

*Preliminary communication*

## **EVENT MANAGEMENT AND ORGANIZATION IN LOCAL COMMUNITIES AS A STRATEGIC TOOL FOR PROMOTION AND DEVELOPMENT**

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### **Abstract**

Events in local communities are increasingly recognized as important instruments of social, cultural, and economic development, as well as effective tools for promotion and the creation of a positive community image. High-quality event management and organization can contribute to strengthening local identity, increasing visibility, and encouraging the active participation of residents and visitors. The aim of this scientific paper is to analyze the role of event management and organization in local communities and to examine their impact on community promotion and public perception.

The paper is based on a review of relevant literature in the fields of event management, local development, and place marketing, complemented by an empirical study conducted using a questionnaire survey. The research was carried out on a sample of participants attending local events, and the collected data were analyzed using descriptive statistical methods.

The results indicate a strong relationship between the quality of event organization, participant satisfaction, and the positive perception of the local community's image. Furthermore, the findings suggest that well-organized events can serve as effective instruments for enhancing community attractiveness, strengthening social cohesion, and supporting local development objectives.

The paper highlights the need for a strategic and systematic approach to event management as an integral component of the long-term development and promotion of local communities.

**Keywords:** Event management, Local development, Community promotion, Place marketing, Participant satisfaction.

*JEL Classification:* L83; R58; Z10; M31.

### **INTRODUCTION**

In contemporary conditions characterized by globalization, digitalization, and increasing competition among cities and municipalities, local communities face numerous developmental challenges. Small and medium-sized communities, in particular, are continuously seeking effective mechanisms to enhance their visibility, preserve their unique identity, and stimulate socio-economic development. In this context, events have emerged as valuable instruments that can simultaneously contribute to social, cultural, economic, and promotional objectives.

Events organized within local communities encompass a broad spectrum of activities, including cultural manifestations, sports competitions, gastronomic festivals, traditional celebrations, fairs, and various thematic programs. Beyond their primary entertainment or cultural function, such events play an important role in strengthening social cohesion, encouraging citizen participation, and promoting local values and traditions. Through events, communities have the opportunity to present themselves to both internal and external audiences, thereby influencing perceptions of their identity, attractiveness, and overall image.

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As a result, event management and organization have acquired a strategic dimension within local development policies. Contemporary approaches to event management emphasize systematic planning, stakeholder coordination, efficient allocation of resources, risk management, marketing activities, and continuous evaluation of outcomes. Events are no longer perceived as isolated or one-time activities; rather, they are increasingly integrated into broader strategies aimed at community development, destination promotion, and place branding.

The quality of event management directly influences participant experiences and, consequently, long-term perceptions of the community. Successful event organization requires the active involvement and cooperation of multiple stakeholders, including local government authorities, tourism organizations, cultural institutions, educational organizations, civil society groups, local businesses, volunteers, and residents. Such cooperation contributes to the creation of authentic and memorable experiences while maximizing the social and economic benefits generated by events.

The involvement of local residents is particularly important, as it enhances community ownership, strengthens social capital, and increases the legitimacy and acceptance of events. Conversely, insufficient stakeholder coordination, inadequate planning, or the absence of a strategic approach may reduce the effectiveness of events and limit their developmental impact.

The promotional role of events has become even more significant with the rapid expansion of digital communication technologies. Social media platforms, online communication channels, and digital marketing tools enable the rapid dissemination of information, increase audience reach, and contribute to shaping the image and narrative of local communities. Through digital promotion, events can extend their influence beyond geographical boundaries and attract visitors, investors, and potential partners.

Despite the growing importance of events in local development and community promotion, there remains a need for more comprehensive research examining their contribution to image building and public perception. Participant satisfaction and experiences are particularly relevant, as they represent key determinants of the long-term success and sustainability of events. Understanding how participants perceive event quality and its influence on community image can provide valuable insights for policymakers, event organizers, and local development practitioners.

Therefore, the aim of this paper is to analyze the role of event management and organization in local communities and to examine their impact on community promotion and public perception. The research is designed as a model-based, exploratory, and predominantly descriptive study, focusing on participants' perceptions of local events and their contribution to the development and promotion of local communities.

## **1. THEORETICAL FRAMEWORK**

The theoretical framework of this study is based on an interdisciplinary approach that integrates concepts from management, marketing, local development, tourism studies, and event management. Events are generally understood as planned activities of limited duration designed to achieve specific cultural, social, economic, educational, or promotional objectives (Getz 2008; Goldblatt 2011). Due to their temporary nature, uniqueness, and complexity, events require specialized managerial approaches involving planning, organization, implementation, monitoring, and evaluation.

Within local communities, events perform multiple functions. They provide entertainment and cultural enrichment for residents while simultaneously serving as instruments for destination promotion, community branding, and local development. Through events, communities communicate their values, traditions, culture, and identity to visitors and external stakeholders. Consequently, events have become important mechanisms for enhancing community attractiveness, strengthening social cohesion, and supporting local economic activity (Richards 2015; Getz and Page 2016).

The literature distinguishes several categories of events, including cultural, sports, gastronomic, educational, religious, and thematic events. Events may also be classified according to their scale as local, regional, national, or international, and according to their frequency as one-time or recurring events. Recurring events are particularly significant because they contribute to the creation of place identity, destination recognition, and long-term community branding. Through continuity and regular implementation, such events enable the development of recognizable community images and stronger relationships with visitors and stakeholders (Richards and Palmer 2010).

The management of events in local communities is closely connected to local governance structures. Local authorities often provide institutional support, financial resources, infrastructure, and stakeholder coordination necessary for successful event implementation. Strategic event planning that is aligned with broader development strategies, tourism plans, and cultural policies enables events to become integral components of local development systems rather than isolated activities (Kotler et al. 1993; Hall and Page 2014). In this context, project management principles, stakeholder engagement, and performance evaluation represent essential elements of professional event organization.

Stakeholder cooperation is widely recognized as one of the key determinants of successful event management. Event stakeholders typically include public institutions, local businesses, tourism organizations, cultural institutions, non-governmental organizations, volunteers, and residents. Effective collaboration among these actors facilitates resource sharing, improves organizational capacity, and enhances the social legitimacy of events. Furthermore, participatory approaches strengthen community involvement, social capital, and long-term sustainability (Andersson and Getz 2009; Arcodia and Whitford 2006).

The sustainability of events has become an increasingly important topic in contemporary research. Sustainable event management is generally examined through three interconnected dimensions: economic, social, and environmental sustainability. Economic sustainability refers to the generation of income, employment opportunities, and multiplier effects within the local economy. Social sustainability includes strengthening community identity, social cohesion, civic participation, and cultural preservation. Environmental sustainability focuses on minimizing negative environmental impacts through responsible resource management and environmentally conscious organizational practices (Swarbrooke 2002; UNEP 2012).

An additional theoretical perspective relevant to this study is place marketing. According to place marketing theory, events function as strategic tools for building destination image and increasing community visibility. Well-organized events create memorable experiences that influence visitor perceptions, encourage positive word-of-mouth communication, and stimulate recommendations through both traditional and digital communication channels. In the era of digital media, participant experiences are

rapidly shared through social networks and online platforms, significantly amplifying the promotional effects of local events (Richards 2015; Morgan et al. 2010).

Based on these theoretical considerations, it can be concluded that the quality of event management and organization represents an important determinant of participant satisfaction and a significant factor in shaping the image and promotion of local communities. Existing studies suggest a relationship between organizational quality, participant experience, and community perception. However, these relationships remain insufficiently explored within smaller local communities. Therefore, this study adopts an exploratory and descriptive approach aimed at providing initial empirical insights into the role of event management in local community promotion and image building.

## 2. CONCEPTUAL MODEL AND RESEARCH HYPOTHESES

The conceptual model of this study is based on the assumption that the quality of event management and organization in local communities has both direct and indirect effects on community promotion and image formation. Specifically, organizational elements of events, including program quality, logistics, information provision, hospitality, and safety, influence participants' overall satisfaction, which subsequently affects perceptions of the local community's image and attractiveness.

The model further assumes that effective promotion and communication activities enhance the impact of events on community recognition and public perception. In this framework, the quality of event organization is treated as the independent variable, participant satisfaction as a mediating variable, and community promotion and image as dependent variables. Additionally, information provision and promotional activities may strengthen the relationship between event quality and community perception.

The conceptual relationships proposed in the model suggest that well-organized events contribute to positive participant experiences, which in turn influence the perceived attractiveness, authenticity, and reputation of the local community. Consequently, events are viewed not only as temporary activities but also as strategic instruments of local development, destination promotion, and community branding.

Based on the conceptual model and the theoretical foundations discussed in the previous section, the following research hypotheses are proposed:

H1: The quality of event organization positively affects the overall satisfaction of participants.

H2: Participant satisfaction positively influences the perception of the local community's image.

H3: The quality of event organization, information provision, and promotional activities has a significant positive effect on the promotion, recognition, and image of the local community.

H4: The involvement of local residents in event organization positively influences perceptions of community authenticity and local identity.

These hypotheses provide the analytical framework for examining the relationships between key dimensions of event management and their effects on community promotion and image formation. The empirical analysis is designed to test these relationships and provide insights into the contribution of events to the long-term development and visibility of local communities.

### 3. RESEARCH METHODOLOGY

The aim of this research is to examine participants' perceptions of the quality of event management and organization in local communities and to analyze their impact on community promotion and image. In accordance with the research objectives and the conceptual model, the following research questions were formulated:

1. How do participants evaluate the quality of local event organization?
2. To what extent do local events contribute to a positive perception of the community?
3. Which organizational elements of events most significantly influence participant satisfaction?
4. Which organizational and promotional elements most strongly affect perceptions of the community's image and recognition?

The study was conducted using a descriptive-analytical research design and a quantitative methodological approach. A questionnaire survey was selected as the primary data collection instrument because it enables the collection of information from a relatively large number of respondents and facilitates statistical analysis and comparison of responses.

The research was carried out as a model-based empirical study focused on examining the relationships between event organization, participant satisfaction, and perceptions of community image. Although the study primarily relies on descriptive statistical analysis, selected inferential procedures were also applied to provide additional insights into the relationships among key variables.

The sample consisted of 120 participants attending local events in three selected local communities. Respondents were selected using a convenience sampling method and included both local residents and visitors. The sample incorporated different age groups, genders, educational backgrounds, and levels of event participation in order to ensure diversity of perspectives.

Data collection was conducted during 2025 through both online and paper-based questionnaires. The online questionnaire was distributed through social media platforms and local digital communication channels, while paper-based questionnaires were administered directly at selected events. This mixed-mode approach increased accessibility and enabled participation among respondents with varying levels of digital engagement.

The questionnaire consisted of three sections:

1. Sociodemographic characteristics

- Age;
- Gender;
- Educational attainment;
- Frequency of event participation;
- Relationship with the local community (resident or visitor).

2. Evaluation of event organizational elements

Respondents evaluated the quality of event organization through several dimensions, including:

- Program quality;
- Organization and logistics;
- Information provision and promotion;

- Organizer hospitality;
- Safety and technical support.

The evaluation was conducted using a five-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”).

3. Perceived impact of events on community image and promotion  
This section included statements related to:

- Community recognition;
- Community image and attractiveness;
- Local pride and identity;
- Perceived economic benefits of events.

The research instrument was developed on the basis of relevant theoretical frameworks and contemporary event management practices and was adapted to the context of local communities.

The collected data were analyzed using descriptive statistical methods. Arithmetic means and percentage distributions were calculated for all relevant variables. In addition, Pearson’s correlation coefficient was applied to examine the strength and direction of relationships between selected variables, particularly between perceived event quality, participant satisfaction, and perceptions of community image. The analysis was conducted using Microsoft Excel, which enabled systematic organization and presentation of the results.

Several limitations of the study should be acknowledged. First, the use of convenience sampling limits the generalizability of the findings to the broader population. Second, the study relies on self-reported perceptions collected through a single research instrument, which may introduce response bias. Third, the relatively small sample size and limited geographical coverage restrict the possibility of broader generalizations. Finally, although basic inferential procedures were employed, the study was not designed to establish causal relationships but rather to identify patterns and associations among key variables.

Despite these limitations, the research provides valuable insights into participant perceptions of local events and offers practical recommendations for improving event management, community promotion, and local development strategies. The findings should therefore be regarded as an important foundation for future studies employing larger samples, more advanced statistical techniques, and comparative analyses across different local communities.

#### **4. RESEARCH RESULTS**

##### **Sociodemographic Profile of Respondents**

The research included a total of 120 respondents who participated in or attended local events organized in three selected local communities. The purpose of the sociodemographic analysis was to provide an overview of the characteristics of the surveyed participants and to ensure a better understanding of the structure of the sample.

The respondents represented different age groups, educational backgrounds, and levels of involvement in local events, thereby providing diverse perspectives on event organization and its impact on community promotion and image. Such diversity

contributes to a more comprehensive interpretation of the findings and enhances the reliability of the collected data. The structure of the sample is presented in Table 1.

**Table 1.** Sociodemographic Structure of Respondents (N = 120).

Characteristic	Category	Number	Percentage
Gender	Male	52	43.3%
	Female	68	56.7%
Age	18–25	24	20.0%
	26–35	36	30.0%
	36–45	30	25.0%
	46–55	18	15.0%
	56+	12	10.0%
Education	Secondary school	36	30.0%
	Higher vocational education	42	35.0%
	University degree	42	35.0%
Frequency of participation	Once a year	30	25.0%
	2–3 times a year	54	45.0%
	More than 3 times a year	36	30.0%
Relationship with community	Resident	78	65.0%
	Visitor	42	35.0%

The data presented in Table 1 indicate that the sample was predominantly composed of middle-aged respondents (26–45 years), while women were slightly more represented than men. The majority of respondents possessed either secondary or higher education qualifications, and most reported attending local events two to three times per year. In addition, most participants were residents of the surveyed local communities, whereas 35% were visitors from other areas.

The composition of the sample provides valuable insights into perceptions of event organization from both the perspectives of local residents and visitors. This diversity of viewpoints is particularly important for understanding the broader impact of events on community promotion, image formation, and local development.

#### Assessment of Event Organizational Elements

Respondents were asked to evaluate key elements of event organization using a five-point Likert scale, where 1 indicated “strongly disagree” and 5 indicated “strongly agree.” The evaluated dimensions included program quality, organization and logistics, information provision and promotion, organizer hospitality, and safety and technical support. The results of these evaluations are presented in Table 2.

**Table 2.** Respondents’ Assessment of Event Organizational Elements (N = 120)

Organizational Element	Mean (Arithmetic Mean)	Interpretation
Program quality	4.12	High rating
Organization and logistics	3.85	Well organized
Information provision and communication	3.62	Satisfactory
Hospitality and service	4.05	High rating

Safety and technical support	3.70	Good, but with room for improvement
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The results indicate that respondents generally evaluated the quality of event organization positively. The highest scores were recorded for program quality and organizer hospitality, highlighting the importance of attractive content and the human factor in shaping participants' overall event experiences. These findings suggest that well-designed programs and positive interactions with organizers significantly contribute to participant satisfaction.

In contrast, information provision and communication received the lowest average scores among the evaluated dimensions. This finding indicates the need for more effective promotional activities, improved communication strategies, and greater utilization of digital communication channels. Similar results have been reported in previous studies, which identify communication and information dissemination as among the most challenging aspects of event organization, particularly in smaller local communities (Richards and Palmer 2010; Getz and Page 2016).

Organization and logistics, as well as safety and technical support, received moderately positive evaluations. Although respondents generally expressed satisfaction with these aspects, the results reveal considerable potential for further improvement. Such findings are expected in local communities where infrastructure limitations, financial constraints, and a shortage of professional human resources may affect the quality of event implementation.

Overall, the results suggest that participants are satisfied with the events they attended; however, there remains a clear need to strengthen communication activities, improve promotional efforts, and enhance the management of logistical and operational aspects. Addressing these areas could contribute to higher participant satisfaction and strengthen the positive impact of events on community promotion and image.

### Impact of Events on the Perception of Community Image and Promotion

Respondents were asked to evaluate a series of statements concerning the impact of local events on community image, recognition, promotion, and overall attractiveness. The purpose of this section was to examine whether participants perceive events as effective instruments for enhancing the visibility and reputation of local communities.

The evaluation focused on several dimensions, including community recognition, local pride and identity, attractiveness for visitors, and perceived economic benefits associated with event organization. Respondents expressed their level of agreement with each statement, providing valuable insights into the role of events in shaping public perceptions of the community. The results are presented in Table 3.

**Table 3.** Respondents' Perceptions of the Impact of Events on the Image and Promotion of the Local Community (N = 120)

Statement	Mean (Arithmetic Mean)	Interpretation
Events contribute to community recognition	4.18	Strong positive impact
Events improve community image	4.05	Positive impact
Events increase resident pride	4.22	Very positive impact
Events stimulate tourist interest	3.88	Moderate to strong
Events contribute to economic development	3.70	Positive, but moderate

The results indicate that respondents perceive local events as having a significant positive impact on community recognition, image, and promotion, thereby confirming

the importance of events as effective promotional instruments. The highest level of agreement was recorded for the statement related to increasing residents' pride in their community, suggesting that events generate substantial social and identity-related benefits.

This finding is consistent with previous research, which emphasizes that events in local communities often produce stronger social and cultural effects than direct economic outcomes, particularly in small and medium-sized communities (Richards 2015; Arcodia and Whitford 2006). By strengthening community identity, fostering social interaction, and enhancing the sense of belonging, events contribute to the development of social capital and support the long-term sustainability of local initiatives.

Statements related to attracting tourists and stimulating economic development received somewhat lower average scores. This may indicate that participants perceive the social and identity-related benefits of events more strongly than their economic effects. Another possible explanation is that the economic impact of events is often less visible to participants and is not systematically measured or communicated within local communities.

Nevertheless, the findings suggest that events represent valuable instruments for enhancing community visibility, strengthening local identity, and improving the overall image of local communities. At the same time, the results point to opportunities for achieving greater economic benefits through stronger integration of events with tourism development strategies, destination marketing initiatives, and collaboration with local businesses and private-sector stakeholders.

Overall, the findings confirm that local events play an important role in community promotion and image building. However, maximizing their long-term impact requires a more strategic approach that integrates event management with broader community development, tourism, and marketing objectives.

#### Correlation Analysis: Participant Satisfaction and Community Perception

To further examine the relationship between participant satisfaction and perceptions of community image and promotion, Pearson's correlation coefficient was calculated between the overall participant satisfaction score and the perceived impact of events on community image and recognition. For the purposes of the analysis, overall participant satisfaction was calculated as the arithmetic mean of respondents' evaluations of key organizational elements, including program quality, organization and logistics, information provision and communication, organizer hospitality, and safety and technical support. Similarly, community perception was measured as the arithmetic mean of responses to statements related to community recognition, image, resident pride, tourist attractiveness, and perceived economic benefits generated by events.

The correlation analysis was conducted to determine the strength and direction of the relationship between these two variables. The application of Pearson's correlation coefficient enabled the identification of whether higher levels of participant satisfaction were associated with more positive perceptions of the local community's image and promotional effectiveness. The results of the correlation analysis are presented in Table 4.

**Table 4.** Pearson's Correlation between Participant Satisfaction and Community Perception (N = 120).

Variable	Correlation (r)	Interpretation
Participant satisfaction perceptionofcommunityimageandpromotion	– 0.68	Strongpositiverelationship

The results reveal a strong positive relationship between overall participant satisfaction and perceptions of the local community's image and promotion ( $r = 0.68$ ). This finding indicates that higher levels of satisfaction with event organization are associated with more positive perceptions of the community in terms of image, recognition, attractiveness, and local pride.

The observed relationship provides empirical support for the first two research hypotheses. Specifically, the results suggest that the quality of event organization plays an important role in shaping participant satisfaction, while higher levels of satisfaction contribute to more favorable perceptions of the local community.

**H1:** The quality of event organization positively affects participant satisfaction.

**H2:** Participant satisfaction positively affects the perception of the local community's image.

The strength of the correlation further suggests that participant satisfaction functions as an important mechanism through which events influence community promotion and image building. Well-organized events create positive experiences for attendees, which subsequently contribute to stronger community recognition, improved reputation, and enhanced perceptions of local identity and attractiveness.

These findings are consistent with previous research emphasizing that participant experience represents one of the most significant determinants of event success and destination image formation (Morgan et al. 2010; Richards and Palmer 2010). Positive experiences not only influence participants' perceptions during the event itself but also encourage recommendations, repeat visitation, positive word-of-mouth communication, and social media engagement, thereby extending the promotional effects of events beyond their immediate duration.

Overall, the results highlight the strategic importance of event management for local communities. By investing in the quality of event organization and participant experience, local communities can strengthen their image, increase their visibility, and enhance their attractiveness for both residents and visitors.

## 5. DISCUSSION

The findings of this study indicate that events organized within local communities have a significant influence on community image, promotion, and public perception. One of the most notable findings is that the highest level of agreement was recorded for the statement related to increasing residents' pride in their community. This result supports the view that events generate important social benefits and contribute to the strengthening of social capital, community cohesion, and local identity. Such findings are consistent with theoretical approaches that emphasize the role of events as instruments for identity formation and community building within local environments (Getz 2008; Richards 2015).

The analysis of event organizational elements revealed that participants expressed the highest levels of satisfaction with program quality and organizer hospitality. These

results suggest that attractive content and positive interactions between organizers and participants are among the most influential factors shaping overall event experiences. Conversely, information provision and communication received the lowest evaluations. This finding highlights the importance of strengthening promotional activities and improving communication strategies. In many local communities, event programs may be of high quality; however, insufficient communication and limited promotional efforts often reduce event visibility and restrict their broader impact on community recognition and image.

The strong positive correlation identified between participant satisfaction and perceptions of community image provides empirical support for Hypotheses H1 and H2. The results indicate that the quality of event organization plays a crucial role in shaping participant satisfaction, while satisfaction itself contributes significantly to more positive perceptions of the local community. These findings reinforce previous research emphasizing that participant experiences represent one of the primary mechanisms through which events influence destination image, place branding, and community promotion (Morgan et al. 2010; Richards and Palmer 2010).

From a practical perspective, the findings suggest that local authorities and event organizers should invest in the professionalization of event management processes, including planning, logistics, safety measures, stakeholder coordination, and visitor services. Improvements in these areas can enhance participant satisfaction and, consequently, strengthen the promotional value of events for local communities.

The results also indicate that respondents perceive the economic effects of events as moderate when compared to their social and identity-related benefits. This finding may suggest that the economic contributions of events are either less visible to participants or insufficiently integrated into broader local development strategies. Greater collaboration with local entrepreneurs, tourism providers, cultural organizations, and other private-sector stakeholders could enhance the economic impact of events. Such collaboration may encourage the development of complementary products and services, including local fairs, gastronomic offerings, cultural experiences, and souvenir production, thereby increasing visitor spending and generating additional benefits for the local economy.

At the same time, it is important to maintain a balance between commercial objectives and the social functions of events. Excessive commercialization may undermine authenticity and weaken community engagement, which are among the primary strengths of local events. Therefore, sustainable event development should seek to integrate economic, social, and cultural objectives in a balanced and mutually reinforcing manner.

Overall, the findings demonstrate that events represent valuable instruments for community promotion, image building, and identity strengthening. However, maximizing their long-term impact requires an integrated and strategic approach that combines high-quality organization, effective communication, stakeholder collaboration, and alignment with broader local development objectives. Local communities should therefore develop event strategies that are sustainable, participatory, and closely aligned with the needs of both residents and visitors.

## CONCLUSION

The findings of this research demonstrate that the quality of event management and participant satisfaction have a significant influence on the perception of community image and promotion. The results confirm that local events contribute to community recognition, strengthen residents' sense of pride and belonging, and positively affect the overall image and attractiveness of local communities. These findings support the view that events should not be perceived solely as recreational or cultural activities, but also as strategic instruments for community development and promotion.

At the same time, the research highlights several areas that require further improvement. In particular, information provision, communication activities, and promotional efforts received lower evaluations compared to other organizational dimensions, indicating the need for more effective communication strategies and greater use of digital marketing tools. Furthermore, the findings suggest that stronger integration of events into local tourism and economic development initiatives could enhance their overall contribution to community development.

Based on the research results, the following recommendations can be proposed for local communities and event organizers:

1. Professionalization of event management through investments in organizational capacities, logistics, safety standards, and stakeholder coordination.
2. Strengthening communication and promotional activities by utilizing both digital and traditional communication channels and ensuring consistent and targeted messaging.
3. Increasing stakeholder participation through greater involvement of local associations, entrepreneurs, cultural organizations, volunteers, and residents in the planning and implementation of events.
4. Establishing event evaluation systems to monitor and assess the social, economic, tourism, and promotional impacts of events on local communities.
5. Developing long-term event strategies aligned with broader community development objectives, tourism policies, and place-marketing initiatives.

The study also has several limitations that should be acknowledged. The use of convenience sampling limits the generalizability of the findings, while the relatively small sample size and focus on selected local communities restrict broader comparisons. In addition, the study primarily relies on descriptive statistical analysis, which limits the ability to draw causal conclusions regarding the observed relationships.

Future research should therefore include larger and more representative samples, comparative analyses across different communities, and the application of more advanced statistical techniques. Such studies would provide a deeper understanding of the mechanisms through which events influence community promotion, image formation, social cohesion, and local development. Despite these limitations, the present study contributes to the growing body of knowledge on event management and provides practical insights for policymakers, local authorities, and event organizers seeking to enhance the developmental and promotional value of local events.

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