

Preliminary communication
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SUSTAINABLE EVENT TOURISM: CASE STUDY CITY OF PULA, CROATIA

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Abstract:

Modern tourism expands through cultural experience, which is reflected in economic, ecological and socio-cultural effects on destinations. Event tourism is a growing market segment and represents a challenge for all destination stakeholders. As the largest town in the Croatian part of Istria, the City of Pula represents a valid basis for the development of event tourism due to its coastal geography and rich cultural and historical heritage from antique, medieval and new age periods. The festival and event organisers in Pula use historical and cultural themes in order to develop annual attractions by which they draw in tourists and brand the destination. In this paper, the hypothesis is set on the lack of benefits from event organisation in the destination (the City of Pula) in the ecological, economic and socio-cultural senses. In resolving of research problems with authorised representatives of local boards Arena, Monte Zaro and Stinjan, standardised, semi-structured and problem-centred interviews were conducted for the purposes of contribution to research relative to sustainability and responsibility of events in tourism.

Keywords: City of Pula, sustainability, event tourism, environment, local community, economic effects.

Jel Classification: Q01, O44, L83

INTRODUCTION

This paper's goal is to determine what effects event tourism has on the city environment, local community and economy, i.e. in what measure such a form of tourism is sustainable. For that purpose, due to its mass attendance and intensity of effects on the environment, population and economy, festival character events, held at three City localities: Stinjan, Arena and Monte Zaro, were observed.

The research hypothesis is that sustainable event tourism realises mutually opposed and polarised effects on the environment, local population and economy. The research

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locality is the City of Pula and its three local boards (L.B.)²: Arena, Monte Zaro and Stinjan, in which most attended events in the city are held.

L.B. Arena is made up of the city districts of Arena, Croatia and Kolodvor; L.B. Monte Zaro of the equally named city district, while L.B. Stinjan consists of the suburban settlement of Stinjan, suburban tourist areas of Puntakristo, Puntizela, Valdežunac and Camulimenti, as well as the islands of Sveti Jerolim, Kozada and Sveta Katarina. In the L.B. Arena locality, the event venue is the Roman amphitheatre (Arena), in which, during the summer period, a film festival and numerous concerts are held. In the L.B. Monte Zaro locality, festival character events are held in the premises of the Club *Uljanik* and Cultural Centre *Rojc* and they are strictly characterised by the rock culture. In the L.B. Stinjan locality, festivals of versatile music and scene and cultural and art schools and styles are held in abandoned military facilities: Fort Punta Christo, Puntizela, Sveta Katarina and Camulimenti.

PROBLEM AREA RESEARCH TO DATE

Event tourism is the term used for all forms of tourist traffic motivated by the staging of various events (Vukonic and Cavlek 2001) and it includes visits to all planned events which have a tourist purpose and form a part of the attraction basis of a specific destination. There are eight main types of events: cultural, political, economic, entertainment, scientific and educational, sports competitions, recreational and private. Cultural events include festivals, carnivals, commemorations and religious events. Political events are heads of state summits, royal ceremonies, political meetings and visits of important persons.

Although events were also previously studied from various scientific and research discourses, according to Getz (2008), the very first papers on event tourism are deemed to be those published in the *Journal of Travel Research* by Ritchie and Beliveau (1974) and Della Bitta and others (1977). Numerous papers on economic, socio-cultural and environmental implications of event tourism followed after that, in the last thirty years. Among them the researches on concept, definition and classification of events, festivals and gatherings are important (Ritchie 1984, Jenkins and Pigram 2003; Getz 2004, 2008, 2010; Gelder and Robinson 2011).

Festivals are the most frequent events in the form of carnivals, religious events, parades or commemorations (Presbury and Edwards 2010). Festivals can have different forms, starting from music ones, including jazz, rock, pop or folk music, to cultural and wine festivals and attendance may vary within the range of between around one hundred and several thousand visitors (Gelder and Robinson 2011).

For this paper, the most important are the researches relating to sustainable event tourism and which occur in the last phase of research of the phenomenon. One of the three key components³ with which sustainable tourism must be harmonised is the local

² Local board is founded for one settlement, many interlinked smaller settlements or for an area of a larger settlement, i.e. of a city, which, in comparison to other city districts, forms a separate, demarcated entity (a part of a settlement). In Pula, there are 16 local boards in total: Arena, Busoler, Gregovica, Kaštanjer, Monte Zaro, Monvidal, Nova Veruda, Stari Grad, Stoja, Sv. Polikarp - Sisplac, Sijana, Stinjan, Valdebek, Veli Vrh, Veruda and Vidikovac (City of Pula 2013).

³ There are three components or dimensions of sustainable tourism: natural basis (environment), population and economy (Hall 2008).

community, i.e. the population of the locality in which tourist activity takes place (Swarbrooke 1999; Weaver 2006).

There are also related research papers on ecological (Dávid 2009), economic (Raj and Musgrave 2009; Henderson 2011) and socio-cultural aspect of events, (Tassiopoulos and Johnson 2009; Deery and Jago 2010), measuring of economic and social event effects (McHone and Rungeling 2000; Wood 2005; Griffin 2009), as well as sustainable management of festivals, congresses and gatherings (Pressbury and Edwards 2010; Musgrave 2011).

There are relatively very few event researches in Croatia. Among the most important researches, chapters should be identified in books which, among others, clarify the phenomenon and significance of events in the improvement of tourist offer of receptive regions (Blazevic 1984; Pancic-Kombol 2000). In addition to these publications, also important are papers on the significance of particular sports events for tourism (Zekic 2007; Skoko and Vukasovic 2008; Pranic et al. 2012), festivals in the Croatian part of the Adriatic coast (Skrbic, Alempijevic and Zabcic Mesaric 2010), as well as the influence and significance of urban festivals (Piskor 2006; Kikas et al. 2011; Dujmovic and Vitasovic 2012, Trost and Milohnic 2012).

PULA AS A TOURIST DESTINATION: ATTRACTION BASIS AND EVENT TOURISM LOCATIONS

During the last two centuries, the geographic location of the City of Pula in the south of the Istrian Peninsula and in the equally named Croatian county, on the coast in the northern part of the Adriatic Sea (Figure 1. - created by authors) mostly served for naval military and industrial purposes and was considerably less in the tourist function of the city.



Figure 1. Geographic location of City of Pula in the Northern Adriatic

Despite this, however, at the end of the Yugoslav, socialist period in 1989, 1,890,071 tourist overnights were realised in Pula, which was the fifth best result in Croatia in that year, following Porec, Dubrovnik, Umag and Rovinj (Croatian Bureau of Statistics-CBS 1990).

According to the City of Pula Tourism Board's portal, in 2012, 456 events were held and in the summer period of the same year, 153 events (Pula Tourism Board

2013). Given that Croatian tourism is marked by the seasonal concentration of tourist traffic, arrival disbursement to pre and post season, based on the event tourism, also ensures a change in the structure of visitors.

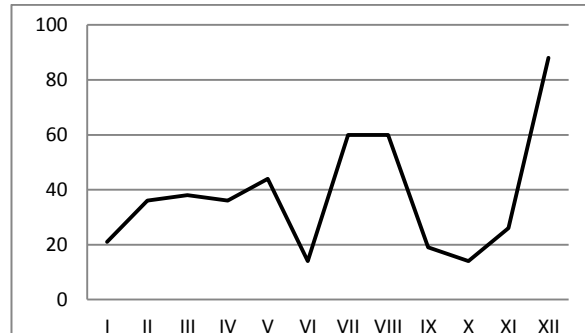


Figure 2. Number of events in the City of Pula (by months 2012)⁴

It should be stressed that the share of events shown for the month of December is not the result of a large number of mega events, but a series of different smaller activities in the destination, which were listed as events by the Tourist Boards (Figure 2). Furthermore, all events which were organised in the City area affected the City's sustainable tourism ecological, socio-cultural and economic components with different intensity in regard to the number of visitors and the event venue. All eight previously listed types of events are represented in the City of Pula area, but they do not all have the same tourism potential and valorisation. The most significant among them are festivals which can be defined as public, theme-designed celebrations, held in time-limited periods and which celebrate valuable aspects of the way of living of the community and can be educational for all those participating.

According to attendance and the intensity of effects⁵ on the environment, local population and economy, but also media and institutional coverage, the events of festival character in the area of local boards of Arena, Monte Zaro and Stinjan were most noted. (Figure 3)

⁴ Source: Pula Tourism Board 2013, created and processed by authors.

⁵ It is almost impossible to obtain entirely precise and scientific relevant information about festival attendance in the areas of Arena, Monte Zaro and Stinjan. However, the estimates by the organisers and local, regional and national mass media clearly point to the fact that it is in these very parts of the City of Pula where most attended festival character events are staged. The City of Pula Tourist Board claims that 56,000 people visited the Film Festival and that 40,000 people attended other events held in the Amphitheatre. In addition, previous information about the intensity of effects of those events on the environment, population and economy were available strictly from newspaper titles and reports. Those titles and reports were imbued with utter sensationalism, arbitrary evaluations and contradictions, as in some, positive effects were emphasised, such as care for the city environment, harmony with the local population and economic benefits for the city, while in some others, negative effects were pointed to, such as devalorisation of green surfaces, ignoring the local population will, and financial benefit only strictly for the event organisers.

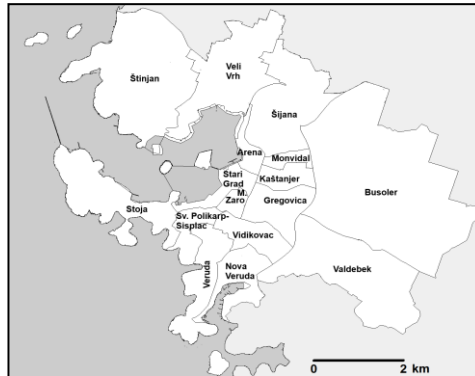


Figure 3. Local boards of the City of Pula⁶

RESEARCH METHODOLOGY

Official tourism indicators on the number of beds, tourist arrivals and overnights recorded by the Croatian Bureau of Statistics and the tourist company "Arenaturist", which holds the largest share in the number of beds in the City of Pula area (80%), as well as data on the number, size and allocation of parks and green surfaces per local boards, were used in the research. This data was collected from the Communal Services Company "Herculanea".

The interview method was used with representatives of three local boards and a management professional person from the Communal Services, responsible for parks and green surfaces. A standardised, semi-structured and problem-centred interview was used, in which the respondents were given pre-prepared questions or topics. This type of interview was given priority over a survey⁷ and a structured interview, as it was supposed that collocutors from the Communal Services and local boards are much better able to recognise and differentiate issues pursuant to the effects of mass events on the environment and local population. Apart from that, this type of interview enabled the researchers to include additional questions in order to throw light on and clarify specific problem areas. By conducting the interviews, the choice of this method has been justified as, apart from the answers relevant to this research, numerous other valuable items of information, whose scope surpasses this paper's framework, were obtained.

In the evaluation of effects of mass events on the city environment, by researcher's decision, parks and green surfaces of the three researched local board areas were selected. The decision is justifiable, since the effects and consequences of staging of

⁶ Source: City of Pula, 2013, modified and processed by authors

⁷ Although the usual method in this type of research, survey had to be eliminated for numerous reasons. Apart from the financial reasons, which represent a great obstacle in the implementation of the survey, the problem also lies in the precise determination of the sample of the surveyed persons on the basis of their permanent address and affiliation to the local board. Furthermore, the problem is also determination of the time span and the critical moment of conduct of the survey and validity of the results. Namely, survey credibility and objectivity is very questionable in the period of the year when events are not organised (time lapse and oblivion), or, equally, during the summer period, when the largest number of mass events take place in the city (delight with or intolerance to events).

events with large numbers of visitors, concentrated in a spatially limited location and in a short time span, are most noticeable in parks and on green surfaces, at or in the vicinity of which they take place. Apart from that, natural and cultivated vegetation which is contained in parks and on green surfaces is one of the components of the urban landscape of the City of Pula and forms a part of the natural attraction basis of tourism (Orbanic 1980; Vojnovic 2012). The effect on the remaining city environment components, such as climatic and hydrographical components is negligible or difficult to measure.

In solving of research problems, standardised, semi-structured and problem-centred interviews were conducted with authorised representatives of the local boards of Arena, Monte Zaro and Stinjan, with five framework topics (questions). The first interview topic is assessment of the need to stage mass events in the areas of their local boards.

By the second topic, the direct financial benefits of mass events for local boards and local population were researched. The third question researched event organisers' assistance in renewal and arrangement of local boards, while the fourth topic was directed to evaluation of the local population's reaction to staging of events in their local boards. Finally, the fifth topic was evaluation of the number and intensity of the existing events.

RESEARCH RESULTS

The research results are presented in three subchapters which are identified according to different aspects of research of sustainable event tourism. In the first subchapter the results of effects of event tourism on green surfaces and parks are presented on the example of three local boards. The second subchapter exposes the results of effects of events on the local community, while the third evaluates economic sustainability of events.

Effects of event tourism on city green and park surfaces

The closing interview topic were suggestions for a higher quality preservation of these surfaces in the wake of, during and following event staging. There is a total of 189 parks and green surfaces in the City of Pula area, situated in the localities of all local boards. The local boards of Arena and Sveti Polikarp (24 combined) and Stari Grad (23) have the largest number of parks. On the other hand, the local boards of Monvidal, Stoja, Stinjan, Veli Vrh and Veruda (7 each) have the lowest number of parks. The largest park and green surfaces are situated in the area of the local board of Sijana (9.91 ha) and the smallest, in the area of Stinjan (1.08 ha) (Table 1. – Herculanea 2013; processed by authors). The local boards of Montezaro (10.96% of total surface area), Arena (9.66%) and Sveti Polikarp (9.63%) have the largest share of parks in the total surface area while Busoler (0.15%) and Stinjan (0.18%) have the lowest.⁸

⁸ Although it cannot be concluded from the shares, the local boards of Busoler and Stinjan have other large surface areas overgrown with vegetation, which are not categorised as green surfaces and parks. What is more, in the area of the LB Busoler, the same name park-forest is situated, maintained by a County institution, while in the area of the LB Stinjan, there are considerable green surfaces which, until recently, were an exclusive military zone. It is in these very parts of the zone where mass events are held.

Table 1. Surface areas of Local boards and parks in the City of Pula

Local board	Surface area (ha)	Number of parks	Surface area of parks (ha)	Share of parks in the surface areas of LBs. (%)	Share in the surface areas of city parks (%)
Arena	46.77	24	4.52	9.66	8.32
Busoler	1107.04	8	1.61	0.15	2.96
Gregovica	140.85	12	1.64	1.16	3.02
Kastanjer	68.85	8	3.28	4.77	6.05
Monte Zaro	32.37	11	3.55	10.96	6.53
Monvidal	34.93	7	1.16	3.33	2.14
Nova Veruda	136.92	9	3.54	2.59	6.52
Stari Grad	180.36	23	2.72	1.51	5.01
Stoja	295.60	7	1.91	0.65	3.52
Sv. Polikarp - Sisplac	79.48	24	7.66	9.63	14.10
Sijana	342.19	17	9.91	2.90	18.25
Stinjan	605.50	7	1.08	0.18	1.99
Valdebek	471.51	8	1.24	0.26	2.27
Veli Vrh	359.62	7	1.15	0.32	2.11
Veruda	180.77	7	5.52	3.05	10.17
Vidikovac	109.90	10	3.82	3.47	7.03
TOTAL	4192.65	189	54.31	1.30	100.00

The interview with the Communal Services representatives, who are responsible for horticulture, pointed to specific aspects of destruction and efforts to preserve parks and green surfaces in the City of Pula area, with a special overview of the three researched local boards. Responding to the first question (topic) about the cost of maintenance of vegetation and other parts of parks and green surfaces, the interviewed person estimated that in the wake of, during and following the staging of mass events, shares in the costs in the three local boards are considerably increased by an undetermined amount, but higher than the average of costs in the remaining local boards.

The second question (topic) related to the intensity of Communal Services' activities in the maintenance of parks during the event staging. In the wake of, during and following mass events in the areas of local boards of Arena, Monte Zaro and Stinjan, activities and costs of maintenance and renewal of the city parks and green surfaces significantly increase. During the staging of the film festival, but also during other events, in the area around the amphitheatre (LB Arena), the number of staff working on maintenance of parks increases, but significant damage to trees, bushes, lawns and paths has not been noticed. On the other hand, during the staging of festivals and concerts in the Club *Uljanik*, the parks and green surfaces in the area of the LB Monte Zaro are caused by breaking of branches of trees and bushes, excessive stamping down of lawns, destruction of other vegetation and disposing of various waste generated by the festival visitors. After each such event, the Communal Services assess the damage caused on different scales, inflicted to parks and green surfaces. In the LB Stinjan, the Communal Services, in agreement with the organiser, carry out preparatory work prior to each event on preservation of green surfaces and parks. Similar work is also carried out following the closing of the event, together with the workers responsible for removal of communal waste. Furthermore, within the response to the third question (topic), the representative believes that mass events have a stimulating and motivating role in the renewal and preservation of the city parks and green surfaces and that in the manner that the surfaces in the vicinity of event venues are additionally arranged and nursed.

Finally, to the question about suggestions as to how to protect green surfaces during the staging of events, the expert from the field of horticulture responded that there is no City of Pula or Communal Services strategy or programme with the goal of prevention of damage to or protection of parks during the staging of events. She believes that during the staging of events, the number of staff supervising the parks should be increased in a wider zone around the event venue and a sufficient number of sanitary points and waste bins should also be ensured. The city Tourist Board, Communal Services and the Police should be involved in the aforementioned activities.

The results of research on the effects of mass events on parks and green surfaces were additionally verified by field inspection and observation made immediately before and after the staging of events in the areas of the local boards of Arena, Monte Zaro and Stinjan. By field research it was determined that in the wake of staging of events parks and green surfaces in the area of all three local boards were cleaned and without any traces of waste and that cultivated and natural vegetation were in good condition.

Following the staging of events, in the areas of parks and green surfaces in the vicinity of the event venues, a certain quantity of rejected waste, left by visitors, was noticed. The waste mostly consisted of plastic bottles and cups, cans, glass bottles, paper and cardboard waste, food leftovers and other waste. Apart from waste, in the areas of natural and cultivated vegetation, specific damage was noticed, such as stamped down grass, broken tree branches and similar. By visual observation, it was estimated that the most damage to the vegetation and left waste in parks and on green surfaces was in the LB Monte Zaro, in the vicinity of the Club *Uljanik* and the least in the areas of the LB Arena, the areas surrounding the Roman amphitheatre.

Events and local community

The representatives of the three local boards graded the first four topics numerically, from one (1), as the lowest grade, to five (5), as the highest, which is taken from the Croatian educational system, as participants are familiar with such a method of grading and point allocation, which enabled them to apply it in a relatively simple way in the interview.⁹

The interview participants graded the fifth topic with grade 1, which means that the number of events needs to be reduced, 3 that the number of events should remain the same and 5 that the number of events should be increased in the areas of those local boards (Table 2. – edited and shaped by the authors, according to the interview results).

Table 2. Results of interviews with representatives of LBs Arena, Monte Zaro and Stinjan*

No.	Interview topics (questions)	Arena	Monte Zaro	Stinjan	Average
1	Need for existing events in LBs	5	5	5	5.00
2	Financial benefits for LBs from events	1	1	1	1.00
3.	Event organisers' assistance in renewal and arrangement of LBs	1	1	1	1.00
4.	Local population's reaction to events	4	3	4	3.67
5.	Existing number of events should be reduced, remain the same or increased	5	3	5	4.33

Note: * Grades for questions/topics for questions /topics 1-4: 1= lowest grade....., 5= highest grade; Grades for question /topic 5: 1= reduce, 3= remain the same, 5= increase.

⁹ Numerical grading was made according to the Likert scale from 1 to 5, where 1 is the lowest and 5 the highest grade.

Although an exceptionally low sample of grades is concerned (three LB representatives), averages of grades of only orientation value were calculated, of low representation, but indicative. The representatives of all three local boards gave the highest grade (5) to the need to organise events, which means that a majority of local boards are interested in staging of mass events. In the interview, all three representatives stated that the local population mostly supports the staging of mass events and that such a type of activity complements the City of Pula's tourist offer.

Complete agreement, but with an extremely opposite sign, was expressed by the interview participants in relation to the second topic by which a possibility of financial benefits from events for the local community, i.e. local boards, was considered. Namely, none of the three researched local boards receives any monetary funds for the events held. The interview participants assessed that a part of means collected at the events is paid into the City of Pula budget fund or into the state budget and that no local board has a share in the later allocation of these means¹⁰ nor can they affect the flow of financial means. This is why that aspect of effects was graded extremely negative (grade 1: unsatisfactory) by all the three interview participants (Table 1).

By the third topic (question), the role of mass event organisers in assisting local boards and their population was researched, which would reflect in voluntary work on infrastructural renewal, provision of help with arrangement of the environment, donating specific materials or equipment, needed for normal functioning of the local board and education on the benefits of events for the community. Like the second topic, answers were extremely negatively intoned and all the three representatives gave this contribution the lowest possible grade (1), with the exception of the LB Stinjan, where one citizen's association, apart from organising events, also helps in the board work from time to time. However, given the mass quality and media effect of events which are staged during the summer months in the area of Stinjan (Dujmovic and Vitasovic, 2012), this contribution is an exception and not a rule which can significantly affect the final grade by the local boards' representatives.

By the fourth question the local population's reaction to mass events being held in the areas of their local boards was assessed. The representatives of the LBs Arena and Stinjan assessed the local population's reaction as very good (4), while the Monte Zaro representative gave a lower grade, good (3). The representative of the LB Monte Zaro argued his, somewhat lower, grade. Namely Club *Uljanik*, which is situated in the area of this local board is, in its greater part, surrounded by residential buildings and has not fully resolved the issue of protection against the noise which is generated from its premises during the holding of festivals.

In addition, the Cultural Centre *Rojc* is mostly spatially isolated and separated from the other Monte Zaro units and does not affect considerably the local population's reaction concerning the staging of mass events.

The fifth topic responded to the question of future number of mass events in the areas of the researched local boards. According to the opinion of the Arena and Stinjan representatives, the number of events should be increased, while the LB Monte Zaro representative is of the opinion that the number should remain the same. In future, all the representatives expect greater benefits from events for their local boards and think that they contribute considerably to the destination promotion.

¹⁰ According to Croatian Laws, the tourist tax which is paid by visitors is a part of the budget income of cities and municipalities and not the local boards.

Economic and tourism sustainability of mass events

The total number of tourist arrivals for the City of Pula equalled 53,515 in July (345,206 overnights), 65,093 in August (421,745 overnights) and 32,197 in September (418,740 overnights). (Table 3). In the total number of arrivals at the Croatian level, the share of Istria (where also Pula belongs spatially) is 25% and, according to the realised tourist traffic, is the leading Croatian region.

The increase in overnights in the City accommodation facilities shows benefits for the hoteliers.

A considerable share of accommodation unit visitors is noted during the observed periods of event staging in comparison with total overnights, shown by months.

A lower percentage, shown in the period between the 1st and 10th August, is the result of the orientation of rock concert visitors towards alternative forms of accommodation, as well as the fact that Pula is primarily a family holiday destination.

The increased share of visitors during the staging of big mega-event periods (Outlook and Dimensions festivals) considerably affected the occupancy of the City's available capacities and extension of the season.

Table 3. Overnights in accommodation facilities of the company "Arenaturist" in the periods of event staging and total number of tourist overnights in Pula – 2012

Accommodation facilities	Tourist overnights		
	10th–28th July*	1st–10th August**	25th August–10th September***
Hotel Brioni	7,957	3,957	6,854
Hotel Histria	7,885	4,301	6,611
Hotel Palma	4,289	2,331	3,415
Hotel Park	5,260	3,023	4,753
Punta Verudela	23,403	12,094	19,274
Guest House Hotel Riviera	873	550	1,000
Camp Stoja	35,628	23,102	22,081
Verudela Beach & Villa	12,487	6,445	9,156
Horizont-Splendid	27,371	14,892	19,037
Total number of overnights (for the observed period)	125,153	70,695	92,181
Total monthly number of overnights	194,647	212,104	106,255
Share (%)	64.3	33.3	86.8
Total monthly number of overnights – City of Pula	345,206	421,745	418,740

Note: Arenaturist and Croatian Bureau of Statistics, monthly communications – *Film Festival, **Rock concerts, ***Outlook and Dimensions festivals

The increase in the number of overnights in the City's accommodation units during the staging of events, especially in September, thus indicates possible benefits in the sense of future occupancy, creation of higher prices, wide possibility of future repositioning of the tourist product (ensurance of visitors' experience) and restructuring of the tourist offer, tourism development accompanied by local populations' prosperity and feeling of well-being. Realisation of an attractive return on investment (ROI) would result also in the fulfilment of all the aforementioned goals.

It was determined by the research that the local community representatives point to the absence of the multiplicative effect of events on local communities. Synergy is also

missing, which could have been achieved by means of the market factor consensus, based on sustainable development.

DISCUSSION

For green surfaces and parks

Results of the research on the effects of mass events on parks and green surfaces of the City of Pula, as a space with natural and cultivated vegetation, undoubtedly showed that there are both positive and negative impacts of these effects. It is problematic that a city company, which is financed by the citizens' taxes and contributions, without any monetary compensation, cleans and maintains green surfaces on which mass events, organised by private entrepreneurs, take place (LB Stinjan). Such activities can intensify antagonism in some citizens of the City of Pula. Other positive effects of impacts of mass events on parks and green surfaces, such as raising of awareness about ecological problems (Pressbury and Edwards 2010; Gelder and Robinson 2011), the need to organise ecologically sustainable events (David 2009; Goldblatt 2011) and the positioning of ecologically responsible event organisers (Musgrave 2011) have not yet become a part of the management of sustainable event tourism in the area of the City of Pula.

Vis-a-vis positive, also negative effects of mass events on parks and green surfaces have been noticed by the research. Such effects are most obvious in the area of the LB Monte Zaro, where during and following the event staging, pollution of parks with communal waste generated by visitors was noticed, as well as damage to vegetation, possibly due to oversight in the handling of visitors. In all the three researched local boards, overuse of green surfaces was noticed, as a result of attendance of a large number of people in a relatively short period of time, which increases pressure on the eco-system. The lowest level of pollution and damage to the vegetation in the LB Arena's parks can be interpreted by the importance of the Roman amphitheatre as a cultural monument of national significance and greater attention has been paid to the surrounding parks. Additional problems, which should be encompassed by future research, is an increased level of noise and creation of high traffic congestion, including a complete closure of some city roads during the staging of mass events.

Local population

The interviews with representatives of the local population who live in the area of staging of mass events pointed to almost matching attitudes of all participants. The attitudes and assessments of the local boards' representatives can be divided into two pronouncedly polarised groups. One group contains positive attitudes about a big need for mass events and a wish to increase their number. On the other hand, there are pronouncedly negative grades when it comes to the financial benefits from events and assistance the local boards receive from the organisers. The only slight discrepancies relate to the grades for reaction of local boards' population to staging of mass events, but this did not significantly affect the research results. Finally, the possibility of grading, equal to the one used in the educational system, gave the participants, together

with the description grades and argumentation of attitudes, an opportunity for quantitative evaluation of the role of mass events in their local boards. In researches such as this one, where population surveying is impaired or disabled for numerous reasons, such grading by the local boards' representatives proved to be equally efficient and could be used in the interviews with similar topics.

Economy

In Pula, it is necessary to develop a system of monitoring the benefits from attractions, which still does not exist. For the time being, the attraction inventory is not available either. For the realisation of the aforementioned, educated staff are needed, prepared to observe tourism as a process of adjustment to demands by means of innovations, namely:

- By developing awareness in event organisers about the significance of events for the local community, based on the principles of sustainable and responsible behaviour,
- By creating teams which would encourage such activities,
- By monitoring of realisation of activities and effects on the environment.

The cities which hold mega-events have become products or brands. In concept development, numerous elements should be considered, among which are the event purpose, event theme, venue, audiences, available resources, time of event staging and organisational team capabilities (Van Der Wagen and Carlos 2008). In the Croatian circumstances, such form of cooperation is often missing for the reason that tourist boards do not function in the same way as destination management organisations (DMOs), but are often under various influences of the climate, while destination management companies (DMCs) themselves are also not the experience creator. Synergy is missing, which could have been realised by the consensus of market factors.

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