



The Impact of Cultural Events on the City Image and Development: Residents' Perspective

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Abstract: *Cultural festivals and major cultural events have various effects on the overall city development. This especially comes to the light in case of the cities caring the title of European Capital of culture. Nowadays, there are plenty of studies on cultural events, with the majority of them focusing on cultural tourists' perceptions and perspectives. The local community, as a very important key actor, however, is very often neglected in the studies. In light of the fact that Novi Sad (Serbia) is caring the title of European Capital of Culture in 2022, this paper focuses on the local community and its perception of the impact of the cultural events on all aspects of the city's development, including city image. Data were collected before the title year (in 2020 and 2021) via a survey filled by 239 residents of Novi Sad. The results indicate that residents consider cultural events the most beneficial in terms of improving city image, creating opportunities for international publicity, providing entertainment and learning opportunities for the local community, as well as contributing to a better understanding of different cultures and generating tourism income. On the other hand, negative effects are related to the increase in service prices, the total price of living and the increase in alcohol and drug consumption. Differences in sociodemographic characteristics are analyzed and discussed in the paper.*

1. INTRODUCTION

The growth of event tourism is a result of the growth of tourism. Given the more seasoned and demanding tourists of today, the tourist market's dynamic growth results in the tourist offer and demand impacting and modifying one another. Today, tourism destinations can increase their competitiveness by advertising their appeal, events, entertainment offerings, and festival planning. In addition to extending the travel season and preserving the tourist destination's appeal, the events seek to revitalize the local cultural landscape. Events are important for cities and entire regions in the current economic environment. The development of cultural tourism within the local community is thought to be greatly influenced by the considerable contribution that cultural events and festivals are thought to make to both cultural and economic development. To draw attendees and promote culture in the host cities, festival organizers use historical and cultural themes. Festivals are a key kind of human activity that greatly enhance the social and cultural lives of their host communities (Blešić et al., 2014a, 2014b; Pivac et al., 2019; Raj & Vignali, 2010; Richards & Londoño, 2022; Šagovnović et al., 2022).

Festivals and events are particularly helpful transformational tools because they are adaptable and can be created to satisfy both local and global demands. Cultural events have been used consciously

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by destinations to promote cultural tourism for decades, and they have developed into an important instrument in tourist management, particularly for promoting tourism during the off-season.

Cultural tourists are an especially crucial target demographic for festivals and events as they surely spend a lot and makeup roughly 40% of all international travelers (Hadžić et al., 2018; Richards & King, 2022). Numerous destinations have realized the value of events in delivering a variety of advantages to a location. The execution of an event involves knowledge, expertise, and organizational abilities in order to enhance the destination's reputation.

According to Richards (2013), the key role that events play in modern society is reflected in their ability to attract the attention of consumers. They play an equally significant role in enabling individuals to meet the need for physical co-presence. Contrary to what might be expected, it has been noticed that modern consumers, who spend a large part of their lives on virtual networks, have an intense need for physical presence among other people (co-presence). This is exactly what events can provide, becoming extremely important spaces for socialization in a modern, networked society. That is why they have the potential to connect the cultural economy of cities with the growing needs of participants in creative tourism.

Modern society has an abundance of cultural events: holidays, festivals, creative meetings, etc. The role of events in the life of every city is constantly growing. Due to the multiplier impact, cultural events are one of the most important and interesting phenomena of the cultural space. Cultural events are important for the following reasons:

- As a means of drawing attention to the city (region),
- To unite different actors in the cultural space,
- As an incentive for partnership and cooperation,
- As a catalyst for the development of professional communication,
- As a means of attracting media attention in the field of culture,
- As a place for testing new types of art.

Event tourism in Serbia occupies an important place and was highlighted in the Strategy for the Development of Tourism in Serbia from 2016 to 2025 as an important segment of the development of tourism in Serbia, but also as a comparative advantage of domestic tourism. According to unofficial data, more than 2,000 events are held annually in Serbia (Turistički svet, 2016). Cultural events that are dedicated to nurturing traditional values, folk customs, folklore and old crafts attract the greatest attention of domestic and foreign tourists. Most events take place during the summer. The most famous and most visited events in Serbia are the Trumpeter Festival in Guča, "Exit", "Bir Fest" and others.

The importance of cultural events can be demonstrated through the evolution of the European Capital of Culture project, which is sponsored by the European Union. The project has developed over the years and was initially presented as an "extended summer festival", while today the activities take place throughout the year, as well as in years to precede.

The action aims to stimulate local cultural production with the help of cultural activities, revitalize the whole city, initiate the improvement of the city's image, establish links between various regional structures, and significantly improve the overall economy. The European Capital of Culture project has given a strong influence on cultural tourism in Europe and produced an extraordinary and long-term effect (Hadžić et al., 2018; Šagovnović et al., 2022).

Novi Sad was chosen as the European Capital of Culture for the year 2021 in 2016. However, due to the COVID-19 pandemic, the title year was postponed to 2022. Novi Sad is one of the first cities outside of the European Union to be proclaimed the European Capital of Culture. It is known as the "Serbian Athens" due to its rich cultural heritage.

Today, Novi Sad, the capital of the autonomous province of Vojvodina, is home to over 360.000 people of various ethnic backgrounds. Because of the city's diversity (cultural, ethnic, religious, etc.), tolerance and an open mind to new ideas have been its defining characteristics. This study focuses on the local community and its perception of the impact of the cultural events on all elements of the city's growth, including city image, because Novi Sad (Serbia) is holding the title of European Capital of Culture in 2022.

2. LITERATURE REVIEW

Spectacular events have always taken place in cities. Every city has cultural components that contribute to its allure, including its architecture, art, monuments, and residents' rich cultural background (Pivac et al., 2016).

Events can give the growth of knowledge cities a significant boost as a key policy instrument. Events and festivals have been regarded as one of the most effective catalysts for increasing tourism as well as one of the adventures and experiences that develop tourism the fastest (Getz, 2008; Oklobdžija, 2015; Pivac et al., 2019). Events have the potential to increase a variety of potentials in the growth of knowledge cities from a variety of viewpoints in addition to directly influencing physical investment, such as infrastructure (Yi & Zhai, 2022).

Destinations are therefore heavily utilizing events as a strategy for improving their reputation, spurring municipal development, and luring investors and tourists. Events are a key driver of tourism, contributing to the growth of a destination and the marketing objectives of the majority of locations and are structured for market positioning, brand improvement, and region image establishment (Kuci, 2021). These occasions give the local population a chance to introduce guests to their culture and local progress. Additionally, they help the neighborhood in creating its own character (Blešić et al., 2014a; Liang et al., 2008). The activities not only draw people to the location, but they may also help a destination project a great image, improve the visitor experience, and lengthen visitors' stays (Baum & Hagen, 1999).

The event industry's festival sector is expanding, according to Van Niekerk (2016) and Yeoman et al. (2004), and as a result, it is having a positive or negative impact on nearby towns (socio-cultural; physical and environmental; political; tourism and economic impacts). The study of how to make festivals and events sustainable has improved considerably. The primary subjects include research on how festivals and events affect destinations and host communities' sustainability, how to plan sustainable festivals and events, and how festival and event organizers' strategic goals are connected to sustainability outcomes (Laing, 2018). Even while it was first believed that the benefits of tourism from the events would be clear (Gursoy & Kendall, 2006), newer research suggests that event results are only maximized if the techniques are used. Festivals draw attendees and tourists while erasing a negative reputation. The festivals have the benefit of enhancing the city's reputation, as was the case for Germany following World War II with the Olympic Games in Munich in 1972 and for Japan following World War II with the organization of the Olympic Games in Tokyo in 1964 (Selkani, 2019).

The ability of events to foster a sense of community by bringing people together to participate in a variety of activities is one of their main contributions; however, despite residents being one of the most significant stakeholder groups, no research has looked into the effects of festivals on resident quality of life (S raphin et al., 2018; Van Niekerk, 2016).

As cultural events become a significant component of the urban economy and cultural consumption can dominate both the perception of locations and urban life in general, cultural events have become essential to processes of urban development and rejuvenation. Cultural events have evolved as a way to enhance the perception of cities, liven up city streets, and restore inhabitants' pride in their hometowns (Richards & Palmer, 2010). Taking care of the city's reputation is one of the most crucial challenges in today's world. Since it is one of their primary responsibilities, the local government has come to understand that the more money invested in the growth and enhancement of the city's reputation, the more prosperous and alluring the city will become. The importance of the city's image is huge in the sense that it creates a mental image of it, that becomes a key factor in future success or failure in the fields of commerce, social activities, and tourism (Ashworth & Voogd, 1990; Selkani, 2019).

Festivals are regarded as key components since they significantly enhance the city's reputation as the event's organizer in a short amount of time. Festivals are meant to stem a region's deterioration by improving its image and making it more appealing to visitors and locals alike. Over the past 20 years, they have been recognized as a successful tool for urban strategy (Getz & Page, 2016; Quinn, 2005).

The public is divided into young people, adults, men, and women, as well as by nationality, age, and religion, at cultural events. In other words, culture has evolved into a tool that assists cities or regions in developing a brand that may draw tourists and cultural travelers (Anholt, 2008; Hudson & Brent, 2009). Making connections between the governmental sector, the business sector, and non-profit organizations is how territorial marketing for cultural events is carried out. Culture is a combination of distinctive, spiritual, and material traits, etc. that characterize a place or a group of people, but culture is still not fully acknowledged by political and economic players as a true element for progress. In addition to the arts, the latter also covers lifestyles, customs, and religious beliefs. In this approach, culture is highly important.

There are two ways that locals can gain culture from tourism. First, tourism exposes the host to many cultures, which may have positive effects like fostering tolerance and understanding. Second, sharing one's culture with others helps people understand what it means to be a part of a community, which boosts identity, pride, cohesion, and support. Cultural interchange, local tradition revival, enhanced quality of life, and a better perception of the community are all benefits of tourism. Tourism has been shown to enhance the feeling of place and the quality of life of the locals via careful planning and administration (Besculides et al., 2002).

Residents can participate, exchange experiences, and engage with other cultures without having to travel in the context of festivals and events. To promote urban growth, it has been proposed that festivals and events should be tailored to the interests of locals (Fytopoulou et al., 2021). There is a wealth of literature on the various types of events and how locals and tourists see them. Accordingly, Viskadouraki (2016) investigated the impact of a calendar of cultural activities known as "Heraklion-Summer" that has been held annually in the Cretan municipality of Heraklion since 1980. Visitors who attended the event gave the artistic and aesthetic worth of the activities positive

reviews, however, it was discovered that the locals were worried about the cleanliness of the facilities and the safety of the parking places. Another instance is the Polish town of Gnieokowo, where local companies expressed support for cultural events when they were linked to financial gains (Sroda-Murawska & Bieganska, 2015). The residents of Matera (ECoC 2019) believe that the event improved the identity and cultural heritage of the city and that the quality of life was enriched. In Wrocław (ECoC 2016) residents felt that they had benefited from increased tourist consumption through improvements in the quality of life (Van der Steen & Richards, 2021).

The destination picture is a dynamic system of objectives, feelings, thoughts, and images that point people in a particular direction (Költringer & Dickinger, 2015). A person's ideas, influences, and thoughts about a place form their mental picture of that location. Similar to how knowledge, emotions, and overall perception of a certain place are defined in people's minds, the image of the destination does the same (Gomez & Molina, 2012). This phrase is challenging to describe since it lacks a well-defined mental image. Mental situations that lead to verbal or non-verbal public explanations are known as mental imagery. It is important to remember that some mental representations are shared among communities and are collective. The visitor's internal perception of the location's reality is known as the destination image. A person's or group's perception of a destination is included in a mental picture.

Many travelers take into account a destination's mental image while making their decision. Positioning, creating, and controlling an appealing perception or picture of the destination is one of the process's key elements (Shirkhodai et al., 2015). A person's views, ideas, and opinions about a place are referred to as their image of the place. On the other hand, the study model takes into account some of the most significant characteristics of marketing, such as its emotional and cognitive dimensions (Qu et al., 2011).

In order to foster a sense of pride and belonging among the local and European communities as a whole, the ECC connects people, cultures, and cities. The creation of a project like the ECC, which aspires to bring people and cultures closer to one another, is an endeavor deserving of praise and admiration. ECC offers an intriguing approach to addressing various problems relating to the organization, marketing, growth, and fusion of culture and tourism. The potential to establish oneself as a cultural tourist destination by enhancing their visibility in Europe and securing access to funding that might otherwise be out of their grasp is perfect for small and medium-sized cities, in particular (Deffner & Labrianidis, 2005; Derrett, 2005; Papanikolaou, 2012).

3. METHODOLOGY

3.1. Location of the Study Area

A poll was conducted in Novi Sad, the capital of the Autonomous Province of Vojvodina and the second-largest city in Serbia. As a liberal, international, multi-religious, and multicultural community, Novi Sad made its application for the title of European Capital of Culture. The intention was to illustrate the experiences of the 21 ethnic communities that coexist here in harmony in this way (Novi Sad, 2022a). The urban center of Novi Sad is bordered by 15 outlying communities, each home to 400,000 people. Numerous initiatives center on using art and culture to unite people from various national communities and elevate their status. Promoting the city's diversity, multicultural harmony, and culture as a means of resolving social conflicts are the objectives in this area.

Novi Sad won the most prestigious title in the sphere of culture in the European Union in 2016, the title of European Capital of Culture in 2022, with the slogan “For New Bridges” (Novi Sad, 2022b).

3.2. Instrument

The data were collected by questionnaire. The questionnaire consisted of two main parts. The first part included the sociodemographic characteristics of respondents (gender, age, education, employment status, and monthly income). The second part included respondents' attitudes (48 items) toward the effect of cultural events on the local community and city development. This part included questions referring to the effect on the economic developments of the city, including the city image and tourism developments, but also sociocultural effects on the local community. The answers were measured on a 5-point Likert scale (1-I totally disagree; 5-I totally agree). The scales used in the papers were: Yolal et al. (2016), the scale for measuring the impact of events on residents' well-being, and the scale by Lill (2015) measuring the impacts of events on the local community.

3.3. Data Collection

The data were collected from March to May 2020 and 2021. The surveys were distributed both in a form of an online questionnaire and a standard paper-and-pen survey. The target subjects were the residents of Novi Sad. The respondents were informed about the general purpose of the study, and that their participation is voluntary and anonymous. Sampling was convenient, with the application of the snowball sampling method. The online questionnaire was distributed through individual emails, mailing lists, and social media platforms. A total of 239 residents accepted the invitation to answer the questionnaire.

3.4. Data Analysis

Data were analyzed in SPSS (Statistical Package for Social Sciences) version 23. The analysis that was applied were independent sample t-test, ANOVA test, and descriptive statistics.

3.5. Participants

Participants of the study were citizens of the city of Novi Sad (Serbia), with an age ranging from 18 to 72. The total number of respondents was 239. The women are more dominant in the sample (69.5%). Most of the respondents are employed (53.6%), with most of them having finished secondary (36.8%) and higher school (28.5%). Detailed sociodemographic characteristics of respondents are presented in Table 1.

4. RESULTS

4.1. Descriptive Statistics

Descriptive statistics is presented in Table 2. The standard deviation ranges from 0.6867 (Cultural events improve the image of the city) to 1.2837 (Cultural events can create a negative impact on traditional family values). Respondents believe that cultural events can influence the improvement of the city's image, that residents who participate in events can learn new things,

that cultural events can have a positive impact on the development of tourism in the communities that organize them, that they provide entertainment for the whole family, that they provide a better understanding of other cultures. On the other hand, respondents believe that cultural events increase the prices of products and services, the cost of living for the local population, and increase traffic congestion.

Table 1. Sociodemographic characteristics of respondents (N=239)

Gender: Male 30.5% Female 69.5%	Monthly income: up to 300 € 17.6% 301-500 € 26.4% 501-700 € 14.6% 701-1000 € 6.7% 1001-2000 € 3.1% without income 31%
Average age: 31.192, Std. 10.63 Age range: 18-72	Employment status: Pupil 1.7% Student 33.1% Employed 53.6% Retired 10% Unemployed 1.7%
Education: Elementary school 0.4% Secondary school 36.8% Higher school 28.5% Bachelor 10.5% Master 22.5% PhD 1.3%	

Source: Own research

Table 2. Descriptive statistics

ITEMS	Mean	Std. Deviation
I 1: Cultural events improve the image of the city	4.655	.6867
I 2: My community gains a positive reputation thanks to cultural events.	4.252	.9697
I 3: Cultural events are a form of celebrating the local community.	4.139	.9600
I 4: Cultural events leave a lasting positive impact on my community.	4.272	.9105
I 5: Cultural events help me see that my community is unique and special.	4.113	.9999
I 6: Cultural events increase the sense of community well-being.	4.289	.8866
I 7: Cultural events help to improve the quality of life of the local community.	4.285	.9090
I 8: The community benefits from cultural events.	4.298	.8711
I 9: Events allow the exchange of ideas among social groups.	4.314	.8684
I 10: Locals who participate in the events have the opportunity to learn new things.	4.460	.7615
I 11: Cultural events are a source of new ideas.	4.369	.8014
I 12: Vandalism in my community increases during cultural events.	2.452	1.2656
I 13: Traffic congestion increases during cultural events.	3.640	1.1284
I 14: Noise levels increased to an unacceptable point during the event.	2.619	1.2474
I 15: Cultural events make it possible to have a rich experience.	4.100	.9384
I 16: Cultural events and/or festivals have a positive effect on strengthening the relationship between tourists and the local population	4.272	.8680
I 17: Cultural events and/or festivals provide an opportunity to escape from everyday life	4.100	1.0075
I 18: Cultural events and/or festivals provide an opportunity to have fun with family and/or friends	4.529	.7213
I 19: Cultural events and/or festivals disrupt the routine of the local population	2.515	1.2796
I 20: Visitors to cultural events and/or festivals disturb the privacy of residents	2.322	1.2095
I 21: Cultural events and/or festivals increase the standard of living of the local population	3.728	1.0949
I 22: Cultural events can have a positive impact on the development of tourism in the communities that organize them.	4.623	.7104

I 23: Cultural events contribute to the creation of opportunities for international publicity.	4.544	.7197
I 24: Holding a cultural event can provide the host country with a chance to strengthen its economic position, but also risks the necessary high costs of implementation.	4.201	.8608
I 25: Cultural events can enable the improvement of infrastructure and superstructure.	4.138	.8463
I 26: Cultural events expand opportunities for international and interregional economic cooperation.	4.272	.8182
I 27: Cultural events have a positive impact on the preservation of cultural heritage.	4.414	.8351
I 28: Cultural events can serve as a catalyser for drawing attention to the natural environment and thus help preserve elements of the physical landscape and local heritage that would otherwise be ignored.	4.201	.9401
I 29: Cultural events can improve the quality of transport infrastructure.	3.941	.9983
I 30: Cultural events can improve cultural opportunities for the local population and influence the strengthening of local and regional traditions.	4.356	.8116
I 31: Cultural events can lead to a better understanding of other cultures.	4.552	.7074
I 32: Cultural events increase the number of social problems such as traffic congestion, pressure on law enforcement and increased crime.	3.151	1.2645
I 33: Cultural events can create a negative impact on traditional family values.	2.347	1.2837
I 34: Cultural events can lead to the commercialization of culture.	3.318	1.1665
I 35: Cultural events can cause conflicts between host communities and visitors due to different living standards, economic well-being and lack of purchasing power.	2.715	1.2138
I 36: Cultural events can cause price inflation and an increase in local taxes for the construction of facilities needed to host events, which burdens the local population financially.	2.908	1.2332
I 37: Cultural events and/or festivals contribute to the improvement of services in the city (restaurants, shops, hotels...)	4.180	.9377
I 38: Cultural events and/or festivals contribute to improving the quality of cultural facilities	4.172	.8981
I 39: Cultural events and/or festivals increase alcohol and drug consumption	3.331	1.1791
I 40: Cultural events and/or festivals affect the length of stay of tourists	4.335	.7918
I 41: Cultural events and/or festivals influence the increase in tourist spending	4.460	.7597
I 42: Cultural events and/or festivals create new jobs	3.967	1.0995
I 43: Cultural events and/or festivals can help develop new business opportunities	4.172	.9744
I 44: Cultural events and/or festivals generate more profits for local businesses	4.230	.9036
I 45: Cultural events and/or festivals that are presented in the media, promote and raise the awareness of the local population about the destination	4.172	.9166
I 46: Cultural events and/or festivals influence the increase in prices of products and services in the local community	3.707	1.0562
I 47: Cultural events and/or festivals increase the overall cost of living in the city	3.234	1.1897
I 48: Cultural events and/or festivals influence the increase in the price of rent in the city and its surroundings	3.586	1.1339

Source: Own research

4.2. T-test – gender

An independent sample t-test has been performed in order to check if there is a gender difference in perception of cultural events' impact on different aspects of the city. The test shows that female respondents more than males consider that I1, I2, I4, I5, I7, I10, I11, I15, I16, I17, I22, and I24. On the other hand, males more than females consider I12, I15, I18, and I27 (Table 3).

A Pearson correlation test has been done to see how age correlates with the perception of the impact of cultural events on the city. Only one significant correlation has been found ($r=-.186$), indicating that the older the respondents are, the less they think that cultural events and/or festivals influence the increase in prices of products and services in the local community. For other items, there was no statistically significant relationship.

Table 3. T-test

ITEMS		t-test for Equality of Means			Gender
		t	Sig. (2-tailed)	Mean Difference	
I 1	Cultural events improve the image of the city	-2.321	.021	-.2229	female
I 2	My community gains a positive reputation thanks to cultural events.	-2.981	.003	-.4013	female
I 4	Cultural events leave a lasting positive impact on my community.	-3.282	.001	-.4113	female
I 5	Cultural events help me see that my community is unique and special.	-2.887	.004	-.3993	female
I 7	Cultural events help to improve the quality of life of the local community.	-2.784	.006	-.3505	female
I 10	Locals who participate in the events have the opportunity to learn new things.	-2.573	.011	-.2746	female
I 11	Cultural events are a source for new ideas.	-3.531	.000	-.3906	female
I 15	Cultural events make it possible to have a rich experience.	-2.008	.046	-.2629	female
I 16	Cultural events and/or festivals have a positive effect on strengthening the relationship between tourists and the local population	-1.929	.055	-.2338	female
I 17	Cultural events and/or festivals provide an opportunity to escape from everyday life	-2.153	.032	-.3024	female
I 12	Cultural events can create a negative impact on traditional family values.	2.619	.009	.4664	male
I 15	Cultural events can cause price inflation and an increase in local taxes for the construction of facilities needed to host events, which burdens the local population financially	2.031	.043	.3495	male
I 18	Cultural events and/or festivals increase alcohol and drug consumption	2.513	.013	.4116	male
I 22	Cultural events and/or festivals can help develop new business opportunities	-2.555	.011	-.3456	female
I 24	Cultural events and/or festivals that are presented in the media, promote and raise the awareness of the local population about the destination	-2.402	.017	-.3062	female
I 27	Cultural events and/or festivals influence the increase in the price of rent in the city and its surroundings	2.024	.044	.3203	male

Source: Own research

4.3. The Results of the ANOVA Test

ANOVA test has been performed in order to test differences between respondents of different education, monthly income, and employment status.

While there is a statistically significant difference between respondents of different education and employment status, no significant relationship has been found between respondents of different monthly incomes.

The results of the ANOVA test between education groups are shown in Table 4. Post hoc LSD test has shown that respondents who have finished Bachelor studies more than all other education groups consider that *Vandalism in the community increases during cultural events* and that *Cultural events and/or festivals provide an opportunity to escape from everyday life*. Further one, those who have finished a bachelor's degree, more than those with secondary school and higher school consider that *Cultural events and/or festivals disrupt the routine of the local*

population. Those with bachelor's degrees, however, less than other educational groups, consider that *Cultural events can serve as a catalyzer for drawing attention to the natural environment and thus help preserve elements of the physical landscape and local heritage that would otherwise be ignored*. Similarly, respondents who have finished a Master's degree, less than those who have finished secondary school and higher school consider that *Cultural events can serve as a catalyzer for drawing attention to the natural environment and thus help preserve elements of the physical landscape and local heritage that would otherwise be ignored*. Finally, those with a bachelor's degree less than those with secondary and higher school consider *Cultural events and/or festivals can help develop new business opportunities*.

Table 4. The results of the ANOVA test – Education*

	F	Sig.
Vandalism in my community increases during cultural events	2.588	.027
Cultural events and/or festivals provide an opportunity to escape from everyday life	3.198	.008
Cultural events and/or festivals disrupt the routine of the local population	2.289	.047
Cultural events can serve as catalysts for drawing attention to the natural environment and thus help preserve elements of the physical landscape and local heritage that would otherwise be ignored.	3.012	.012
Cultural events and/or festivals can help develop new business opportunities	2.540	.029

Note: *Only significant relationships have been shown

Source: Own research

Furthermore, the ANOVA test was applied to check if there are significant differences between respondents of different employment statuses. The results are shown in Table 5.

Table 5. The results of the ANOVA test – Employment status*

	F	Sig.
Cultural events improve the image of the city	3.773	.005
Traffic congestion increases during cultural events.	3.602	.007
Noise levels increased to an unacceptable point during the event.	2.787	.027
Cultural events and/or festivals increase the standard of living of the local population	2.762	.028
Cultural events can have a positive impact on the development of tourism in the communities that organize them.	4.495	.002
Cultural events contribute to the creation of opportunities for international publicity.	3.533	.008
Cultural events expand opportunities for international and interregional economic cooperation	3.018	.019
Cultural events increase the number of social problems such as traffic congestion, pressure on law enforcement and increased crime.	3.591	.007
Cultural events can create a negative impact on traditional family values.	2.773	.028
Cultural events can lead to the commercialization of culture.	3.441	.009
Cultural events can cause conflicts between host communities and visitors due to different living standards, economic well-being and lack of purchasing power.	2.474	.045
Cultural events and/or festivals increase the overall cost of living in the city	3.077	.017
Cultural events and/or festivals influence the increase in the price of rent in the city and its surroundings	2.419	.049

Note: *Only significant relationships have been shown

Source: Own research

The results show that Unemployed people, less than all other categories, consider that *Cultural events improve the image of the city, that Cultural events can have a positive impact on the development of tourism in the communities that organize them, that Cultural events contribute to the creation of opportunities for international publicity and that Cultural events expand opportunities for international and interregional economic cooperation.*

Students, more than employed and unemployed people consider *Traffic congestion increases during cultural events.* Pupils more than other categories think that *Noise levels increased to an unacceptable point during the event,* while employed people less than students consider that *Cultural events and/or festivals increase the standard of living of the local population.* Finally, people who are retired less than employed people and students consider that Cultural events increase the number of social problems such as traffic congestion, pressure on law enforcement, and increased crime, that *Cultural events can create a negative impact on traditional family values, that Cultural events can lead to the commercialization of culture, that Cultural events can cause conflicts between host communities and visitors due to different living standards, economic well-being and lack of purchasing power, that Cultural events and/or festivals increase the overall cost of living in the city and Cultural events and/or festivals influence the increase in the price of rent in the city and its surroundings.*

5. CONCLUSION

Cities all around the world are rapidly creating and utilizing cultural events to accomplish a variety of goals, including economic, social, political, and cultural ones. Cities have long been shaped by cultural events, and over the years, there have been substantial changes in the interaction between the city and its event program. The modern city is likely to have a robust and varied event calendar that includes both municipal-run events and those organized by a wide range of other parties. The organization of events and its integration with civic aims have gotten closer as events have become more ingrained in city life (Richards & Palmer, 2010).

Cultural events give a place life and improve its visitor appeal. Festivals and other cultural events can come to symbolize a place and its inhabitants. When there is strong concord between the attendees, the event organizers, the tangible products, and the local community (people) who profit from the socio-cultural benefits, cultural events can be appealing to tourism resources.

This research showed that residents believe that cultural events can improve the image of the city, that residents who participate in events can learn new things, that cultural events can have a positive impact on the development of tourism in the areas that organize them, that they provide entertainment for the whole family and also provide a better understanding of other cultures.

Previous research (Kuci, 2021; Lill, 2015; Yolal et al., 2016) has shown that a positive image encourages residents to participate as brand ambassadors and has emphasized the significance of their involvement in place marketing. This concept is particularly effective for places with limited financial means for tourism marketing and promotion, such as Novi Sad and other European destinations, in times of economic slump and budget cuts. Promoters of a place may use strategies like a social media campaign (on Facebook or YouTube) that asks locals to share photos, videos, and comments, to show how unique and interesting cultural events are in their community. This can help get locals involved in a development project and directly support tourism development.

Novi Sad, the second-largest city in Serbia is the holder of the prestigious title European City of Culture in 2022. This is the reason for numerous surveys of both tourists and residents about the impact of this title on the city's tourism, but also on their satisfaction and understanding of the importance and impact of this event.

This paper was focused on researching the local population in the years before Novi Sad became the European capital of culture. It would be interesting to conduct a survey a year after winning the title and see how the local population thinks then.

The results of our study would be strengthened by a larger and more inclusive sample frame, especially when compared to the population structure of the city, even though our sample size was sufficient for statistical analysis.

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