THE IMPORTANCE OF THE EVENT “MOTO BIKE EXPO”
FOR TOURISM OF NOVI SAD

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Abstract: Special event tourism plays an important role in both national and international tourism and the economies of host communities. Motorcycle tourism can take many forms in how it is organized, from individuals or groups of riders arranging their own vacation, to club-run tours and those organized by professional companies. Biker tourism in Serbia appeared very late in relation to the world's beginnings, but it quickly developed and found a lot of fans organized in motorcycle clubs. Novi Sad, as an important transit center, has predispositions for organizing large motorcycle events. Up to now a little attention in our country has been dedicated to moto tourism research, but with the emergence of new tourist interests, we will point out the importance and impact of this type of tourism on inbound and tourism offer of Novi Sad.

Key words: moto tourism, moto events, motorcycling, Novi Sad

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Introduction

The urban way of life began to dictate the new directions of development of traditional forms of travel into modern, which include speed, action and a shorter residence period. In the event tourism as a form of alternative tourism, changes occur, and motorcycle tourism and related events are becoming increasingly popular among all ages (Hadžić, Bjeljac, 2006). One type of events of this type is motorcycle events organized by motorcycle clubs throughout Serbia. The constantly increasing number of visitors and participants indicates the increasing importance of these events.

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Transport modes, in addition to instrumental functions, may serve affective functions (Steg et al., 2001; Stradling et al., 2001), with the goal, in the case of expressive vehicle use, being the enjoyment of the journey. This expressive vehicle use is often associated with motorcycle riding (Broughton, 2006). Leisure riding is described as a “second life” that is a break from normal working life and in many cases includes the activity of motorcycle tourism. One of the major differences in motivation for those on riding holidays to most holiday-makers is the importance of the journey over the destination, with good scenery and good roads being important journey features.

Motorcycle tourism can take many forms in how it is organized, from individuals or groups of riders arranging their own vacation, to club-run tours and those organized by professional companies (Prideaux, Carson, 2011). Biker Tourism in Serbia appeared very late in relation to the world's beginnings, but quickly developed a lot and found many fans in organized motorcycle clubs.

The paper presents the development of moto sport, motorcycle clubs and motorcycle events in the world and in Serbia. This paper is based on personal observations obtained during the visit, interviews with participants and visitors during the "Moto Bike Expo" in Novi Sad.

The subjects of research are moto events, their organization, representing to a wider public and the impact on tourism of Novi Sad. The aim of this research is insight to the potential and importance of motorcycle events in the tourism of Novi Sad, as well as possibility for improving of development of this type of event as subcategories of sport tourism. Methods used when creating this paper were methods of theoretical analysis, descriptive method, inductive and deductive methods, and comparative method.

**Literature review**

Motorcycles are rarely mentioned in tourism literature, but this is hardly surprising given the limited literature on motor biking in general. Prideaux & Carson (2011) in their book “Drive Tourism: Trends and Emerging Markets” provide a global comprehensive review and scholarly investigation into this popular and growing form of tourism. Research into motorcycling tends to focus on aspects of safety (Elliott et al., 2003; Chesnald et al., 1993). There is some academic literature that examines the environmental aspects of motorcycles (Leong et al., 2002; ACEM, 2010) and several ethnographic studies (Schouten, McAlexander, 1995), but they mainly focus on very specific biker sub-groups such as Harley Davidson riders or Hell's Angels and are not very representative of the general motorcyclist population. Recent research by Broughton (2005, 2007, and 2008) has sought to cast some light on this very under-researched group. Among other things, Broughton's research has highlighted the recreational nature of motorcycle riding and the affluent nature of the majority of riders.
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Research by Chorlton, & Jamson (2005) indicated that there has been a shift in the nature of motorcycling, with more machines now being purchased for expressive riding rather than for functional journeys. They suggest that those who ride mainly for leisure generally have larger capacity bikes and are mainly long-term or returning riders. A 2004 Federation of European Motorcyclists' Associations (FEMA) report also supports this view, as well as expressing that the riding of a motorcycle is a meaningful leisure activity that improves the quality of life for millions of European citizens (FEMA, 2004).

Development of Moto sport in the world

The development of motorcycling as a sport began to establish itself in the early 20th century. In Europe, first countries that developed motorbikes were the UK, Germany and Italy to be later are transferred to American mainland. It can be said that from the very beginning of its development was in the shadow of automobilism, especially during 1950's. The reason for that was the starting development of automobile industry for the coming war, as a more useful means than motorcycle and later popularization in sporting events. The reason more was the higher speed of four-wheelers. Motorcycling establish itself as a sport, which follows more and more audience, but also as an object of tourist events.

Motorcycling, despite mainly being a solo activity, can also be very social, with riders having a sense of belonging to a community (Hogg, M.A., Abrams, D., 1988). In the case of motorcyclists, this operates on two levels: being a member of the general motorcycling community and being a member of any group or club. The creation of the first Moto clubs in the world is related to the 1947 and the city of Holister in California (www.bajker.com).

France is host country to many sporting events. It may be called "the land of two-wheelers" because apart from the famous bicycle race "Tour de France" (Le Tour de France) through it is driven motorcycle race "24 Hours of Le Man" (24 Heures du Mans), but also the famous Dakar Rally (Rallye Paris - Dakar), which are today two best known and most famous races in the world. At the Dakar Rally, there are three competitive categories: motorcycles, cars (from different buggies until light trucks) and heavy trucks. Paris - Dakar Rally retained its old name, although for long time it is not starting from Paris. Furthermore, it was happening that Dakar was bypassed as well.

The best Moto fairs are organized in Cologne and Paris and are held alternately (not in the same year). They are more exhibitory events, while the fair in Milan, and are mostly oriented to the sale of motorcycles.

Moto sport in Serbia and associations

The development of motor sport in Serbia began to affirm itself in the early 1970's of last century. The first track in Serbia on which Moto races
started to ride was a track of Beranovac airport, near Kraljevo. The airport was built in the mid 20th century and was the best circular track, not only in Serbia but also in the Balkans. Trail in 2002 was declared unsafe for motorcycle racing, and the reason is the lack of suitable substrate, since previous is run out and become quite smooth. Today in Serbia two more locations are known where Moto races are held. Those are Batajnica airport and the airport in Vršac.

According to the division of MSS (Moto Association of Serbia), motor races can be classified into the following groups: circular races (speedy), Moto cross races, races of old motorcycles (old timer races), acceleration races (drag bike) - since 2009 in Serbia. In Europe, the most presented is an approximate division of motorcycle races to: British (on asphalt), off-road (enduro - cross-competition), endurance races (www.motoasocijacijasrbije.com).

MSS is the most important state organization in the motorcycle world in Serbia, but in recent years is quite inactive in the biker world since its role is fully taken over by Motorcycle Association of Serbia (MAS). MSS’s jurisdictions are related to organization of legal races and granting licenses for the races.

Organized 'rideouts' are a key element of many clubs, including some that may stretch over several days. Ride outs are arranged runs where a group of riders get together to follow a pre-determined route organized by one, or more, of the group members (Prideaux, Carson, 2011). Motorcycle rallies as well are an important source of community for this subculture of motorcyclists (Austin, 2009).

<table>
<thead>
<tr>
<th>Year</th>
<th>First time registered motorcycles N</th>
<th>Presence of first time registered motorcycles compared to their total number (%)</th>
<th>Year</th>
<th>Motorcycles N</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>110</td>
<td>0.8</td>
<td>2004</td>
<td>14,771</td>
</tr>
<tr>
<td>2005</td>
<td>1,355</td>
<td>8.5</td>
<td>2005</td>
<td>16,042</td>
</tr>
<tr>
<td>2006</td>
<td>4,088</td>
<td>20.0</td>
<td>2006</td>
<td>20,378</td>
</tr>
<tr>
<td>2007</td>
<td>6,848</td>
<td>27.5</td>
<td>2007</td>
<td>24,897</td>
</tr>
<tr>
<td>2008</td>
<td>8,140</td>
<td>24.1</td>
<td>2008</td>
<td>33,756</td>
</tr>
<tr>
<td>2009</td>
<td>5,674</td>
<td>16.4</td>
<td>2009</td>
<td>34,500</td>
</tr>
<tr>
<td>2010</td>
<td>13,313</td>
<td>34.8</td>
<td>2010</td>
<td>38,229</td>
</tr>
</tbody>
</table>

(Source: RTSA, 2011)

The first "Moto rally through Serbia" was held in 2004, and in 2005 MAS started to deal more with Moto tourism. The "Tourist Moto rally through Serbia" stands out as a particularly important activity of MAS.

According to the Statistical Office of the Republic of Serbia (SORS), the number of motorcycles is growing from year to year (Table 1 and 2), and the to-
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The number of registered motorcycles in 2010 is increased for 11% in comparison to 2009. RSO processes also the category of "first time registered motorcycles" where data also shown increasing trend. These data should take with caution due to changes in the methodology of observation of Moto vehicles by the Ministry of Interior, so mostly the data for 2010 are not comparable to previous years. According to the Report of Road Traffic Safety Agency of the Republic of Serbia (RTSA), the number of registered motorcycles in last 10 years increased by almost three times (2.9 times). In 2011, the number of motorcycles and mopeds accounted for 1.79% of total registered vehicles. (www.abs.gov.rs).

In 1980's enthusiasts of motorcycles in Serbia did not have organized Moto clubs. One of the largest Moto gatherings and Moto entertainments was the "Grand Prix of Yugoslavia", a race that was driven for the world championships in Rijeka, more precisely on track Grobnik. In the early nineties Serbian riders begin to associate and to form the first motorcycle clubs in Serbia.

Development of Moto sport in Novi Sad

Impetus to the development of Moto sport in Novi Sad was the construction of circular tracks on the "Mišeluk". The track is located on the right bank of the Danube, in the extension of the “Sloboda” bridge. It is part of the southern exit from Novi Sad, i.e. of the traffic route to the Iriški venac. Access to the track is possible from all directions leading to Novi Sad. The trail runs north - south, where the route is mostly cut into the terrain, so it represents a natural amphitheater, which increases the safety of drivers and spectators that are several meters above the track. From the higher level observers have a remarkable view and visibility of greater part of the runway. Part of the track is a traffic loop above the entrance - exit tunnels in the extension of the bridge, which the track route passes through the various levels and makes it more attractive and more demanding for the drivers (Gnjatović, 2009).

The first races were competed on this track starting from 1982. They were held for Grand Prix of Novi Sad, within Yugoslavia state championship races on the circular tracks, but also with the international participation. They were organized by Automobile Association "Novi Sad" and later the tradition continues Sport Automobile Club "Novi Sad" in cooperation with the Petroleum Industry of Serbia. Races are been held twice a year for a period of 2-4 days in May and September, when the Yugoslav best riders competed in four classes. Since 1996 race is listed on the calendar of international motoring competitions. Races observed up to 35,000 visitors, mostly young population. Supporting events were as well organized, like old cars races and Zastava 750 (widely known by its nickname "Fića) races (Bjeljac, 1998).

For security reasons, motorcycle racing on Mišeluk is no longer maintained since 2003. Another aggravating factor is that in the time of the races,
"Sloboda" bridge had to be closed. There was a proposal to make automotodrum next to Kać road loop, which would be the ideal solution, but this project requires enormous financial resources and still has not appeared as a priority.

We come to conclusion - the manifestations of this type in the territory of Novi Sad were held twice a year and attended by around 30,000 people. The city was benefiting from that and enriching in this way its offer, especially as the track itself was quite attractive. There was not a similar type of event almost at the regional level.

**Research Methodology**

This paper is based on the findings obtained in the qualitative and quantitative research. As instrument a structured questionnaire was used, which included open and closed questions, and so-called investigative issues that deeply enters into the essence of the problem.

The questionnaire was presented to respondents in a free conversation between the interviewer and selected qualified respondents. While most studies that use the technique of in-depth interviews usually have between five and fifteen respondents (Davis, 1997), this study covered a larger number of respondents, because of finding that 30 personal interviews provide as much as 90 percent of information’s (Griffin, Houser, 1993). The goal was to find out the opinion of the quality of the manifestation product of exhibitors and visitors of the event, but also to determine their demographic profile and interests associated with motorcycle tourism. Results presented here extend the general theoretical knowledge gained from various researches previously conducted in other countries. Results presented here extend the general theoretical knowledge gained from various researches previously conducted in other countries.

**Researches results of successfullness of the event**

"Moto Bike Expo - Novi Sad 2009"

The research subject was the Moto fair entitled "Moto Bike Expo - Novi Sad", i.e., visitors and exhibitors of this fair, which was held 23-26 April 2009 when the research was conducted. The aim was to determine the success of the fair from the point of exhibitors and visitors and its importance in the promotion of motorcycle clubs and their events. The research was carried out using structured interview. Method of random sample was used when selecting respondents, while the questions were of open and closed type.

Survey of exhibitors had 13 questions and included a total of 22 exhibitors. The fair was attended by about 40 exhibitors and the goal was to score what is fair, from their perspective. The first part of the survey was related to general demographic characteristics of the exhibitors. The second part of the survey con-
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sisted of special questions related to the essence of the research - the exhibitors’ opinion about the organization, attendance, general assessment of the fair.

Surveying of visitors included a segment of the 42 interviewees, by random sample method, and as a method of collecting data is also used a structured interview. The aim of the survey was to investigate the reason for the visit of the fair, its organization, a part of the questions related to their interests related to motorsport and motorcycle events.

The first five questions referred to general demographic characteristics. The following ten questions, which composed the second part of the survey was focusing on impressions that observers received visiting this event, the way they were informed about the organization, evaluation of content and related events. At the end of the interview, we tried to find out if visitors of this event attend motorcycle rallies and similar events.

The data obtained have been processed in the statistical package SPSS and for the analysis of results was used descriptive statistics and Mann-Whitney U test for testing differences between two independent groups on a continuous scale.

Success of the event from the point of exhibitors – Of all respondents, 68% were males and 32% females. In line with the theme of the fair, and a larger number of male exhibitors was expected. The age structure showed the following results: in the group below 20 years there were 13% respondents, in the group of 21-30 years there were 59%, in the group of 31-40 years there were 18%, in the group of 41-50 years there were 4%, in the 51-60 age group there were 4%, and in group above 61 years, was not surveyed. When analyzing the places where they come from, the survey results showed that the majority of exhibitors were from Novi Sad, so it is obvious indifference of companies of regional importance to exhibit on such event. From Novi Sad there were 68% of exhibitors, from Futog 18%, 4% from Belgrade, while from Požarevac 9%. Education structure showed that from the total number of respondents, 59% of exhibitors had completed high school or attendance is still in progress, 9% of exhibitors had a college degree, while 32% of exhibitors had a faculty degree.

Asked whether they previously exhibited in similar events 59% of the exhibitors gave a positive response, while the remaining 41% did not appear at similar events.

The largest number of people who did not exhibit in similar events is the exhibitors at stands of motorcycle clubs. Other exhibitors, who predominantly oriented to selling their goods and motorcycles, have performed before mostly on the Belgrade Fair, and on fair in Niš.

In the view of the exhibitors, organization of the fair was moderate and even slightly weaker in comparison to the previous years. Crucial for providing high scores of exhibitors was a good sale of their goods and only after that rela-
tion to the organizers. On the question of evaluation visits to the fair, from the point of exhibitors, an impression was that the majority was not satisfied. None of the surveyed participants assessed attendance of the fair with the highest marks. Even those who have already exhibited at the Novi Sad Fair, expressed dissatisfaction, which explained with huge success of Belgrade Moto Fair and dragging a large number of visitors in favor of capital.

The largest number of exhibitors has rated their stands as very good and excellent. None of the exhibitors marked attendance of its stand as unsatisfactory. This structure should be approached with caution, because the answer can be interpreted quite biased.

To assess the quality and creativity of exhibitors, on the question which stand was the best and why, exhibitors pleaded that in the category of authorized distributors the best stand had Suzuki’s representative, “Markos” (60%). They consider that it was presented most completely, because it had a large offer of motorcycles and a large quantity of goods, in a rather large area. “Yamaha Rodić” stand by its organization was on the second place and on the third place “Qingqi stand”, with Chinese-made motorcycles. In the category of other stands (5%), the most interesting was the Drag bike stand, because they had some interesting simulation video clips. The conclusion is that the distributors gave the highest effort and left the best impression on the participants, as well as with the size of the stands, as well as with equipment of the space.

In order to be familiar with the disadvantages of presentations at the fair also, the question what was missing on the fair and what the exhibitors did not like was asked. In the opinion of the exhibitors, the show was lacking: a large number of hostesses, larger showroom, more media support, more exhibitors, coffee shop, and fast food restaurant. What did not like most of exhibitors is a great price to rent a space, a small number of big brands from the motorcycle world, the stands schedule, poor lighting and too loud music.

The success of the event from the perspective of visitors - Gender structure indicated that 90% were males, while the remained part consisted of females (10%), confirming that this is still a sphere in which males are dominant. Age structure confirmed that in this event were the most interested visitors less than 40 years of age. Detailed structure looked as follows: in the category below 20 years was 21%, 21-30 years 50% of respondents, 31-40 years 21% of respondents and in the category 41-50 years 7%. In the next two categories, from 51 to 60 and above 60 years, a single respondent was not found. The largest number of visitors was from Novi Sad and its environs. This way it is confirmed that motorcycle fair in Novi Sad has mostly local and regional character.

The educational structure showed that most visitors had secondary education (74%). Total 5% of respondents had primary education, 7% had
completed college, 12% undergraduate, and 2% master studies. Of the total respondents, 45% were employed, mostly private entrepreneurs (sellers, mechanics, drivers, machinists, caterers, plumbers, economists, electrical engineers, salesmen, marketing and design, electrical technicians). The rest were students (45%), while the remaining respondents were currently unemployed (10%).

Asked if they are for the first time in the Fair, only 5% of visitors attended for the first time, while the other 95% already had the opportunity to visit some of the previous events. It can be concluded that most visitors are loyal audience that follow this type of events.

The largest number of visitors came with friends. How a large number of students and pupils came, it is concluded that a large number of visitors of younger population came through organized visits (e.g., pupils and students of transport and technical schools and faculties). Visitors, who came on their own, are mostly over 40 year, and they came primarily because of love for motorcycles.

The visitors were also asked how they were informed about the fair. The fair through its own promotion materials was informing the public (40% of visitors), and was using the most graphical and visual objects: posters and leaflets. In the category „other“, visitors for the fair heard at work and in the motorcycle club (50%). These categories are more closely related to motorcycling.

“Reason for Visiting” is an issue which determines the character of a fair, whether it is an exhibition event or it is more sales-oriented. Although 90% of visitors have stated that their reason for visiting is “love of motorcycles”, the Novi Sad Fair is not an exhibition but a sales event. The reason for the low buying capacity is the poor economic situation due to the Global Economic Crisis, as well as the absence of the richer visitors who are oriented more towards the Belgrade fair. There are only 5% of visitors who are listed as “spectators”, and 2% are listed as “byres”. The rest have stated work as their reason for visiting.

In order to examine the amount of appeal of the supporting manifestations there was an issue of attendance at the events which preceded the opening of the motorsport fair (the parade, the exhibitions, lectures). Out of total of the respondents, 42% attended, while the rest, 58% did not attend these manifestations.

According to the results it can be concluded that the supporting manifestations are desirable and that they are not the main reason for visiting the fair, but they can extend the stay at the event and offer a greater experience as the content is exclusively aimed at visitors, with no compensation.

Visitors have stated (38% of them) that the best stands belonged domestic distributors and 38% were impressed by the motorcycle clubs stands. 24% of visitors did not answer, and the reason was great displeasure with the
fair. The best stand was of Suzuki Markos (44%) and Yamaha Rodić (37%), while the distributor BMW Radulović received only 19%. Among the motorcycle clubs stands, the best stand was the mutual stand of the MAS and the NS Riders with 57%.

In order to examine the organizers’ and the exhibitors’ omissions, the visitors were asked what they disliked and what they think is missing. Apart from numerous objections, according to the results, a large number of respondents stated that they disliked the small number of exhibitors, the poor choice of motorcycles and poor organization. There were also objections on low attendance as a result of people being uninformed, as well as poor program. Visitors considered three things to be missing: motorcycles, exhibitors and female promoters. A large number of visitors noticed the global brands were missing, such as Honda, Ducati and Kawasaki, but also the lack of choice of motorcycle equipment.

When asked whether they visit motorsport gatherings and similar events, which depict tourist traffic and tourist behavior, over 70% of visitors stated that they have a habit of traveling and a wish to travel and most of them visit almost all of the gatherings from the MAS calendar. The most attractive gatherings are those that take place by the river or a lake and the biggest gatherings in Serbia (Novi Sad, Indija, Palić, Sremka Mitrovica, and Smederevo). Some of the motorcyclists are limited by the distance, so they visit only the events which take place near their place of residence (most commonly older motorcyclists). Motorsport events are always well-attended by the motorcyclists who are in that way included in the event and transit tourism (for example, when visiting a foreign country).

Finally, what describes the general impression of the manifestation best is the general score of the fair. The exhibitors and the visitors were to evaluate the fair on a scale from 1 to 5 (1–very poor, 2–poor, 3–satisfactory, 4–very good, 5–excellent).

Table 2 - Mean rank of the fair score

<table>
<thead>
<tr>
<th></th>
<th>Mean value</th>
<th>Respondents N</th>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitors</td>
<td>2.50</td>
<td>22</td>
<td>.673</td>
</tr>
<tr>
<td>Visitors</td>
<td>2.64</td>
<td>42</td>
<td>1.032</td>
</tr>
<tr>
<td>Total</td>
<td>2.59</td>
<td>64</td>
<td>.921</td>
</tr>
</tbody>
</table>

Source: survey research, 2009

With the Mann-Whitney U test, it has been determined that there is no difference in the evaluation of the fair between two independent groups, exhibitors (Md=2.5, n=22) and visitors (Md=3, n=42), U=407.000, z=-.831, p=.406.
Table 3 - Differences in Faire assessing

<table>
<thead>
<tr>
<th>Examinees</th>
<th>N</th>
<th>Mean Rank</th>
<th>Sum of Ranks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitors</td>
<td>22</td>
<td>30.00</td>
<td>660.00</td>
</tr>
<tr>
<td>Visitors</td>
<td>42</td>
<td>33.81</td>
<td>1420.00</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: survey research, 2009

Table 4 - Mann-Whitney Test

<table>
<thead>
<tr>
<th>Test Analysis</th>
<th>Test Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mann-Whitney U</td>
<td>407.000</td>
</tr>
<tr>
<td>Wilcoxon W</td>
<td>660.000</td>
</tr>
<tr>
<td>Z</td>
<td>-.831</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.406</td>
</tr>
</tbody>
</table>

Source: survey research, 2009

Most of the exhibitors graded the fair as poor and satisfactory (91%), which shows that a large number of the respondents were not satisfied with the results and the aim of their appearance. Most of the visitors stated that the fair was satisfactory (47.6%) and very poor (19%). Table 3 shows the mean rank of the fair score, as well as the total score, from which it can be concluded that there is no great difference in the attitude of the exhibitors and the visitors which is additionally confirmed by the Mann-Whitney U test which examines the difference between two independent groups on a continuous scale.

The visitors’ evaluation was somewhat better than the exhibitors’ and the total score of the fair is satisfactory.

Discussion

Special event tourism plays an important role in both national and international tourism and the economies of host communities (Jackson, 2008). Locations with the more valuable tourist and geographic position, higher level of agglomeration of the location where they take place, and the appropriate appeal and the tourist equipment as the factor of derived supply, have better requirements for organizing sports events (Romelić, Bjeljac, 1997). When somebody is organizing motorsport events, the most important thing is to mark the location of the gathering since most of the spectators and guests come in their own transportation. Motorsport events of sport character are developed all around the world, but they are still neglected compared to auto racing.

The basic characteristics of motorsport events are their massive range, seasonality and short duration. As a significant transportation center,
Novi Sad is predisposed to organize big motorsport events. In terms of terrain and climate, it is located in a very suitable area, it has a famous track on the Mišeluk and a large space alongside Danube in the city and outside the city, it can be said that the basic requirements for organizing an event of this type are present. As indicated, due to lack of investment in terms of motorcyclists’ safety, there are no sports events in the area of Novi Sad, this being a great financial loss to the city economy and therefore tourism as well. Low attendance was prominent on the Novi Sad motorsport fair as well, it being a significant exhibition and sales event of Vojvodina. The number of tourists who visit motorsport events could reach a number of 80,000 visitors in a year, which would provide incomes for the tourism and the economy of the city, as well as sponsorship and donations of business entities (Bjeljac, Ćurčić, 2007).

Motorsport events still have a local and regional significance for the visitors which mean that Serbia is not attracting an international motorcycle market with its offer.

In Serbia, motorsport events have little media coverage. In the calendar of Tourist organization of Serbia in 2009, there were only four motorsport events (motorsport gathering on Divčibare, in Indija, Valjevo and Ivanjica), while in the 2012 calendar there are seven. Poor cooperation of the motorcycle associations with the tourist organizations resulted in the lack of information for potential visitors of manifestations of this type.

On the other hand, traveling by motorcycles in groups is widespread in developed countries. These are mostly groups of motorcyclists who organize their traveling by themselves. Unfortunately, in Serbia and on the Balkans, presently there are no agencies which organize these types of traveling. In the mid-eighties of the 20th century the first professional agency “Edelweiss Bike Tours” from Austria started organizing motorcycle tours and their traveling was being organized on all continents (Jančić, 2009). Motorcycle touring has developed to the point that specialized companies now organize tours combining different cultural and riding experiences across Europe. Similarly, several companies organize different modules aimed at providing advanced riding skills, such as off-road riding (ACEM, 2010).

The prejudices of the population towards motorcyclists, the problems in traffic and the noise are the primary negative effects of the organization, if the route is not organized and the traffic police not present. Research has shown that when big motorsport gatherings take place, the number of accidents increases, whether they are direct cause of it or not. The safety of motorcyclists in traffic is the subject of constant attention, but other participants in traffic should also be aware of motorcyclists. Certain events, including motorsport events, may have significantly greater negative environmental and public health impacts and messages than other events (Tranter, Lowes,
According to the new Traffic Law, penalties against loud vehicles were introduced, which is completely acceptable and desirable for the man and the environment. As far as pollution is concerned, a motorcycle is an economic transportation vehicle and it consumes less gas than a car. Since the location where ‘Moto fest’ takes place is displaced outside the city, the noise is not an issue and the motorcyclists do not endanger the environment in any other sense.

Motorsport events have little influence on the tourism of Novi Sad, especially after relocating the motorcycle races from Mišeluk. It was the most attended motorsport event of sports type in Novi Sad, while ‘Moto fest’ was the most attended event of entertainment type. If there is resolving the issue of renewing or making a new circuit near Novi Sad, the city could become a host of the world well-known motorcycle races and hence it could benefit materially from it. Tourist agencies should activate in order to make the visitors and the guests interested in touring the most significant monuments in the city.

Conclusion

Novi Sad has great opportunities for the development of motorsport events as its traffic and geographic location is excellent but it lacks the investment in the basic infrastructure and bigger financial sponsorship by the state in organizing motorsport events. Presently, only individuals are trying to continue organizing such events. There should be a better cooperation of the motorcycle clubs and the tourist agencies, and the local tourist agencies as well in order to enrich their offer, because the potential of motorcyclists to contribute to destination revenue is high.

Many operators and agencies should realize the size and potential of this market and sought to attract motorcyclists. As with any other market segment, to do this effectively, there is a need to understand who these groups are, what their needs are and how these needs can he fulfill.

This study has provided a first step in understanding of Moto tourism and its impacts on special event tourism. Even though the sample was adequate for statistical analysis, a larger sample size would yield more representative results. Consequently, caution should be used in making generalizations based on this study. Future studies could focus on understanding of motivating factors which may assist individual establishments and destination marketers in making strategies and creating promotions that are pertinent to this group.
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References (see on page 253)