

VISITORS' ATTITUDES REGARDING THE POSSIBILITIES FOR FURTHER DEVELOPMENT OF THE 'SREM FOLK FEST'

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Abstract

Since its foundation in 2004, the 'Srem Folk Fest' is oriented towards promoting the local culture and tradition of the host city, Sremska Mitrovica, and its surroundings. It is organized in specific environment, or more precisely within the excavations of the ancient city of Sirmium. According to the venue and its content, this event might be characterized as multicultural outdoor spectacle, visited by 20,000 participants every year, throughout the four festival evenings. In 2015, the 'Srem Folk Fest' became a part of International Council of Organizations of Folklore Festivals and Folk Arts (CIOFF), which imposes a top standards in organizing festivals. It is also important to note that this year, the 'Srem Folk Fest' will be supported by Serbian National Commission for UNESCO, on the basis of the fact that this event is oriented towards preserving the intangible cultural heritage, important for wider social community. Since its foundation in 2004, this event became the well-known brand of the city and it hosted a large number of young people, not only from Europe, but also from Asia, Africa, South America, Central America. The main task of this paper is to identify potentials for repeating the visits of those who already participated in this event, but also to find ways for improving the quality of the current offer, in order to provide adequate promotion of the city and surrounding rural area. The research was conducted on the basis of the survey regarding the visitors' attitudes on the current quality of this event, but also regarding their proposals for improving its content. Collected data were analyzed by using the SPSS statistical software. In addition to theoretical contribution, the research results might also serve as a basis for improving the event organization according to the visitors' needs and their expectations. Besides that, results might also find a practical implication in terms of providing the basic information necessary for expanding this event within the surrounding area of Sremska Mitrovica.

Keywords: Event tourism, Visitors' attitudes, 'Srem Folk Fest', Sirmium, Sremska Mitrovica

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Introduction

In recent years, tourism became one of the most significant directions of development and important investment factor of the local and regional authorities, aimed at highlighting the specificities and uniqueness of the concrete area, and mainly oriented towards increasing the number of tourists. Nowadays, in the period of globalization and modern technologies, it is difficult to achieve the preservation of traditional and cultural values. However, history, tradition, culture and customs are important aspects of national identity and they represent an intangible cultural heritage (Kurdashvili and Meskhia, 2016).

According to UNESCO's definition, the elements of intangible cultural heritage are: oral traditions and expressions, including language as a vehicle of the intangible cultural heritage; performing arts; social practices, rituals and festival events; traditional craftsmanship (www.kultura.gov.rs, pp.3). Traditional dance performance on stage or folklore, as a model of intangible cultural heritage program, will be treated in this paper as a factor of development of cultural and event tourism, based on the preservation of the intangible cultural heritage of Sremska Mitrovica and Serbia.

Importance of conservation is perhaps best described by the proverb „better to disappear a village than a custom“. Since its foundation „Srem Folk Fest“ International Folklore Festival, organized in Sremska Mitrovica, has been successfully responding to the challenge of preserving the cultural heritage, and it could be said that walls of ancient Sirmium, one of the four capitals of the Roman Empire, became the centre of multiculturalism, during the festival (Samardžić, 2013).

Therefore, cultural and event tourism might be considered as selective type of this sector, oriented towards representing the intangible cultural heritage to the wider social community (Bjeljac et al., 2015). In respect to that, „Srem Folk Fest“ could be considered as a specific event, that attracts up to 20,000 of the local residents, as well as the other visitors from the surrounding area, in August, during the festival, in order to represent the local cultural heritage. However, it is important to identify further potential for repeating the visits of those who already participated in this event, but also to find ways for improving the quality of the current offer, in order to provide adequate promotion of the city and surrounding rural area. The research was conducted on the basis of the survey regarding the visitors' attitudes on the current quality of this event, but also regarding their proposals for improving its content. Another important aspect of this research is related to possibilities of expanding the current offer, by including the rural households, farms, different associations and small producers from the surrounding area.

Without knowledge of the consumers' behaviour, it is almost impossible to successfully plan the marketing activities of the festival (Milisavljević et al., 2005). Attitudes of the visitors, in this case, are important because it is necessary to change the offer and promotion of the festival in accordance with the needs of the visitors. Participants' motives for visiting the festival are direct, already determined by their participation in the festival, but their needs and wishes for tourist offer could be considered as a potential factor of further development of the researched festival.

Recognition of 'Srem Folk Fest'

„Srem Folk Fest“ is an international folklore festival which is organized every year in the period between 11th and 14th August by the City of Sremska Mitrovica, as the main sponsor of this event. The founder and organizer of the festival is the Center for Culture „SirmiumArt“. The aim of the Festival is to nurture and promote folk songs, dances, music and costumes from

different parts of the world. The festival also allows visitors to learn something new related to the local culture and traditions of the host city and its surroundings, as well as to Serbian people in general. Organizers are indicating that „Srem Folk Fest“ could be considered as a „small world“, due to the fact that it allows connection of different cultures, as well as the establishment of cooperation and friendly relations among the international ensembles that are participating in the festival (www.sremfolkfest.org.rs).

Combination of inherited cultural values and contemporary cultural creativity of the City of Sremska Mitrovica, recognized by the Ministry of Culture in the project „Light of the Imperial City“, since 2018, contributed to general popularity of cultural programs, but it also facilitated organization of activities near the ruins of ancient Sirmium. It could be said that Sremska Mitrovica contains a unique „open stage“ for almost 20,000 festival visitors. In respect to that, the main idea of the aforementioned project was related to protection and conservation of this specific area, but it also indicated the necessity of adapting the entire area to contemporary needs of the visitors. It resulted in organization of the „Summer Stage“ and „Open Air Museum“, with the main idea of integrating the cultural resources of the Sremska Mitrovica and providing the possibility for the citizens to spend their free time in specific ambience of this archeological site (Srem Folk Fest, 2019).

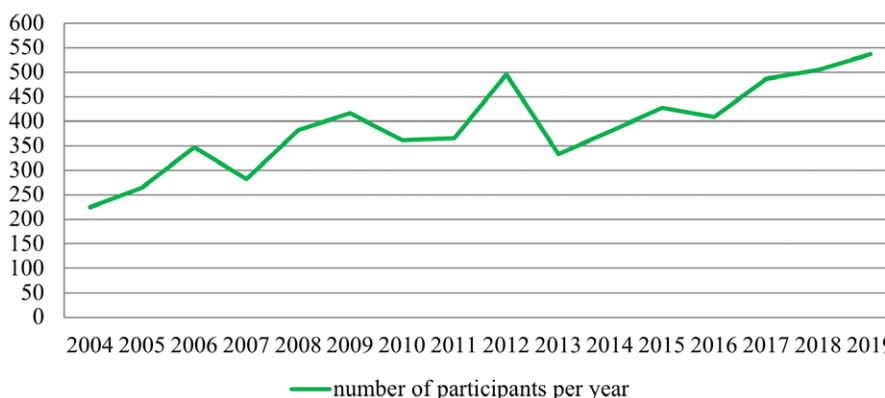


Figure 1. Number of participants of Srem Folk Fest for the period 2004-2019.

Source: Material given by organizers

Since the foundation of this festival, the number of participants increased for 2.5 times (Figure 1). The trend of increasing the festival participants was occasionally disturbed by the number of participating countries and ensembles, thus the biggest decline in 2012/2013 is a consequence of such a situation, because the number of ensembles was 18 in 2012, while the next year there were 12 performing groups. It is important to note that the highest number of participants per group is 30. The largest number of participants and performing groups are currently recorded in 2019, with 20 ensembles from 16 countries and over 500 participants.

Development and further progress of „Srem Folk Fest“

Since its foundation in 2004, the Festival has been one of the most significant and visited events in this part of the Balkan. All participants could learn something related to cultural and historical heritage of Sremska Mitrovica, as well as related to the local customs, by enjoy-

ing the performances of art groups from different countries, such as Croatian Cultural Center „Srijem“ - Croatian House, Hungarian Cultural Society „Srem“, Ukrainian Society „Kolomejka“ and host of the festival - folk ensemble „Branko Radičević“ (www.sremfolkfest.org.rs).

It is important to note that the quality of services in tourism might directly affect the reputation of concrete tourism organization/destination, which is indicating to the fact that providers of services in tourism are often faced with difficult task to embrace diversity and other people's cultural values in order to achieve the highest quality of services (Pavković, 2018). Intercultural interactions within a specific destination, as an integral part of contemporary tourism, raised the question of understanding the different cultures. From the same perspective, Hart and Montage (2016) emphasized the importance of „cultural competence“, defined as „understanding and respecting the people of different cultures, interacting and effectively communicating, as well as establishing the positive and constructive relationships with them“ (Pavković, 2018). Therefore, events, such as „Srem Folk Fest“, could contribute to a better understanding between people with different cultural backgrounds.

All four festival nights are beginning with a ceremonial defile of participating ensembles through the central streets, when the locals join the performance, showing hospitality. Festival concerts are organized every night at the famous site of ancient Roman excavations, with significant visual changes in ambience and scenery. The first festival concert begins with the introduction of all participants with the sounds of Strauss's Radetzky March, followed by the official opening of the Festival with spectacular fireworks and magnificent Wagner's Zarathustra (Srem Folk Fest, 2019).

It is not a practice for professional ensembles to participate in amateur folk art festivals, but for the jubilee 10th „Srem Folk Fest“, as the star of the evening, the Bulgarian national ensemble „Trakija“ from Plovdiv performed. The members of the ensemble are musicians and dancers who graduated within prestigious music academies, and this is their lifelong commitment. The 11th „Srem Folk Fest“ (2014) had a humanitarian character, as the organizer wanted to provide folk costumes, as a donation, to a guest ensemble from Bijeljina (Bosnia and Herzegovina), whose costumes were damaged in the floods that hit the region. For the first time, Russia had its representative in 2015, it was the ensemble of folk songs „Russian Beauty“ of Moscow State Pedagogical University (Srem Folk Fest, 2019).

Each year, the organizers complete the program and content of the festival evenings, not only by selecting the quality folk groups but also in a technical and innovative sense. In 2016, one of the innovations was related to providing the ability of watching the entire program on the big screen near the stage.

In cooperation with Tourism Organization of the City of Sremska Mitrovica, visitors could go to historical sights of Sremska Mitrovica - the Imperial Palace, the settings in the Lapidarium of Museum of Srem, the Basilica of Saint Dimitri, beach on Sava river, but they could also see the valuable cultural, historical and artistic heritage of Sremska Mitrovica, Novi Sad and Belgrade, Fruška Gora, monasteries, as well as flora and fauna of unique natural phenomenon „Special nature reserve Zasavica“ (Srem Folk Fest, 2019).

The most common forms of performing tourism events are festivals, which „involve a large number of different events, including sports, concerts, recreation, presentation of sponsor products and their sale, as well as educational content programs“ (Bjeljac, 2006).

There are different potential elements and events that could complement the festival content, which is indicating to the fact that it is necessary to: prolong the duration of the festival, as well as the duration of the festival activities throughout the day or to provide the expansion throughout the seasonal activities; it is also important to provide diversity of festival program models; as well as the

involvement of the audience in the festival activities (through education, entertainment) and intensive presentation of traditional lifestyle (education lecture), in order to provide preserving traditional values of the intangible cultural heritage. In respect to that, this research is oriented towards the identification of different aspects that could complement the current content of „Srem Folk Fest“.

„Srem Folk Fest“ as part of an international council of organizers of the festival of folklore and traditional culture

During 2015, the efforts and involvement of the organizers were deservedly raised to a higher level, which resulted in a fact that „Srem Folk Fest“ became a member of CIOFF Serbia. CIOFF is the International Council of Organizers of the Festival of Folklore and Traditional Culture, founded in 1970 in Confolens, France. The aim of the organization is to promote folk festivals around the world, to improve the program of the festivals, and therefore the festival groups, to harmonize the conditions that the festivals should provide to participating groups (food, lodging, pocket money, health and life insurance for participants) (www.cioff-serbia.org). The ensembles participating in the festival are provided with coordination with other world sections, thus ensuring the quality ensembles and avoiding the possibility of canceling a group. At the end of the festival, each participant evaluates the organizer (accommodation, food, organization, accompanying activities, guides, production), but also the SirmiumArt evaluates each participant, so that they know at a world level about participant impressions.

The organization acts as a non-governmental organization based in Paris and it currently has about 90 member-states, as many regular and associate members, worldwide as a rule, one country, one organization (national section). It operates by geographical based sectors: North-European Sector, Central-European, South-European-African, Asian-Oceanic, Latin-American and North-American. The Organization enjoys the support of UNESCO in particular in the field of the protection of the intangible cultural heritage enshrined in the UNESCO Convention for the Protection of the Intangible Cultural Heritage of Humanity. At the 2015 CIOFF Annual Meeting held in Peru, Serbia returns full member status in the international CIOFF organization. Today, the national section of Serbia consists of about 40 members, nine festivals and about 30 ensembles that work to preserve the intangible cultural heritage of Serbia by presenting our folklore tradition at festivals around the world and by presenting the other cultures at festivals organized in Serbia (www.cioff.org).

Table 1. Festivals belonging to the CIOFF Serbia

Festival name	The venue	Founding year
„Interetno“ fest	Subotica	2002
International folklore fest „Srem Folk Fest“	Sremska Mitrovica	2004
International fest of the folklore	Pirot	2005
„Razigrana Mladost“	Nova Pazova	2006
International folklore fest „Vršački venac“	Vršac	2006
International folklore fest of students	Niš	2008
International fest for children „Licidersko srce“	Užice	2009
„ETNOFEST“ Čačak	Čačak	2016
„Bečej folk fest“	Bečej	2017

Source: www.cioff-serbia.org

CIOFF considers Intangible Cultural Heritage as a mainspring of cultural diversity and a guarantee of sustainable development, as underscored in the UNESCO Recommendation on the Safeguarding of Traditional Culture and Folklore of 1989, in the UNESCO Universal Declaration on Cultural Diversity of 2001 and in the Convention for the Safeguarding of the Intangible Cultural Heritage. CIOFF Serbia received the patronage of the National Commission for Cooperation with UNESCO for 9 international festivals in Serbia in the period 2019-2021, which could be seen in Table 1. This is a huge success for „Srem Folk Fest“ as it is one of the few national sections that have been able to win this. This means that these 9 festivals, sponsored by CIOFF Serbia, are recognized as events of great importance, which aim to preserve the intangible cultural heritage (www.cioff.org).

Methodology

The paper obtained the sample of festival participants in order to determine their experience of the whole organization, as well as the attitudes of the participants as tourists, and also their recommendations for improving the offer and getting to know the surroundings. The survey obtained 96 respondents, as participants from 10 countries. Standard survey research was conducted during August 2019 in Sremska Mitrovica, during the festival. The questionnaire consists of 12 closed questions, which the respondent completed, by using the standard pen and paper procedure. The first part of the questionnaire deals with basic information about the respondent, the second part is based on the participants' attitudes regarding the festival and their overall experiences, while the third group was focused on ideas about the potential for further development and expansion to rural areas. The survey was translated into English, French and Spanish language, while some participants also completed the survey in the Serbian language. The analysis of collected data was conducted by using the statistical package (software) SPSS 20.

Results and discussion

Among the respondents, the largest share is made up of the female population (62.5%), compared to the male population (37.5%). More than half of the respondents belong to the young population, under the age of 20 and they represent 60.4% of the total sample, while almost twice less percentage of the respondents belongs to the population aged between 21 and 40 years. The largest number of participants who completed the survey is French (16.7%), followed by Mexicans, Bulgarians, Turks and Poles. Due to the lack of knowledge of English, the lowest percentage of the respondents were from Egypt, Russia and Georgia. Participants mostly came from the cities, with a slightly larger share of the respondents from the cities with up to 80,000 inhabitants (46,9%; 35,4%).

As already mentioned, the „Srem Folk Fest“ was founded 16 years ago, so it is not surprising that some participants know about it, while some have already participated and repeated their participation in the festival, or more precisely 20% of respondents. This information is not surprising, although the organizers are always working hard to bring in performers who did not participate in their festival, while good and positive experiences of participants are certainly the best indicators of positive experiences.

Participants of the 16th „Srem Folk Fest“ came from different parts of the world, they belong to different cultures, different lifestyles and 61.5% of participants do not know anything about the history of Sremska Mitrovica. This result was confirmed by the answer where over 60% of the respondents do not know that Sremska Mitrovica, formerly Sirmium, was one of the four capitals of the Roman Empire.

The accompanying contents during the festival evenings complete the whole picture, although most of the content is more accessible to the festival visitors, and less to the participants who had less time to enjoy souvenirs and different dishes. Even 52.1% of participants agree that they like it all.

During their stay in Sremska Mitrovica participants also visit Belgrade and Novi Sad and they participate in the festival nights in Bečej, Obrenovac or Šid. Certainly the best way to get to know a particular area is visiting the rural areas that still retained the spirit of old times. This research started from the assumption that if participants are already engaged in traditional dances and preserving the culture and traditions of their country, they will sympathize with traditional values in some way, so 72% of the respondents agree, partly and completely, that they would like to visit the surrounding area as well.

Not only that festivals attract the visitors to the venue, but they could also contribute to the „creation of a positive image of a destination and they could enhance the tourists' experience and shape the length of their staying“ (Besermenji et al., 2010). According to that, when the visitors were asked if participation in the festival and visiting the city improved their perception of Serbia, 67.7% of them positively and highly rated this attitude, which is one of the main reasons and the goals of the organizers and all of the local residents. Participation in the festival, organization, quality of the program, expertise and dedication to the performers, top-notch equipment, all were highly rated by the participants and they agree that this is the real professional experience for them. This attitude might affect the future visits of foreign tourists to the festival in narrow and Serbia in broader terms, as well spreading the positive word-of-mouth, as the best marketing tool for creating the favourable image of this destination (Zakić et al., 2009).

The quality of interaction between the hosts and visitors contributes to their experience and perception of visited destination. Therefore, different elements of national culture (such as values, norms or rules) have a considerable impact on tourists' behaviour, their expectations, satisfaction and consequently on repeating their visits (Reisinger and Turner, 2003). The research results related to „easy communication“ with the locals pointed to standard deviation 1.312, which reflects huge differences in responses. With the mean value 3.44 and median value 4, respondents partially agreed that it was easy to communicate even though they do not speak the Serbian language.

Visitors' attitudes are important for the evaluation of the life cycle of the event, since events, similarly to other tourism products, have their increased and decreased periods (Pivac et al., 2011). For this reason, visitors' recommendations and what they will bring after their participation and visit, are a good indicator of attractiveness and authenticity. Visitors could gain good memories, gifts, photos and souvenirs, something that they can bring with them. In respect to their personal experience, they could provide good recommendations for this city and the festival. The high marks did not lag behind the results of the surveyed participants, where 66% of the respondents agree that they will definitely recommend a visit to this city.

Table 2. Mean and standard deviation of some items from the questionnaire

	Mean	Std. deviation
I know something about the history of Sremska Mitrovica	1.69	1.037
When I am traveling to specific country, it is important for me to know something in advance regarding the history and things I will see in that country	3.60	1.268
Did you know that Sremska Mitrovica (Sirmium) was one of the four capitals of the Roman Empire?	1.65	.479

Source: Authors, SPSS

Respondents were asked (Table 2) if it was important for them to know something about the history and what they could see when visiting some place, they rated this comment positively, with 57% agreement, although a greater proportion of them in the next asked question, did not know anything about the history of Sremska Mitrovica, not even the existence of Sirmium. Bearing in mind that participants of the „Srem Folk Fest“ are not classical tourists, they visit the festival and tours and all the tourist elements are made by the organization of the festival. It is not surprising that they are not interested in the history of the places they visit, nor that it matters to them that the place of destination is previously a topic for them to read and explore.

As Radović cites according to Brooks, heritage based on tourism is an integral part of a new economic strategy that focuses on the development and promotion of the cultural, historical, geographical and natural resources of communities or regions. There are significant links between agriculture and tourism. These economic activities are complementary and multiple because agriculture is a producer and tourism is a consumer of agricultural products. Tourism is a factor in the development tendencies of rural areas, an additional activity to the rural population, a market for agricultural products, a factor of agricultural development, and a „softener“ of depopulation trends (Radović, 2015).

According to the research results, participants who are interested in visiting the rural properties in the form of gastronomic offer (food and drink tasting) and the culture and customs of everyday life of the local population also show that surrounding rural space is a potential for complementary tourist offer and higher commitment to tourism. Respondents pay big attention to the preservation of local tradition, 45.8% of respondents is interested in visiting forest areas, rivers, lakes, spas.

Visiting the rural properties (Figure 2) as a potential offer has caused great interest in responding to the customs and culture of the locals' everyday lifestyle. With a slightly smaller share, the respondents are also interested in the gastronomic offer in the form of tasting the local food and drinks. The area of Sremska Mitrovica owns a part of the National Park „Fruška Gora“, it is precisely the area where some of the oldest vineyards in Serbia originated when the Aurelije Probus once brought the vine. In the municipality of Sremska Mitrovica, the tour-

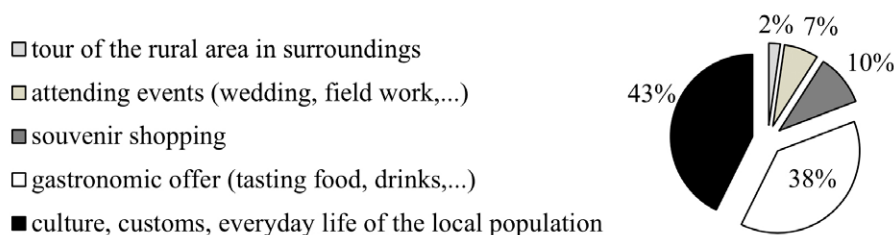


Figure 2. The most attractive in visiting the rural property

Source: Authors, survey research

ist offer will soon be richer for the „Wine Temple“, and not far away from the Probus Winery. Only in this area, there are four monasteries for which respondents also expressed an interest in the survey (www.tosmomi.rs).

Conclusion

After 16 years, „Srem Folk Fest“ became a true brand of the city and the region, which is confirmed by the international organizations that have supported its importance. The best indicator is the crowded city of audiences and festival participants who have rated the event as high. Importance of the festival is reflected primarily in the possibility of developing the contacts between the foreign visitors and the local population, as well as the possibility of learning the new facts regarding the local population and spreading the multiculturalism.

On the basis of the research results, it could be concluded that it is necessary to provide adequate information to visitors regarding the history of the city, especially related to the significance of Sirmium, site of high cultural and historical importance. Additional content of the festival should be planned in accordance with the sympathy of the visitors towards the local culture and tradition. This would justify the research results, due to the fact that respondents are interested in culture, customs and daily life of the local people within the rural properties in the vicinity of Sremska Mitrovica. Additional activities should also be planned in a manner that would support their interest in gastronomic offer of local food and drink. In this way, local government and rural households would be empowered, directing their one-way agricultural production to additional activities and creating the extra profit. Respondents' preference for visiting the rivers, lakes, spas and forests should not be neglected, given that respondents are mostly youths up to 20 years, which could be linked to water-based recreation and tourism or some unique offer that they will recommend to other visitors. Organization of the festival justified its high criteria and the respondents rated their participation as significant personal experience. In addition to a good evaluation of the festival, which is certainly one of the most important indicators of success, it is also important to note that respondents mainly improved their perception of Serbia, which is important aspect of the festival image, even after their participation.

Limitation of the study could be linked to the fact that only visitors of the festival were interviewed. This limiting element could also be considered as a proposal for further research of the wider audience and potential visitors of the festival, which could provide new ideas and suggestions for improvement of the festival offer, regarding their attitudes and suggestions. However, in respect to all aforementioned findings, this research could be useful for the organizers, in order to provide improvement of the offer, according to the visitors' needs.

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