

## THE METHOD FOR EVALUATING AND ASSESSING TOURISM EVENTS: THE CASE STUDY OF POP MUSIC FESTIVAL IN VRNJAČKA BANJA

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### Abstract

The focus of the research presented in the paper is the method for evaluating and assessing tourism events and its applicability which is illustrated with the visitors' assessment of the Festival of pop music in Vrnjačka Banja (the Festival). The primary data collected for the purpose of the Festival evaluation were gathered by survey method on a sample of 200 respondents, who were classified into two groups, locals and other visitors, and asked to assess the given criteria. The paper aims at using evaluation for improving the Festival development with the ultimate goal of improving the quality of the very event, which would influence an increase in the number of visitors to the Festival, i.e. tourist destination. The research results confirm the employed method to be useful for the evaluation of tourism events.

**Key words:** Vrnjačka Banja, tourism event, festival, tourist destination, evaluation.

## МЕТОД ВРЕДНОВАЊА И ОЦЕЊИВАЊА ТУРИСТИЧКОГ ДОГАЂАЈА: СТУДИЈА СЛУЧАЈА ФЕСТИВАЛА ЗАБАВНЕ МУЗИКЕ У ВРЊАЧКОЈ БАЊИ

### Апстракт

У средишту истраживања овог рада је метод вредновања и оцењивања туристичког догађаја и његова применљивост на основу оцена посетилаца Фестивала забавне музике у Врњачкој Бањи. Примарни подаци на основу којих је извршено оцењивање Фестивала прикупљени су методом анкетирања на узорку од 200 испитаника, који су подељени на две групе – локални и остали посетиоци, при чему су оцењивали одређене критеријуме. Циљ рада јесте да кроз евалуацију унапреди развој Фестивала како би се побољшао квалитет самог догађаја, што би утицало на већу посећеност Фестивала, односно туристичке дестинације. Резултати истраживања указују на то да помоћу овог метода можемо оценити туристички догађај.

**Кључне речи:** Врњачка Бања, туристички догађај, фестивал, туристичка дестинација, евалуација.

### INTRODUCTION

A tourism event is considered nowadays to be the main means of attracting visitors and it is justifiably said to be the quickest and most cost-effective way of building the image of a tourist destination. Events can be an important tool in creating a positive image of a tourist destination (Panfiluk, 2015, 1026).

Vrnjačka Banja has the already built and recognizable image at the tourism market, but the organization of an event such as the Festival of pop music would certainly contribute to developing a more substantial tourism offer. Vrnjačka Banja is the largest and most famous spa resort in the Republic of Serbia. It can pride itself on the 150-year-long tradition of organized tourism activity. In fact, the process of organized delivery of medical treatments and tourism services starts with the establishment of the Founding Endowment Association of Hot Mineral Water in Vrnjci (the first Tourism Organization at the Balkans) on July 1, 1868 (Julian calendar).

According to the number of visitors, Vrnjačka Banja has always been ranked the first among other Serbian spas, and it has followed Belgrade as rated the second most visited tourist destination in Serbia. The records in the numbers of tourists and overnight stays of 163,000 in 1985, i.e. 1,415,000 in 1986, respectively, have not been repeated ever since (Stanković, 2005, 37). Although the number of tourists increased to 213,194 in 2017, the number of their overnight stays topping the total of 701,622 is considerably lower than it used to be (Statistical Office of the Republic of Serbia, 2018, 284).

Events have been given an immense importance ever since the foundation of the modern spa in Vrnjci. In 1900, Đoka P. Jovanović, the spa physician, emphasized in his records that 'Nobody should say that a day in Banja is too long, as patients should be offered different types of pleasures. They should be deprived of their worries by organizing various parties, gigs, games, songs, occasional lottery, shooting, etc., since all this has a beneficial effect on the soul and the overall body nutrition' (Vojinović, 2002, 88).

The most important present-day entertainment event and, at the same time, the most visited one is the international Carnival of Vrnjci (Hrabovski-Tomić & Milićević, 2012, 763). Another highly frequented event is the Love Fest, a musical happening that brings together young people both from the country and abroad. There are also other numerous music and entertainment events which attract a large number of visitors, such as solo concerts and festivals of popular and folk music, major live TV events, open-air concerts of rock singers and rock groups, concerts of folklore ensembles, music and entertainment shows, carnivals, etc. Beside entertaining events, during the course of a year and mostly in summer, Vrnjačka Banja hosts hundreds of cultural events promoting achievements in the fields of literature and art, theater, film, television, music and fine arts, publishing, museology and other branches of creativity (Rudjičanin & Topalović, 2008, 332).

The subject of the research presented in this paper is the tourism event of the Festival of pop music in Vrnjačka Banja. In order to measure the visitors' satisfaction with the event, an exploratory survey was undertaken on a sample of 200 respondents. The primary data collected for the purpose of the Festival evaluation were gathered by means of a survey conducted during the course of the event (July 8-9, 2012). The questionnaire used as a data collection tool was aimed at measuring the visitors' satisfaction with both the Festival and Vrnjačka Banja as the host destination of the Festival.

As there is no standard method for evaluating tourism events, different authors take different attitudes toward the problem. For the purpose of the evaluation of the Festival in Vrnjačka Banja, the following criteria were identified as important to be assessed by visitors: program quality (originality) and variety of content (K1); quality and authenticity of catering services (F&B) and their value for money (K2); accommodation quality and prices (K3); safety issues of the Festival (K4); the organization of visitor arrival - transport, parking, sanitary conveniences (K5); other – the communicativeness and hospitality of the local population and employees (K6). The importance and originality of the research is reflected in the fact that the Festival is evaluated by the use of the employed method and, furthermore, the assessment of each individual criterion makes it possible to spot certain peculiarities that would otherwise remain unnoticed.

#### *LITERATURE REVIEW*

An event is a continual activity that happens once a year promoting the tourism of a particular destination through the autonomous attractive power of the event itself and by encouraging guests to directly immerse themselves in and take an active part. In order to become a part of the tourism offer of a destination, as a rule, events must attract participants and/or observers who are not part of the local community (Tourism Strategy of the Republic of Serbia, 2005, 83). Beckman, Uysal and Sunshine (1995, 17) define an event as “a set of people, gathered for the same purpose about a particular cultural resource or for entertainment, which results in the visitors feeling and feeling well.”

Events have a very important and complex role in almost all segments of society. They have existed throughout human history in all cultures at all times. With the first event-related articles published in the 1970s, events became a very well-established topic in tourism (Getz & Page, 2016, 593). The importance of organizing an event is reflected in connecting people, as well as in the specific environment where they take place. We can say that an event is a possibility for a break, social or cultural experience that differs from everyday activities and experiences (Berridge, 2007, 5). It represents an excellent opportunity for the inhabitants of a certain area to socialize, cheer, celebrate important holidays and thus integrate at certain periods of a year.

Festivals have been shown to draw communities together to celebrate local cultures (Duffy, 2000). Because of their diversity and dynamics, tourism events have become popular and, annually, attract hundreds of millions of people on a global level. From the tourist point of view, events are referred to as attractions, image creators, animators of static attractions and catalysts of future development (Getz, 2008, 403).

*Festival* is a word originating from the Latin *festum* which means feast (Isar, 1976). Festivals are seen as the means of preserving local culture and history through art, crafts, and performances presented at a festival (Long, Robinson, & Picard, 2004). McDowall (2011) talks about the uniqueness of each festival due to the interaction among the setting, people, and management systems (design and program). Festivals are usually held annually and generally have social rather than economic or political aims. Namely, during festival days, people get together for fun, entertainment and a shared sense of belonging (Getz, 2007, 31). Due to the features of universality of festivity and the popularity of festival experiences, festivals are of particular interest to scholars in many disciplines, making thus an important subfield within event studies (Getz, 2010, 1).

Music festivals are actually a specific form of music practice, being thus very popular and visited artistic events. They are usually events lasting for a few days, organized on numerous stages where shows are performed by a large variety of bands and musical artists to a vast audience, most often aimed at the young (Gibson & Connell, 2003). Some of them can be described as community festivals and, by rule, they attract local people with only occasional emergence of scarce audience beyond the immediate locality. On the other hand, there are also primarily commercial events, e.g. full-blown open-air concerts, that may even be imposed on localities and which, despite high-priced tickets, play little role in regional development. Another distinctive feature between high-profile commercial music festivals and local festivals is that the former have a need to feature attractive headline performers, whereas the latter give priority to 'community building' and local talent showcasing (Gibson & Connell, 2012).

Whatever their nature, all festivals have some influence in three different domains - economic, political and socio-cultural, which is evidenced by a large body of scientific literature (Arcodia & Whitford, 2006). Some of the most obvious benefits of hosting a festival are 'an increase in local tourism, enhanced destination appeal, and an extended tourist season' (Grunwell, Ha, & Martin, 2008), i.e. all festivals show the 'potential to deliver a series of development outcomes related to economic restructuring and revitalization, destination repositioning, inward investment and tourism revenue generation' (Quinn, 2010). Festivals and events proved to be a burning issue of research in many different tourism branches which resulted in a vast number of available monographs, academic textbooks and practical handbooks (Quinn, 2009). The aforementioned has led to great

efforts put into defining the nature and extent of tourism-related festival and event research. The extensive reviewing of this area of research resulted in several state-of-the-art type articles available nowadays (e.g. Hede, Jago, & Deery, 2003; Getz 2004).

There are numerous studies which deal with evaluating tourism events since the combination of quantitative and qualitative methods contributes to a better understanding of the problem. Li and Patrick (Li & Patrick, 2005) maintain that both quantitative and qualitative instruments should be adopted in the attempt to design a universal scale for measuring festival and event motivation. Moreover, they emphasize the need for encouraging the efforts on theory and model building, as well as interdisciplinary inputs in future studies. In their article *Event Evaluation Research*, Carlsen, Getz and Soutar describe the results of research into the current use and importance of event evaluation criteria by tourism destination authorities. The paper provides a detailed discussion on pre- and postevent criteria, and suggests factors to be considered when framing a model for standardized event evaluation (Carlsen, Getz, & Soutar, 2000).

#### METHODOLOGY

There are numerous criteria used to evaluate tourism events. Their choice depends on several factors, the most often used one being their type. For a tourist event taking place at a certain locality, it is important to define the character, i.e. whether it is of local, state or wide international importance. In this respect, events can be divided into (Žižović, Đuričić, & Nikolić, 2007):

- local, if more than 80% of the participants come from the very destination and/or surrounding places that are not more than 60km away;
- state, if at least 35% of participants come from places from within the state located more than 60 km away;
- local and interstate, if there are at least 20% of foreign participants, more than 50% of which come from the countries of the former Yugoslavia; and
- international, if more than 20% of participants come from abroad, i.e. beyond the borders of the former Yugoslavia.

In the authors' opinion, the aforementioned classification is most suitable to ex-Yu countries, whereas in most other countries it would be more convenient to categorize visitors into three distinct groups. The evaluation of the chosen tourism event is carried out using the above given criteria marked with K1, K2, K3, K4, K5 and K6. Descriptive values of the observed criteria are given in linguistic terms, which is more appropriate and acceptable for visitors. For the purpose of calculation, descriptive values are attributed numeric ones in the following way (Janjić, 2009, 25):

- very bad 1;
- bad 2;
- barely tolerable 3;
- tolerable 4;
- good with numerous complaints 5;
- good with few complaints 6;
- good 7;
- very good 8;
- excellent 9;
- exceptional 10.

Since the assessment of the event is done by visitors, it is necessary to divide them into appropriate groups, e.g. visitors coming from Vrnjačka Banja and the surrounding area, or visitors from other cities and towns of the Republic of Serbia, as well as those coming from abroad. If the observed criteria are marked with  $i$  (where  $i = 1, 2, 3, 4, 5, 6, 7, 8$ ) and the type of guests is marked with  $j$  (where  $j = 1, 2, 3, 4$ ), then the overall rating of criterion  $i$  can be determined for the  $j$ -type of guests which will be marked with  $K_{ij}$ . The average rating for criterion  $i$  can now be computed using the following equation (Žižović, et al., 2007):

$$K_i = \frac{\sum_{j=1}^4 p_j r_{ij} K_{ij}}{\sum_{j=1}^4 p_j r_{ij}}$$

where:

$K_i$  – the average rating for criterion  $i$

$p_j$  – the percentage of  $j$ -type guests

$r_{ij}$  – the relative importance of the  $j$ -type guest rating for criterion  $i$ .

The rating of different criteria of a tourist event is computed as follows:

$$K_1 = \frac{p_1 \cdot K_{11} + 1.2 \cdot p_2 \cdot K_{12} + 1.5 \cdot p_3 \cdot K_{13} + 2 \cdot p_4 \cdot K_{14}}{p_1 + 1.2 \cdot p_2 + 1.5 \cdot p_3 + 2 \cdot p_4}$$

$$K_2 = \frac{p_1 \cdot K_{21} + 1.5 \cdot p_2 \cdot K_{22} + 2 \cdot p_3 \cdot K_{23} + 2.5 \cdot p_4 \cdot K_{24}}{p_1 + 1.5 \cdot p_2 + 2 \cdot p_3 + 2.5 \cdot p_4}$$

$$K_3 = \frac{p_2 \cdot K_{32} + 2 \cdot p_3 \cdot K_{33} + 3 \cdot p_4 \cdot K_{34}}{p_2 + 2 \cdot p_3 + 3 \cdot p_4}$$

$$K_4 = \frac{p_1 \cdot K_{41} + p_2 \cdot K_{42} + 2 \cdot p_3 \cdot K_{43} + 3 p_4 \cdot K_{44}}{p_1 + p_2 + 2 \cdot p_3 + 3 \cdot p_4}$$

$$K_5 = \frac{p_1 \cdot K_{51} + p_2 \cdot K_{52} + p_3 \cdot K_{53} + p_4 \cdot K_{54}}{p_1 + p_2 + p_3 + p_4}$$

$$K_6 = \frac{0.1 \cdot p_1 \cdot K_{61} + p_2 \cdot K_{62} + 1.5 \cdot p_3 \cdot K_{63} + 2 p_4 \cdot K_{64}}{0.1 \cdot p_1 + p_2 + 1.5 \cdot p_3 + 2 \cdot p_4}$$

The overall rating of the event is arrived at by the use of the following equation:

$$\mathbf{K} = \sum_{i=1}^6 q_i K_i$$

where  $q_i$  – weight coefficient for criterion  $i$ , whereby the following condition is met  $\sum_{i=1}^6 q_i = 1$

### RESULTS AND DISCUSSION

The Festival in Vrnjačka Banja is a traditional event that is usually held on the second Sunday of July during the Carnival of Vrnjci. Taking into account that the participants of the Festival come both from the country and abroad, this event is not of a local character.

The first Festival, organized by Production Legat from Kragujevac and Radio Television of Serbia, was held at the Culture Square in Vrnjačka Banja in 2006 with live broadcast on Radio Television of Serbia. The Festival was of a competitive character and it featured a number of selected compositions. The awards were presented for the most promising young interpreters: the best debutant, the best stage performance, the Festival hit, the best composition, the audience prize and the like (Ruđičanin & Topalović, 362).

The survey presented in this paper was conducted at the 7<sup>th</sup> Festival, taking place on July 8-9<sup>th</sup> 2012. Out of the total of 200 respondents, 136 were local visitors (from Vrnjačka Banja and the surroundings), whereas 64 respondents were from other parts of Serbia. In other words, 68% were local visitors and the remaining 32% were visitors from Serbia classified as *other visitors* and marked with  $p_i$ . The percentage of respondents living outside the territory of the Republic of Serbia was negligible and therefore not included in the research results.

Table 1. Visitors assessment of the Festival in Vrnjačka Banja in 2012

Evaluation criterion	Visitor group	1	2	3	4	5	6	7	8	9	10
(K1)	Locals	/	5	7	13	20	17	19	21	13	11
	Others	/	2	3	8	13	9	6	8	8	7
(K2)	Locals	/	/	10	15	15	6	6	15	25	10
	Others	1	1	4	3	20	5	15	7	3	3
(K3)	Locals	5	5	5	12	8	6	10	31	18	10
	Others	4	3	4	10	9	8	7	4	8	5
(K4)	Locals	/	/	/	8	13	10	17	25	18	12
	Others	/	/	5	9	4	15	19	8	3	1
(K5)	Locals	1	2	/	3	4	10	12	21	23	19
	Others	/	1	/	1	3	10	10	25	10	4
(K6)	Locals	/	5	7	25	22	15	15	10	13	3
	Others	1	2	/	9	17	4	15	3	4	5

Source: Authors' research

As already stated, in order to calculate the visitor rating, the observed criteria are marked with  $i$ , whereas visitors are marked with  $j$ . Average ratings for the criterion  $i$  for the  $j$ -type visitors are marked with  $K_{ij}$ , and their values are given in Table 2.

Table 2. Average ratings

$K_{ij}$	$i=1$	$i=2$	$i=3$	$i=4$	$i=5$	$i=6$
$j=1$	6.5	6.7	6.7	7.4	7.9	5.8
$j=2$	6.4	6.0	5.7	6.2	7.5	5.9

Source: Authors' research

Based on the average ratings given in Table 2, mean for each criterion  $K_i$  is calculated.

$$K1 = \frac{p_1 \cdot K_{11} + 1.2 \cdot p_2 \cdot K_{12}}{p_1 + 1.2 \cdot p_2} = \frac{0.68 \cdot 6.5 + 1.2 \cdot 0.32 \cdot 6.4}{0.68 + 1.2 \cdot 0.32} = 6.5$$

$$K2 = \frac{p_1 \cdot K_{21} + 1.5 \cdot p_2 \cdot K_{22}}{p_1 + 1.5 \cdot p_2} = \frac{0.68 \cdot 6.7 + 1.5 \cdot 0.32 \cdot 6.0}{0.68 + 1.5 \cdot 0.32} = 6.4$$

$$K3 = \frac{p_1 \cdot K_{31} + p_2 \cdot K_{32}}{p_1 + p_2} = \frac{0.68 \cdot 6.7 + 0.32 \cdot 5.7}{0.68 + 0.32} = 6.4$$

$$K4 = \frac{0.3 \cdot p_1 \cdot K_{41} + p_2 \cdot K_{42}}{0.3 \cdot p_1 + p_2} = \frac{0.3 \cdot 0.68 \cdot 7.4 + 0.32 \cdot 6.2}{0.3 \cdot 0.68 + 0.32} = 6.7$$

$$K5 = \frac{p_1 \cdot K_{51} + 1.5 p_2 \cdot K_{52}}{p_1 + 1.5 \cdot p_2} = \frac{0.68 \cdot 7.9 + 1.5 \cdot 0.32 \cdot 7.5}{0.68 + 1.5 \cdot 0.32} = 7.7$$

$$K6 = \frac{p_1 \cdot K_{61} + p_2 \cdot K_{62}}{p_1 + p_2} = \frac{0.68 \cdot 5.8 + 0.32 \cdot 5.9}{0.68 + 0.32} = 5.8$$

$$K_G = \sum_{i=1}^6 q_i k_i$$

Criterion	$i=1$	$i=2$	$i=3$	$i=4$	$i=5$	$i=6$
Mean	6.5	6.4	6.4	6.7	7.7	5.8

$q$  will take identical values as in the previous example, so that:

$$q_1 = 0.05$$

$$q_2 = 0.13$$

$$q_3 = 0.18$$

$$q_4 = 0.20$$

$$q_5 = 0.24$$

$$q_6 = 0.20$$

$$\sum q_i = 1.$$

$$K_G = 0.05 \cdot 6.5 + 0.13 \cdot 6.4 + 0.18 \cdot 6.4 + 0.2 \cdot 6.7 + 0.24 \cdot 7.7 + 0.2 \cdot 5.8 = 6.6$$

By use of the employed methodology, we arrive at the average score of the Festival, which being 6.6, represents a very high rating. The criterion K1, which refers to the quality of the program (originality) and content diversity, scored 6.5. The criterion K2, which refers to the quality and authenticity of catering services (F&B) and their value for money, is given 6.4, which is a good rating with few complaints (most of the local visitors expressed dissatisfaction with the increase in prices during summer season). The criterion K3, which refers to the quality of accommodation and prices, is estimated 6.4, indicating a good relationship between accommodation quality and accommodation prices. The criterion K4, which points to the assessment of safety on Festival days, is evaluated with an average score of 6.7, which indicates that the visitors felt safe in Vrnjačka Banja during the Festival. The criterion K5, which refers to the organization of guest arrival, is rated the highest score of 7.7, indicating that there were no traffic jams or congestion on the arrival, that there was enough parking space, suitable and sufficient sanitary conveniences for the visitors of the Festival, etc. The criterion K6, which refers to the communicativeness and hospitality of the local population and employees, is rated the lowest score of 5.8. However, it should be borne in mind that the largest number of respondents are local visitors. The question arises as to how objective and impartial they are, since Vrnjačka Banja is a relatively small place and that the inhabitants know one another.

In addition to a very high score given to the K5 criterion, it should be noted that events organized at a tourism destination, on the one hand, encourage an increase in the prices of goods and services, which negatively affects the standard of the local population, while, on the other, they lead to crowd and noise generation and traffic congestion. This is supported by claims that “they can annoy local residents by generating traffic, pollution and congestion, and by attracting ‘unwanted’ types of people (often revealing as much about local people as imagined picture of themselves as the behavior of the festival-goers). In places where tourism development has been rapid - and often linked to the rise of festivals - conflicts can arise over local spaces, resources and the direction and meaning of regional development” (Gibson, et.al., 2012).

### *CONCLUSION*

The results of the conducted research point to the conclusion that the local visitors predominate. As already mentioned, the Festival in Vrnjačka Banja has a media coverage in live broadcasting of the final night on Radio Television of Serbia, which enables audience to watch live broadcast on TV, consequently leading to a decreased number of visitors attending the Festival. Also, we can conclude that the Festival contributes to upgrading the image of Vrnjačka Banja as a tourist destination (direct broadcasting of the Festival is also a proper promotion of the very destination), as well as a destination with

spatial and technical features suitable for organizing outdoor events (being the part of the Festival, people from the music world personally made sure about this).

A small number of foreign visitors was expected, given that the Festival participants, i.e. interpreters and expert jury are mostly from within the country. Given that the research was exploratory in its nature, without set hypotheses, suggestions could be made on the ways of improving the research methodology as well as those concerning the topic of further research. To achieve more relevant results

- local visitors should address only the questions related to program quality and security (K1 and K4); whereas
- other visitors should address the questions related to all identified criteria (K1-K6).

Future research should include all music festivals organized in Vrnjačka Banja; it should examine the pleasure of both organizers and performers, as well as the requirements needed to improve technical, organizational and spatial conditions. Having recognized the importance of organizing numerous tourism events, the local authorities in Vrnjačka Banja built a new city square providing much better acoustics. In addition, an upgrade of the given method and the use of new criteria would enable the evaluation and assessment of other numerous festivals taking place at this locality.

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## **МЕТОД ВРЕДНОВАЊА И ОЦЕЊИВАЊА ТУРИСТИЧКОГ ДОГАЂАЈА: СТУДИЈА СЛУЧАЈА ФЕСТИВАЛА ЗАБАВНЕ МУЗИКЕ У ВРЊАЧКОЈ БАЊИ**

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### **Резиме**

Врњачка Бања велики значај придаје организовању и одржавању туристичких догађаја, нарочито током летњих месеци. Како не постоји стандардни метод за оцењивање туристичких догађаја, предложен је један од могућих начина, односно метод оцењивања и вредновања туристичког догађаја на примеру Фестивала забавне музике у Врњачкој Бањи. Помоћу овог метода настојимо да утврдимо задовољство посетилаца како Фестивалом забавне музике тако и Врњачком Бањом као дестинацијом у којој се догађај одржава. Истраживање је спроведено на узорку од 200 испитаника. Примарни подаци на основу којих је извршено оцењивање догађаја прикупљени су методом анкетирања за време трајања овог фестивала.

Посетиоци Фестивала подељени су на две групе: локални и остали посетиоци. Сходно томе, посетиоци су оцењивали следеће критеријуме: квалитет програма (оригиналност) и разноврсност садржаја; квалитет и аутентичност угоститељских услуга (храна и пиће) и цене у односу на квалитет ових услуга; квалитет смештаја и цене; оцена безбедности Фестивала; организовање пријема гостију – превоз, паркинзи, санитарно-хигијенски чворови; остало – комуникативност и гостопримство локалног становништва и запослених. При томе, коришћена је описна оцена, која је прихватљивија и прикладнија за посетиоце, док за само рачунање користимо бројчане оцене. Примењеном методом израчуната је средња оцена Фестивала, која износи 6,6, што представља веома добру оцену.

Сви критеријуми су добро оцењени, што указује на то да је Врњачка Бања идеална дестинација за одржавање музичког догађаја. Једино је слабије оцењен критеријум који се односи на комуникативност и гостопримство локалног становништва и запослених. С обзиром на то да је процентуално највећи број локалних испитаника, у будућим истраживањима они треба да одговарају само на питања која се односе на квалитет програма и безбедности, док остали посетиоци одговарају на питања везана за све критеријуме.