

THE PROFILE OF TOURISTS DURING SARAJEVO FILM FESTIVAL

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Abstract: Sarajevo Film Festival is of great importance for the image and competitiveness of Sarajevo as a tourist product. It has been held every year since 1995 in Sarajevo and has an average attendance of about 100,000 film lovers. An event of any kind, which gathers more than 100,000 visitors in Sarajevo, hosts an impressive number of world media, employs a large number of young people, fills the capacity of hotels, restaurants, draws offers from the tourist community, is the best promoter not only of Sarajevo but the whole country and the leverage for the development of the country in other areas too. The aim of this paper is to analyze the profile of tourists visiting Sarajevo during the Sarajevo Film Festival. Statistical significance tests and descriptive statistics were used in the analysis of the results.

Keywords: tourism, event tourism, Sarajevo, Sarajevo Film Festival

INTRODUCTION

Views among the authors on what the term "event" encompasses are varied. It is considered that the common feature of all events is periodicity and that each manifestation is an exceptional driving force for a mixture of management, program, decoration, and people (Getz, 2005).

The event that is discussed, from the point of view of tourism, and which will be discussed in this paper, is considered by a large number of authors as a "special event", referring of course to special public events. Special events include a wide range of events, from national holidays and celebrations, important civic events, notable cultural performances, major sporting events, and trade promotions. Today, the industry of these events is so large that it is very difficult to find a definition that includes all types and forms of special events (Čaušević-Ribić & Čizmić, 2016).

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Special events have six important features: they are attractive to tourists and promote tourism development, have a limited duration, happen once or periodically, increase awareness of the region, its image, and characteristics, provide a social experience, significantly deviates from everyday events (Jago & Shaw, 1998).

Sarajevo Film Festival is one of the most prominent film festivals in Southeast Europe. It has been held every year since 1995 in Sarajevo and has an average attendance of about 100,000 film lovers. It is the leading film festival in the region, recognized by both film professionals and the general public. High-quality programs, a strong industrial segment, educational and networking platform for young filmmakers, and the presence of film industry representatives, filmmakers, and media representatives, with an audience of over 100,000 people, confirm the status of Sarajevo Film Festival (Čizmić & Čaušević, 2017).

It is important to emphasize that no film event in the region has managed to attract the attention of the entire region in such a short time, especially in the countries of the former Yugoslavia. Thanks to the linguistic proximity, foreign tourists from the region perceive the Sarajevo Film Festival as a platform connecting and bringing them even closer through linguistically similar projections. Thanks to the international program of the Festival and the participation of some of the most famous Hollywood actors as visitors, people from all countries are increasingly deciding to visit the Sarajevo Film Festival. The good reputation of the Festival, as well as cheap travel and accommodation arrangements, make the Sarajevo Film Festival a very attractive destination in this part of Europe (Čaušević & Čizmić, 2017).

An event of any kind, which gathers more than 100,000 visitors in Sarajevo, hosts an impressive number of world media, employs a large number of young people, fills the capacity of hotels, restaurants, draws offers from the tourist community, is the best promoter not only of Sarajevo but the whole country and leverage for the development of the country and in other areas. This is its greatest strength and significance.

Sarajevo Film Festival is of crucial importance when it comes to the image and competitiveness of the Sarajevo tourist product. The richness of history and culture sets it apart from all other cities in Bosnia and Herzegovina, and the Sarajevo Film Festival is an ideal way to valorize and affirm precisely these values. (Čaušević-Ribić & Čizmić, 2016).

METHODOLOGY AND RESEARCH RESULTS

The paper applied a quantitative approach to the research, including data collection through surveys (face to face). The population covered by this research are foreign tourists (non-BiH citizens) who visited Sarajevo during the Sarajevo Film Festival, as well as in the period before and after the Sarajevo Film Festival (July and September 2014). The convenience sample for this research was 400 respondents (foreign tourists), namely 200 foreign tourists who visited Sarajevo during the Sarajevo Film Festival (August 15-23, 2014) and 200 who visited it in the month before and after the Festival (100 foreign tourists who visited it in July and 100 foreign tourists who visited it in September 2014). The classical method of interception was used to select the respondents. The data obtained by the research were processed separately for two target groups of respondents, i.e., for (1) foreign tourists who visited Sarajevo during the Sarajevo Film Festival and (2) foreign tourists who visited Sarajevo in the period of one month before and after the Festival. A comparison of these data and an analysis was then performed for each of the mentioned groups of respondents. In the analysis and interpretation of the obtained data, tests of statistical significance and descriptive statistics were used (Čaušević & Čizmić, 2017).

This paper aims to overview the characteristics, i.e., differences in the characteristics of the stay of tourists in Sarajevo during the Sarajevo Film Festival and the months before and after the Festival.

Table 1: Gender of the respondents

64%	36%	41%	59%
male	female	male	female
July and September		SFF	

Source: Čaušević, 2017.

In the months before and after the Sarajevo Film Festival, a convenience sample included more male respondents, namely 64% and 36% of female respondents, while during the Festival, this ratio was more balanced and slightly more in favor of the female respondents, 59%, while the occasional sample included 41% of male respondents.

As can be seen from the tables, the part of the sample related to the respondents who visited Sarajevo outside the period of Sarajevo Film Festival was aggregated in the analyzes to be compared with the respondents who visited Sarajevo during the Festival, which is the primary aim of this paper - to compare the experience during

and after the Sarajevo Film Festival. This presentation will be used in other analyzes and presentations.

Table 2 shows that the age structure of both samples is similar but still significantly different. In both cases, the largest group of respondents belonged to the age group of 24 to 39 years, namely almost half of the respondents (Čaušević, 2017).

Tourists who visited Sarajevo in July and September mainly belong to the age group of 24 to 39 years, 47% of them, while 21% of tourists belong to the age group of 40 to 55 years, 19% to the group of 18 to 24 years, and the smallest number of tourists, 14% of them belong to the age group over 55 years. Non-festival tourists (tourists who visited Sarajevo in July and September) belong to the second and third age groups in almost the same number of cases. One-fifth of the respondents belong to the youngest group, aged 18 to 24, and the other fifth to the older group, aged 40 to 55. The smallest number of respondents belongs to the oldest group, with more than 55 years of age.

Tourists who visited Sarajevo during the Sarajevo Film Festival, on the other hand, differ significantly in their age structure. The largest number of respondents, as with non-festival tourists, belongs to the age group of 24 to 39 years, 48% of them. Almost one-third of visitors belong to the youngest group, 29% of those aged 18 to 24, while 13% of tourists belong to the age group over 55. The smallest share in the age structure of visitors during the Festival belongs to the group from 40 to 55 years of age, namely 11% (Čaušević, 2017).

Table 2: Age distribution of respondents

19%	29%	47%	48%	21%	11%	14%	13%
18 to 24 years		24 to 39 years		40 to 55 years		age group over 55	
July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF

Source: Čaušević, 2017.

A χ^2 test was also carried out for this analysis to determine if the difference in the age distribution of respondents is statistically significant. The test showed that this difference, which shows that the respondents who visited Sarajevo during the Sarajevo Film Festival were somewhat younger, was statistically significant. Therefore, significance was determined at the level of 0.013% (Čaušević, 2017).

Table 3: Degree of education

0%	2%	2%	1%	7%	25%	58%	63%	34%	10%
Without education		Elementary School		High school		College		Postgraduate education	
July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF

Source: Čaušević, 2017.

Again through the χ^2 test, statistical significance was also determined in the analysis of differences in the highest completed degree of education. Visitors of Sarajevo during the Sarajevo Film Festival are more likely to have graduated from college or university (63%). In comparison, this is also the case with 58% of tourists who visited Sarajevo in July and September. However, it would be wrong to conclude that they are more educated because respondents who visited Sarajevo during July or September are significantly more likely to have completed postgraduate education (34%), while this is the case in 10% of Festival visitors. In addition, 25% of Festival visitors have a high school, while this is the case with 7% of tourists who visited Sarajevo in July and September.

This can be related to the earlier presentation, which showed that the respondents during the Festival were still slightly younger (18 to 24 years), and a significant part of them had just finished high school or college and did not even have time to complete higher education (Čaušević, 2017).

Visitors in July and September most often, almost, as a rule, came to Sarajevo for the first time, namely 82%. Eight out of ten respondents visited Sarajevo for the first time, and just over a tenth, namely 12%, visited Sarajevo more (but not more than four) times. On the other hand, only 3% of tourists visited Sarajevo more than 10 times, while 2% of tourists visited Sarajevo 5 to 9 times (Čaušević, 2017).

Visitors during the Festival were significantly less frequent in Sarajevo for the first time, about half of the respondents, or 55%. More often than non-festival tourists, these visitors have been to Sarajevo several times. Almost a third (27%) were in Sarajevo more than twice and less than 5 times. 4% of festival tourists visited Sarajevo 5 to 9 times, while 4% of tourists visited Sarajevo 10 or more times. In this case, too, the χ^2 test was performed, which showed that these differences were statistically significant since the p-value was lower than 0.05 (Table 4).

Table 4: Results of χ^2 test

		Type of survey
How many times have you visited Sarajevo so far?	Chi-square	48,411
	Df	8
	P value	0,000

Source: Čaušević, 2017.

Table 5: Previous visits to Sarajevo

82%	55%	12%	27%	2%	4%	3%	4%	2%	11%
First time		2 to 4 times		5 to 9 times		10 and more times		Does not want to answer	
July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF

Source: Čaušević, 2017.

The nature of the visit can be explained by the previous, but also by the next question. For this variable, respondents provided information on how long they intend to stay in Sarajevo.

Respondents who were not in Sarajevo during the Sarajevo Film Festival stayed in Sarajevo for up to three days in almost three-quarters of cases (70%), which was the case with slightly more than half of the respondents (54%) during the Festival. Tourists from July and September, 14% of them, stayed in Sarajevo for 4 to 6 days, 5% of them stayed from 7 to 9 days, 3% of tourists stayed for 10 or more days, while 9% of tourists did not have a defined duration of the visit. Respondents surveyed during the Festival intended to stay in Sarajevo a little longer, 20% of tourists from 4 to 6 days, 5% from 7 to 9 days, 4% 10 and more days, and 17% did not know how long they would stay in Sarajevo (Čaušević, 2017).

Table 6: Results of χ^2 test

		Type of survey
How many nights will you spend in Sarajevo?	Chi-square	27,128
	df	10
	P-value	0,002

Source: Čaušević, 2017.

Test of statistical significance, as in the case of testing the previous variables, showed that this difference is also statistically significant because the p-value is 0.002 (table 6) (Čaušević, 2017).

Table 7: Length of stay

1%	2%	70%	54%	14%	20%	5%	5%	3%	4%	9%	17%
Stays only during the day		1 to 3 days		4 to 6 days		7 to 9 days		10 and more days		Does not know	
July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF

Source: Čaušević, 2017.

CONCLUSION

The research in this paper has multiple benefits both for the tourist offer of the city of Sarajevo and for the Sarajevo Film Festival. First of all, we need to start from a significantly different structure of visitors during and outside of the period of the Sarajevo Film Festival. The results showed that tourists in Sarajevo during the Festival are younger, probably still in the process of obtaining education, and do not have a clear plan for how long they will stay, but their stay is still significantly more extended than that of visitors to Sarajevo in July and September. On the other hand, visitors in the period when the Sarajevo Film Festival is not held are somewhat older, more educated, and intend to stay shorter in Sarajevo, usually one to three days, and have not been to Sarajevo before. Observing this segment of the research, it can be observed that the experience of visiting is different, which corresponds to

different profiles of visitors in two different periods. Younger visitors come during the Sarajevo Film Festival, while older and more educated ones visit outside this period. Also, outside the Festival, visitors stay in Sarajevo shorter (up to three days), while the visits during the Festival are longer and more often of undefined length.

The results of the research can be a good guide for the strategy of enriching the tourist offer of Sarajevo. The experiences and results of the research should be used in order to enrich the offer of the city of Sarajevo strategically. They can be the basis for further development of the tourist offer - which will be an upgrade and enrichment of the current offer in order to provide as much value as possible for current and potential tourists. Sarajevo Film Festival has merged with the city and is an inseparable part of it, which is why it is even more important to approach the design of other content strategically on the basis of marketing information and insights (Čaušević, 2017).

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