperation with the Palic Film Festival. The current grade is 5.

The whole event ***complements other tourism products in the area***, or in the region (events tourism, nautical tourism, business tourism). The festival was created with the main purpose of providing entertainment for the visitors of the Palic Film Festival. In the very beginning of its development, “Summer3p” was used as a supporting event for the film festival. The main idea of the organizers was to prepare some sort of entertainment for the visitors of the film festival because it was believed that the former entertainment programs were insufficient and of poor quality. Due to this fact, it was decided that the first “Summer3p” festival would be held at the closing day of the film festival. Cooperation between the two events continues to this day. Both events are held every year around the same time.

The “Summer3p” festival also significantly complements the rest of the tourism offer of Palic and Subotica. Based on the fact that the festival is able to fit in and be complementary to almost any aspect of tourism in the Palic area, its current grade is 5.

Tourist activity in the region is becoming more and more stronger and organized due to the bigger and bigger role of the municipality of Subotica. Since 2008, the festival has been included in the official tourist offer of Subotica. In addition, a proposal was also made for creating an organization that would be solely responsible for the development of tourism events in the area of Subotica and Palic. The right to participate in this organisation would be given to all those who organize any kind of event in the area. However, there should also be a much stronger cooperation among all stakeholders who work on the promotion of tourism events, and due to that fact the current grade is 3.

This destination ***associates with culture*** on a high level since Palic and Subotica are well-known for their cultural values, especially architecture (Art Nouveau). We can single out at least two buildings that were made in this style at Palic, such as the Grand Terrace and the Water tower. Moreover, the ethnographic heritage of the area has been fostered at a few farms in the area, as well as at the Wine Palace in Hajdukovo, Gulyas Card in Supljak and Sunjog Card at Lake Ludas. Palic also organizes various cultural events (Palic Wine Ceremony, Romart, European Film Festival, “Summer3p” Festival, Trenchtown Festival, Palic Summer Theater).

The festival itself also has a variety of cultural elements. This refers to electronic music, which is the main element, but also a variety of other workshops held at the festival. The art workshop should be singled out as a very interesting element where all participants are provided with general insight into the craft of painting and basic techniques of oil painting, pottery making and everything else that is related to this craft, depending on the interests of the participants. In addition, an exhibition of all of the created art is held on the closing day of the festival. There is also a hip-hop dance workshop, where participants are introduced to basic techniques of this dance direction. Visitors can also take part in the arts and crafts workshop. This workshop shows how, with little imagination, people can make beautiful and useful things with significant artistic value. Visitors are often participating in making lamps and sculptures mostly from waste material collected from the festival recycling program. Finally, there are also music, photography and video production workshops with various topics, as well as literary debates.

The event is highly related to the culture and its values, but these values do not have any great significance but to provide entertainment and leisure to the visitors of the festival. Together, Palic and Subotica represent a cultural and historical site, which is very rich and due to this fact it can easily be associated with culture, but on the other hand, the festival can not easily compete with that. The current grade is 3.

1.2. *Evaluation of the tourism sector (product design needs of the festival)*

Access to the venue of the festival is excellent. It is important to know that the accessibility of attractions also refers to the existence of roads, paths and entrances, which are required in order to visit certain locations and facilities [19, 20]. The festival takes place in Palic, which has a very favorable position because it is located near Subotica, the economic and cultural center of this part of Vojvodina. The place is very close to the international roadway E-75 (Gdansk - Warsaw - Bratislava - Budapest - Szeged - Subotica - Belgrade - Skopje - Thessaloniki - Athens) and close to the railway track Paris - Munich - Vienna - Budapest - Subotica - Belgrade - Nis - Istanbul which connects Central, North and West Europe with Southern Europe and the Middle East. The proximity of the Hungarian border and its two crossings, Horgos and Kelebija, makes this area significant for transit tourism. Due to all of the mentioned facts, the current grade is 4 (grades from 0 to 4).

Transportation to the festival venue is excellent due to good cooperation between the festival organizers and the local bus company "Su-Trans". During the festival, special free bus services are provided to and from Palic during the four days of the event. The current grade is 3 (grades from 0 to 3).

In the vicinity of the festival **there is a large number of other heritage attractions**. There are a lot of cultural and historical monuments located in the old town of Palic. Some of the most famous are the Grand Terrace built in 1910, the Summer Theatre and Water Tower built in 1909, as well as a large number of villas and summer houses (Louise, Vermes). Some of the ethnographic heritage values include several farms in the vicinity.

The Palic Zoo is also one of the famous attractions. The content of this zoo is very interesting because it has the most unusual animals in our region. The most frequent visitors are students who come from all parts of the country to get introduced and familiarized with the numerous exotic species. One of the attractions is also the Grand Park located over a surface area of 19 ha. The park has a wide variety of ornamental shrubs, different kinds of flowers and maple. There are also three beaches at the lake and a sailing club nearby. The current grade is 3 (grades from 0 to 3).

Service availability is excellent. There is a large and spacious parking nearby, a large number of tourist and hospitality objects that offer services such as food, beverage and lodging. Moreover, the availability of information is at an enviable level since there are a lot of information desks in the area where the festival is held. Free Wi-Fi is provided in the area around the thermal pools so that any information can be easily reached via the internet with your own laptop. The current grade is 5 (grades from 0 to 5).

The logistics operations of the event are very well organized. This refers only to the elements of logistics that are important for enhancing the visitor experience. Tickets for each night can be purchased at the festival upon arrival, while a set of tickets for all four days can be purchased online in pre-sale and at a few locations in several cities. The flow and control of the festival crowds in the area of the event is relatively smooth and conducted without any major problems like jams and long lines due to the smart use of space. The provision of food and drink services is also well organized, due to the sufficient number of bars and stands selling these products. Guest service at bars is relatively fast and frequent, so there are no long rows or waiting. One of the important elements when it comes to the logistics of any festival is a sufficient number of clean toilets. Therefore this segment must be improved, since that's the only place where smaller crowds and queues are often. The current grade is 4 grades from 0 to 5).

Visitor safety. In order to provide safety for all visitors and employees, certain measures have been taken at this festival. There are some rules that must be followed: it is strictly forbidden to bring in any objects made of glass, as well as weapons, narcotics and pyrotechnics. At the festival gates, all of the visitors are obliged to open their bags so that they could be inspected. This way the presence of prohibited items is minimal. These, and all other security measures are implemented by the help of 40 members of the police and security who are located in key areas of the festival

such as the entrance to the men's beach and the thermal pool entrance. Also, security is present in the area of the thermal pools. As one in a wide array of security measures, there is also an ambulance service available. Moreover, all visitors of the festival are insured by an insurance company that is a sponsor of the festival. Fortunately, so far there have been no major incidents. The current grade is 5 (grades from 0 to 5).

Marketing activities. The organizers of the festival have an active use of all available means of communication and promotion such as radio, internet, television, press, promotions at public places in several cities and also at other festivals. Some of the printed graphical tools which have been used for the promotion of the festival are posters, booklets, billboards and teasers. Every year, the first step is usually the creation of a teaser that contains only information about the time and the venue of the festival. Usually, it is printed in a series of 5000 pieces in mid-April. Afterwards, these teasers are distributed at other festivals in several cities (Subotica, Palic, Sombor, Backa Topola, Senta, Kanjiza and Novi Sad) where the "Summer3p" festival target group is present.

The next step is the concept planning of the festival program booklet, which is usually printed in a circulation of 10 000 pieces. The printing is usually finished in the last week of June, after which they are shared at all parties and events in the region where the target audience is present. One of the most representative events is the "Exit" festival in Novi Sad, which is the place where a lot of booklets are distributed every year. The placing of festival posters in Subotica, Palic and the surrounding area begins approximately two weeks before the festival starts.

The "Summer3p" festival is also promoted on billboards and in the press. Two weeks before the festival, the advertisements are placed on billboards in and around Subotica. In terms of the press, over the past years the festival has been advertised in several Hungarian and Serbian local and national newspapers.

The promotion is significantly present throughout the Internet too. The festival has its own website with all the relevant information regarding the event. The festival is also advertised on the websites of its sponsors, whose number is significant. Most of the sponsors have their own websites where they place advertisements for the festival. In this way, the promotional activities successfully cover large areas thus attracting a constantly growing number of visitors.

As far as electronic marketing is concerned, apart from the official festival site, promotional activities are also performed through the popular social network sites such as "MySpace" and "Facebook". The "Summer3p" festival has also been promoted over the years through several local, regional, national and international television and radio stations. Promotional activities are also carried out in a variety of bars and clubs in Subotica, Novi Sad and nearby places since 2007. These kind of promotions in bars and clubs offer a chance for potential visitors to win free tickets to the festival.

Marketing activities are currently mainly focused on the local community, the Backa region and the rest of Vojvodina. It is certain that organizers should seriously consider the option of directing the marketing efforts to the rest of Serbia and other countries in the future. The current grade is 3 (grades from 0 to 5).

The total score of the sub-indicators for the festival's tourism sector is 59.08 meaning that the level of the festival market appeal is currently high (low appeal 0-25, moderate appeal 26-50, high appeal 51-75).

1.3. *Evaluation of the cultural heritage management sector (the cultural significance of the "Summer3p" festival)*

The **aesthetic value** of this festival is not very high. During the festival, the whole area has a large number of various branded marketing material such as banners and similar other promotional materials from the sponsors. This form of decoration does not contribute much to the aesthetic value. However, the area around the main stage looks very attractive and vivid which was accomplished by various lighting and other effects such as fire and artificial snow. The current grade is 1 (grades from 0 to 2).

Table 2

The evaluation of the cultural heritage management sector

Subindicators	Tourism expert	Festival Manager	Visitors	The overall rating
Aesthetic value	1	2	0,92	1,30
Historical value	0	0	0,12	0,04
Educational value	2	2	1,73	1,91
Scientific value	0	1	0,45	0,48
Social value	2	2	1,91	1,97
Rareness of the festival	3	3	2,77	2,92
Representativeness	1	1	1,21	1,07
The sensitivity of the festival	4	3	3,80	3,60
Reparation status	2	2	0,94	1,64
Management plan	5	5	4,83	4,94
Regular monitoring and maintenance	4	4	3,75	3,91
Potential for investments	3	3	2,89	2,96
Potential for negative impacts of high visitation on the physical state of the site	5	5	4,88	4,96
Potential for negative impacts of high visitation to the lifestyle and traditions of the local community	5	5	4,74	4,91
Potential for modifications (in product development) to have negative impacts on the physical state of the site	5	5	3,86	4,62
Potential for modifications (in product development) to have negative impacts on the lifestyle and traditions of the local community	5	5	4,71	4,90

The **historical value** is not high, considering the fact that the festival started 10 years ago, so it still does not have a long tradition. The current grade is 0 (grades from 0 to 2).

The festival has considerable **educational value** which is reflected in the organization of numerous workshops (art, music, journalism, dance, photography) as well as a very good musical program. Some of the festival goals are the cultural enhancement and education of local young people through different music styles modeled according to the most developed countries in the cultural world as well as the education of local youth in the field of tolerance and nature protection. By presenting such high-quality cultural contents, an increase in the level of education and culture among visitors is expected. The current grade is 2 (grades from 0 to 2).

The scientific value can possibly be connected to some sociological studies that could be done at the festival regarding the interaction of ethnically diverse visitors who are a part of the multicultural environment in which the festival takes place. The current grade is 2 (grades from 0 to 2).

The social value of the festival is high because the event is a meeting place and gathering point for a large number of people that are connected via similar interests. Many festivals of contemporary music, including "Summer3p" attract young visitors because of the possibilities for making new social contacts and it is important to mention that the quality of accommodation for this type of tourist does not have an essential role in the choice of a destination and in the level of satisfaction of the tourist experience [21]. The festival is especially significant because it connects all ethnical groups in the region and it also has a strong influence on the development of working habits among young people by employing them at the festival. The festival is also beneficial because it increases the level of tolerance of participants, through social interaction and participation in creative workshops. Due to its cultural and educational content, the festival acts as a supplement to local and provincial programs, organised by the Secretariat of Culture, as well as the local and

Provincial Secretariat for Sports and Youth. The festival campaign “*Stop the violence!*” fits into the efforts of relevant provincial and national government ministries in raising the level of tolerance and reducing the number of incidents between members of different ethnic communities in the Province. The current grade is 2 (grades from 0 to 2).

The “Summer3p” festival is a **unique festival** at the destination and in the country. Since a few years ago, it has become the only electronic music festival in the region. Such festivals as “Trenchtown” and some others in the region, have either terminated their electronic music segments completely, or they pay very little attention to electronic music. The current grade is 3 (grades from 0 to 3).

Representativeness for the destination is weak due to the specific character of the festival, which has a specific target group. Currently, some of the other events held in Palic are much more representative. The current grade is 1 (grades from 0 to 4).

1.4. Evaluation of the cultural heritage management sector (robusticity of the “Summer3p” festival)

The sensitivity of the festival in ecological and economic terms is not high. The venue of the festival can successfully accommodate all visitors without negative and destructive consequences for the environment. During the first couple of years the festival was in a fragile state due to a difficult economic situation. However, in the last two years various sponsorships and donations made it economically stronger and immensely improved its position on the market. The current grade is 4 (grades from 0 to 4).

State of reparation. It is evident that every year a lot of effort is made in terms of improving the existing facilities and the introduction of innovations in the program. The night program has reached its peak and there is no much more room for improvement. On the other hand, future efforts should be made towards the improvement of the daily program because there is a strong need for innovation in that segment. Over the years, organizers introduced various novelties such as workshops, sports activities and nature protection campaigns which turned out to be very beneficial for the image of the festival. The current grade is 2 (grades from 0 to 4).

The existence of a festival management plan. From the very beginnings of the “Summer3p” festival until today, the organizers have always had a precise and specific long-term plan for the development of the festival. The current grade is 5 (grades from 0 to 5).

Regular monitoring and maintenance. The local public company “Park Palic” is currently in charge for the management of the area where the festival takes place. The cooperation between the company and the organizers of the festival has always been on a very high level. Monitoring and maintenance of the entire area is currently not at a very high level, but there are strong indications that this will change in the coming years and become much better. The most important role in the monitoring of the festival development is given to the organizing committee of the festival that meets regularly throughout the year, discusses and solves specific problems, and works to maintain the existing quality or to improve the quality of the festival in the future. The current grade is 4 (grades from 0 to 5).

Potential for investments. This potential exists, but it is not so great because most of the infrastructure necessary for the festival already exists. The potential for investments in the form of sponsorships is much higher and more present. The current grade is 3 (grades from 0 to 5).

Potential for negative impacts of high visitation on the physical state of the site exists, but if we take into account that festivals usually represent something intangible that you need to experience, then the negative impacts on the physical condition are minimal, so the current grade is 5 (grades from 0 to 5).

Potential for negative impacts of high visitation to the lifestyle and cultural traditions of the local community simply does not exist due to the short duration of the festival (the festival lasts four days). The current grade is 5 (grades from 0 to 5).

There is a very distinct possibility that modification, as a part of the product development, has a negative impact on the festival because the area where the festival takes place is under the management of the public company “Park Palic” which strongly cooperates with the festival organizers in implementing different measures and thus making sure to prevent negative effects. Current grade is 5 (grades from 0 to 5).

Potential for modifications, as part of product development, to have a negative impact on the lifestyle and cultural traditions of the local community is not so great due to the fact that future development of the festival will be carefully balanced with the local community and environment as much as possible. The argument which confirms this, is the fact that the festival directly employs local people and positively affects the occupancy of accommodation and catering facilities thus encouraging and stimulating the existing lifestyle of the local community. The current grade is 5 (grades from 0 to 5).

The total score of the sub-indicators for the cultural heritage management sector is 46.13, which represents a high value (fragile/low cultural value from 0 to 20, moderate value from 21-40 and high value from 41 to 60)

Table 3

The matrix of market appeal and robusticity

Robusticity	41-60	M (1,1)	M (1,2)	M (1,3)
	21-40	M (2,1)	M (2,2)	M (2,3)
	0-20	M (3,1)	M (3,2)	M (3,3)
		0-25	26-50	51-75
	Market appeal			

Source: Adapted from ref. [15].

After the evaluation of all sub-indicators, we can see that the “Summer3p” festival belongs to the cell M (1,3) which means that it has a high value of the indicator cultural significance/robusticity and a great market appeal. Due to these facts we can conclude that the festival is an important element and it should be used in further tourism development of the destination as it presents a very important element of the Palic and Subotica tourism offer.

2. Discussion and conclusions

The potentials for the development of event tourism in Subotica and Palic are very high, due to the fact that those places are becoming hosts of many different festivals. The success of tourism development of Palic largely depends on the uniqueness of the attractions which the “Summer3p” festival undoubtedly is. This festival is a kind of event with a very high level of recognition and attractiveness, but there is still room for improvements, especially in terms of better organization of the daily program.

It should also be mentioned that the lack of adequate infrastructure at Lake Palic, and the pollution of the lake itself presents a significant drawback of this festival. These and similar other factors may create a negative opinion among potential visitors, which can lead to them not visiting the festival.

Music festivals and events dedicated to music, such as the “Summer3p” festival, represent a motive for visit among numerous tourists from the country and abroad. Currently, the festival attracts mostly local and regional visitors, but it has huge potential (the fact that it is very close to the border with Hungary and the European Union) to attract more international visitors. This means that Palic could become a target destination for many international tourists. Lake Palic, as a center of a rich multi-ethnic and multi-cultural area, is considered to be an ideal place for the organization of such events. The festival has potential to become a stand-alone tourism product, but on the other hand, its combination with natural and anthropogenic values of Palic and its environment would provide tourists with rich experience of this wonderful area which could be very beneficial for the tourism development of the entire destination. One of the main advantages of this event is that it represents the only festival in the region dedicated to electronic music. This advantage should be used even more in the future. In addition, a great advantage is also the variety of the festival programs, both musical and non-musical. Moreover, the visitors have the opportunity not only to have a good time but also to learn something useful. This festival takes place in the part of the year when there are not so many similar events. Therefore, in the long run, the focus should be on more intensive marketing in order to obtain a larger number of visitors.

Based on the results of a conducted survey, as well as our subjective assessment, it can be concluded that the "Summer3p" festival has an outstanding market appeal. It possesses a great potential to attract a greater number of domestic and foreign tourists, mainly due to the favorable location, attractiveness of its ambience and the fact that it is a unique festival in the region. Since 2008, the festival has become an important part of the official tourist offer of the town of Subotica which strongly contributes to enriching the visitors' experience. So far, the festival's marketing team has worked very hard to create a successful festival image mainly on the domestic market, especially at the local and regional, while the promotional activities for the rest of the market have been very scarce. Because of this, it is necessary to form a marketing team which would provide a more intensive promotion of the festival in the region and abroad. By focusing the marketing activities to the rest of the country and the international market, the festival could gain national or international significance. Moreover, it is necessary to establish a solid communication, cooperation and planning among all cultural and tourism institutions.

Of course, in order to implement all this, big efforts from tourist organizations are required, as well as great financial resources to finance the promotional activities which can be crucial for the tourism development of the destination. All of this can result in the fact that the festival could become more recognizable to a larger number of tourists from Europe and the entire world.

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УДК 33

Туристическая Оценка Electronic Music Festival "Summer3p" (Palić, Северная Сербия)

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Анотация. Целью данной работы является туристической оценку "Summer3p" фестиваль, чтобы показать текущее состояние фестиваля, уровнем развития, а также его культурные ценности и рекламной деятельности. Возможные направления для дальнейшего развития фестиваля, а также предложения для более успешной рекламной деятельности также будет указано в этой работе. Одной из целей является также, чтобы подчеркнуть важность и значимость фестиваля в развитие культурной осведомленности посетителей и для повышения туристической предложение озера Palić.

Ключевые слова: Summer3p; туристических оценки; фестивали; события; Palić.