

UNIVERSITY OF LJUBLJANA
SCHOOL OF ECONOMICS AND BUSINESS

MASTER'S THESIS

**RESIDENTS' PERCEPTION OF THE IMPACT OF CHRISTMAS
ADVENT IN ZAGREB**

Ljubljana, September 2024

EMMA FORENBAHER

AUTHORSHIP STATEMENT

The undersigned Emma Forenbaher, a student at the University of Ljubljana, School of Economics and Business, (hereafter: SEB LU), author of this written final work of studies with the title *Residents' perception of the impact of Christmas Advent in Zagreb*, prepared under supervision of Assistant Professor Dr. Daša Farčnik, PhD

DECLARE

1. this written final work of studies to be based on the results of my own research;
2. the printed form of this written final work of studies to be identical to its electronic form;
3. the text of this written final work of studies to be language-edited and technically in adherence with the SEB LU's Technical Guidelines for Written Works, which means that I cited and / or quoted works and opinions of other authors in this written final work of studies in accordance with the SEB LU's Technical Guidelines for Written Works;
4. to be aware of the fact that plagiarism (in written or graphical form) is a criminal offence and can be prosecuted in accordance with the Criminal Code of the Republic of Slovenia;
5. to be aware of the consequences a proven plagiarism charge based on the this written final work could have for my status at the SEB LU in accordance with the relevant SEB LU Rules;
6. to have obtained all the necessary permits to use the data and works of other authors which are (in written or graphical form) referred to in this written final work of studies and to have clearly marked them;
7. to have acted in accordance with ethical principles during the preparation of this written final work of studies and to have, where necessary, obtained permission of the Ethics Committee;
8. my consent to use the electronic form of this written final work of studies for the detection of content similarity with other written works, using similarity detection software that is connected with the SEB LU Study Information System;
9. to transfer to the University of Ljubljana free of charge, non-exclusively, geographically and time-wise unlimited the right of saving this written final work of studies in the electronic form, the right of its reproduction, as well as the right of making this written final work of studies available to the public on the World Wide Web via the Repository of the University of Ljubljana;
10. my consent to publication of my personal data that are included in this written final work of studies and in this declaration, when this written final work of studies is published.
11. that I have verified the authenticity of the information derived from the records using artificial intelligence tools.

Ljubljana, September 11th, 2024
(Month in words / Day / Year,
e. g. June 1st, 2012

Author's signature: _____

TABLE OF CONTENTS

1	INTRODUCTION.....	1
2	EVENT TOURISM.....	4
2.1	Characteristics and types of tourism events.....	6
2.2	Impacts of Tourism events	8
2.2.1	Local residents' perceptions of economic impacts.....	9
2.2.2	Local residents' perceptions of socio-cultural impacts	11
2.2.3	Local residents' perceptions of environmental impacts	12
2.2.4	Sustainability of tourism events	13
3	CHRISTMAS ADVENT AS AN EVENT	14
3.1	History of Christmas Advents and their recent development	15
3.2	General overview of Christmas Advent as an event.....	16
4	CHRISTMAS ADVENT EVENT IN ZAGREB.....	16
4.1	Development of Christmas Advent event in Zagreb.....	17
4.2	The role of Christmas Advent event in the overall tourism development of Zagreb.....	18
5	EMPIRICAL RESEARCH	19
5.1	Purpose of the research and research questions	19
5.2	Research methodology.....	20
5.3	Sample collection and sample description	22
6	ANALYSIS AND INTERPRETATION OF RESULTS.....	24
6.1	Positive impacts.....	24
6.2	Negative impacts	27
6.3	Differences in evaluating event impacts between local residents who belong to different socio-demographic groups	31
6.3.1	Differences based on age groups	31
6.3.2	Differences based on gender	32
6.3.3	Differences based on social status	33
6.3.4	Differences based on education level	34

6.3.5	Differences based on connection to tourism industry	35
6.4	Analysis of open-ended questions.....	37
6.4.1	Other negative impacts of Christmas Advent	37
6.4.2	How to decrease negative impacts	39
6.4.3	Perceptions of the size of Christmas Advent	41
6.4.4	Suggestions for future development of Christmas Advent	42
6.4.5	Christmas Advent as “Green” event.....	43
7	CONCLUSION	44
	REFERENCE LIST	46
	APPENDICES	1

LIST OF TABLES

Table 1: Positive and negative impacts of events	8
Table 2: Overview of answers on positive impacts from conducted questionnaire	24
Table 3: Overview of answers on negative impacts from conducted questionnaire	28
Table 4: Statistical representation of answers in age category	31
Table 5: Statistical representation of answers in gender category	32
Table 6: Statistical representation of answers in social status category	33
Table 7: Statistical representation of answers in education level category	35
Table 8: Statistical representation of answers in connection to tourism industry category	36
Table 9: Answers on additional negative economic impacts	37
Table 10: Answers on additional negative socio-cultural impacts	38
Table 11: Answers on additional negative environmental impacts	38
Table 12: Suggestions to decrease negative economic impacts	39
Table 13: Suggestions to decrease negative socio-cultural impacts	40
Table 14: Suggestions to decrease negative environmental impacts	40

LIST OF FIGURES

Figure 1: The pyramid of event categories based on values and tourist demand.....	7
Figure 2: Arrivals and overnight stays, 2010 - 2023.....	18
Figure 3: Age distribution of respondents	22
Figure 4: Socio-economic status of respondents	23
Figure 5: Education level of respondents	23
Figure 6: Perception of the size of Christmas Advent	41

Figure 7: Suggestions for further development of Christmas Advent.....	42
Figure 8: Suggestions for Green event initiatives	43

LIST OF APPENDICES

Appendix 1: Povzetek (Summary in Slovene language)	1
Appendix 2: Survey questionnaire (original version in Croatian language)	2
Appendix 3: Number of total answers	5
Appendix 4: Average answers per socio-demographic categories	8
Appendix 5: Statistical results of socio-demographic categories	10
Appendix 6: T-test analysis of Likert scale statements	13

LIST OF ABBREVIATIONS

CBS – Croatian bureau of statistics

TBZ – Tourist Board of Zagreb

1 INTRODUCTION

Tourism event impact analysis has been one of the central themes in event studies (Getz & Page, 2020). Previous research has investigated the economic, social, and environmental impacts of various events, on the destination where they are held (Nordvall, 2015; Laing, 2018). In the last years, the number and frequency of events has been increasing, especially those financed by cities, counties, or tourist boards. There are different interpretations of this phenomenon. Firstly, tourism events have a significant economic impact (Harris et al., 2000). Getz (2008) states that events in a large extent contribute to spending and consumption by tourists, and the main reason for organizing events is economic benefit. Laing (2018) also claims that consumption of tourists and visitors, caused by additional and interesting offers related to specific event (traditional food, traditional products and similar), significantly improves the economy of the local community. Consequently, a successful event can support small businesses and generate jobs, while at the same time further influence local economy by supporting and influencing also the businesses situated in the vicinity of the event (Harris et al., 2000; Yeoman, 2011; Garner & Ayala, 2019).

Secondly, events are expected to increase the number of tourists and encourage multiple visits by the same visitors, who would otherwise only visit that destination once (Wood, 2005). Additionally, Getz (2008) implies that events have the ability to create and enhance the image of the destination, stating that one of the advantages of organizing events is improved image of the destination. And finally, the development of new events is considered a strategy for extending the life cycle of a tourist destination (Li et al., 2015). Organization of events during the low season can attract visitors who would otherwise not be interested in visiting the destination (Casteran & Roederer, 2013; Egresi & Kara, 2014).

Besides attracting tourists, events are also usually attended by local residents. Events are places where tourists and locals can meet, interact, and share the experience (Delaplace et al., 2018). Events can, therefore, have positive social impact on the locals, as defined by Deery and Jago (2010). They are likely to play an important role in enhancing residents' well-being and overall quality of life, as they provide opportunities for enhancing social interactions and relationships (Yolal et al., 2016). Thus, events can boost the happiness of both visitors and local communities (Nawijn & Mitas, 2012). Furthermore, events are believed to bring other intangible social benefits to the community (Delaplace et al., 2018; Mihalič, 2022; Šegota et al., 2022), like developing a sense of belonging and community pride (Dimitrovski & Crespi-Vallbona, 2016; Crawford et al., 2018; Mihalič, 2022).

However, Deery and Jago (2010) note that there are also negative social impacts of events on local residents, as they may be forced to deal with the burden of events. Due to events, there is a higher chance of vandalism by tourists, overcrowding in public areas, and transportation congestion. Local residents are expected to host guests, manage the increased strain on the system and its resources, and cover the costs. Events may also interfere with

their everyday routines and schedules and lower their quality of life (Li et al., 2015; Ouyang et al., 2019).

In addition, from an environmental perspective, events might result in more negative impacts on the local residents than positive ones. It is important to address the negative effects of tourism that also relate to events. The main negative impact being the damaged natural environment. This includes air pollution, which happens due to overuse of all kinds of transport, and water overuse which is common during the tourists' stay in tourism facilities. As Mihalič (2022) notes, this can result in water shortages and water pollution in case of improper sewage disposal system. In addition, noise that is caused by the high number of tourists gathering can disturb the locals living in the nearby areas (Rasoolimanesh et al., 2017; Mihalič, 2022). Increased waste production and littering are also a very common negative side product of events, caused by increased level of tourist activity. This can become a serious problem and result in spoiled rivers, nature, and roadsides (Rasoolimanesh et al., 2017). Positive environmental impacts that could result from tourism include general environmental awareness and protection of natural environment (Mihalič, 2022), and this can be also extended to tourism events. Quality natural environment can draw up the number of tourists visiting the event, meaning that natural protection is important for tourism's economic success. Consequently, this can stimulate responsibility towards the environment and environmentally friendly behavior. Another positive impact, as defined by Mihalič (2022) is landscape appearance improvement, (maintaining the parks and green areas, appropriate building design and maintenance) and improvement of infrastructure and public facilities such as water supply and road network (Ouyang et al., 2019).

The importance of sustainable development and sustainability has gained widespread recognition. Sustainability is a concept that permeates all aspects of society and should therefore be considered during event planning (Mair et al., 2015). The concept of sustainability is based on simultaneous achievement of economic, social and environmental sustainability. Organizers, event attendees and local residents have become more aware of the far-reaching impacts of events and the need to minimize negative impacts and maximize positive impacts across all three dimensions (economic, social and environmental), in order for the event to be sustainable (Šegota et al., 2017). That's why the concept of "Green event" was introduced. An event is considered to be "green" if it adopts sustainable practices or has a sustainability policy (Laing & Frost, 2010). The concept of a green event was initially intended to raise awareness of environmental issues, but it has since grown to cover economic and social issues as well. Initiatives linked to implementing green events include, to name a few, developing policies and practices in waste disposal, recycling, traffic, power and carbon offset schemes (Laing & Frost, 2010).

Christmas Advents are the type of events that are becoming a popular tourism product in many countries around the world (Kimura & Belk, 2005). European cities like Vienna, Salzburg, Ljubljana and Zagreb are turning to development of Christmas Advents as events which would help develop destination's image, create demand, increase tourist expenditures,

open jobs and help the development of other sectors of economy (Brida & Tokarchuk, 2017a; Laing, 2018). Christmas Advent events are a type of cultural events, which is why they are considered part of cultural tourism (Bloomfield, 2010). The Christmas Advent provides an experience for the whole family in a location specially decorated for Christmas - from music, food, performances, to other features whose main purpose is to create a Christmas atmosphere (Brida et al., 2017b). The popularity of Christmas events has grown to the extent that they have become a global phenomenon, especially in Europe (Egresi & Kara, 2014). Therefore, the subject of this masters' thesis is Christmas Advent in Zagreb as an event. The purpose is gathering perceptions of local residents in order to derive conclusions and recommendations for the future planning of Christmas Advent in Zagreb. The research focuses on Christmas Advent in Zagreb, Croatia. One of my goals is to determine if local residents who belong to different socio-demographic categories (based on gender, age, education level etc.) differently perceive the impacts of the Christmas Advent.

Other goals of this research are, first of all, to determine how do local residents perceive the impacts of Christmas Advent event in Zagreb. This entails determining the positive and negative impacts of events, from the relevant literature. Possible positive impacts, as identified from the literature, include: creation of enchanting ambiance in the city (Brida et al., 2017b), attracting the tourists and visitors from out of town (Egresi & Kara, 2014), creation of space where residents can enjoy themselves and socialize among each other, as well as with tourists (Deery & Jago, 2010; Delaplace et al., 2018), environmental awareness and protection, such as creation and maintenance of parks and leisure areas, as well as overall cleanliness (Woosnam et al., 2013; Van Winkle & Woosnam, 2014; Mihalič, 2022). Possible negative impacts, as identified from the literature, include: crowds and traffic jams in the city (Deery & Jago, 2010), vandalism and increased criminality (Wood, 2005; Deery & Jago, 2010), increase in prices and overall cost of living, damage of natural environment and increased littering (Rasoolimanesh et al., 2017; Mihalič, 2022).

Based on this, another goal is to investigate if local residents perceive that the event should implement certain changes in order to decrease negative impacts, and if the local residents perceive any opportunities, or have any suggestions, for future development of the Christmas Advent event in Zagreb, that would potentially increase the positive effects.

Thus, the research questions are:

1. What are the impacts of Christmas Advent in Zagreb, perceived positively by local residents?
2. What are the impacts of Christmas Advent in Zagreb, perceived negatively by local residents?
3. Is there any difference in the perception of the event impacts between the local residents who belong to different socio-demographic groups?

4. What are the potentials of the future development of the Christmas Advent event in Zagreb and what changes should be introduced in the event, from the perspective of local residents?
5. Do local residents perceive the Christmas Advent in Zagreb as a Green event?

This masters' thesis is divided on two parts: the theoretical part and empirical part, and relies on two types of data – primary and secondary. The theoretical part is based on secondary data obtained by a review of relevant literature from official online databases of academic journals, scientific and research papers, different articles, and websites that deal with the issue of the positive and negative impacts of tourism and tourism events, and also on Christmas Advent events in general, and Christmas Advent in Zagreb in particular. Therefore, the second chapter of the thesis, after the introduction, analyses the literature on tourism events, their sustainability and impacts, focusing on economic, socio-cultural, and environmental impacts of tourism events, while explaining the different types of tourism events and their advantages. The third chapter focuses on specifically Christmas Advents as events, their history and recent development. The fourth chapter focuses specifically on the Christmas Advent in Zagreb. This chapter includes an overview of the development of this event throughout the years, and the role it played in the overall tourism development of Zagreb throughout recent years. The following chapters belong to the empirical part and are based on primary data collection. The fifth chapter contains the methodology, with a detailed description of data collection and descriptive statistics used. It also includes an overview of the survey questionnaire, used to determine how do local residents perceive the impacts of Christmas Advent event in Zagreb. The sixth and final chapter, preceding the conclusion, describes the findings derived by primary data collection. Based on these findings, a conclusion is determined, and future recommendations are made to increase the positive and decrease the negative impacts of this event for the local residents. This thesis is completed with conclusion and final remarks, followed by references and appendices.

2 EVENT TOURISM

Event tourism emerged from the need for visitors to be entertained, meet new people, and experience local traditions. This form of tourism can be traced back to ancient times, with the Romans and Greeks filling Olympic arenas (Bowdin et al., 2012). Various types of festivals and events, like collective celebrations, rituals and similar, have been fundamental parts of human society that have existed for centuries (Laing, 2018). Events existed even before the widespread use of money, but the adoption and acceptance of money marked the beginning of their further development. The rise of capitalism, new products, social relationships, and lifestyle changes created favorable conditions for the development of various events throughout the 20th century (Getz, 2008; Bowdin et al., 2012). This period saw different types of events reach their peak and diversify into the broad spectrum we see today. Key factors in this growth include increased consumer purchasing power and living standards, a shift from basic to luxurious needs, and the creation of entirely new consumer

demands (Bowdin et al., 2012). These factors boosted the demand for various events, driving the evolution of modern event tourism (Getz & Page, 2020).

The term “event tourism” is frequently used in tourism literature to describe a strategy for destination development and marketing aimed at maximizing the economic benefits of events (Getz, 2008). In the past, terms such as special events, mega events, specific types of events, and similar, were used for this form of tourism. The growing prevalence of events globally and their significance in tourism (Laing, 2018) prompted the development of event tourism as a distinct form of tourism (Getz, 1990; 2008; Connell & Page, 2009). The term event tourism was first introduced by the New Zealand Tourist and Publicity Department in 1987 (Getz, 2008), which highlighted this form of tourism as an important and growing segment of international tourism. Getz (1990) provided a framework for planning event tourism, thus introducing this term into the field of tourism sector development and destination marketing. Afterwards, the term event tourism became widely used.

The popularity of this form of tourism today is evidenced by its prevalence in many countries. This form of tourism is still developing rapidly, which is why Getz (2008) describes its growth as spectacular. Today, one of the key reasons for visiting a destination is a famous event in that area. For some tourists, events represent additional content, while for others, they are the primary reason for coming to the destination (Casteran & Roederer, 2013; Ouyang et al., 2019).

In addition to their impact on tourism, events are also a powerful tool for local communities, as they bring people together through shared goals and experiences (Getz, 2008; Delaplace et al., 2018). Each event has its own unique character, but all of them possess the ability to unite people in a specific place, where local residents can gather to spend quality time together and develop a sense of community pride (Dimitrovski & Crespi-Vallbona, 2016; Crawford et al., 2018). They offer quality leisure activities and greatly enhance the quality of life (Yolal et al., 2016), in addition to providing significant economic benefits due to increased number of tourists (Harris et al., 2000; Getz, 2008; Alexander et al., 2020). Attracting tourists is especially important for maintaining a steady economic benefit from tourism throughout the year, since events can attract tourists outside the main season (Casteran & Roederer, 2013; Egresi & Kara, 2014). With the increase in tourists, it is necessary to improve the urban infrastructure of the city, which includes renovating existing, and building new tourist offerings and facilities. Therefore, events also influence the rejuvenation of urban areas and cultural development, which consequently has a positive impact for the local residents, while at the same time also creating a better destination image (Deery & Jago, 2010; Woosnam et al., 2013). From an economic perspective, the growth of events has played a role in reducing unemployment and has contributed to economic expansion (Getz, 2008; Yeoman, 2011). For example, major events, such as Olympic Games, have a considerable impact on the economic growth of the host countries (Harris et al., 2000; Li et al., 2015; Ouyang et al., 2019). Overall, it can be concluded that tourist

destinations can use events as a means to improve the area as a place to live, work, and invest.

2.1 Characteristics and types of tourism events

According to Van der Wagen & Carlos (2008), events are characterized by the following:

- Event planning process needs to be careful and long.
- Events have a set, usually short, duration.
- Events are quite expensive to organize.
- Events carry a financial and security risk.
- Each event is unique.

Events also present a unique opportunity for organizers to engage with their target audiences. It is important to define a clear picture of an event, its vision, goals, purpose and theme, so it can align with the ideas and needs of the audience (Van Der Wagen & Carlos, 2008). Some events adopt a design and color scheme that is consistently applied to all materials, such as tickets, posters, and programs. This approach ensures recognition and connects participants to the theme (Van Der Wagen & Carlos, 2008).

Events can also be considered as attractions that attract visitors (Harris et al., 2000). The concept of events itself is extremely complex, as it represents a wide range of occurrences at a particular time and particular location, typically marking an important occasion or celebration. Events often require the special rental of buildings or land within the city, such as convention centers, sports arenas, or city squares (Getz, 2008).

Some events are of a public nature, and in such events, a broader community can participate, while others are planned for the purpose of competition, business, trade, private gatherings, etc., and participation is limited to certain profiles of visitors (Getz, 2008).

Events feature a specific schedule, a distinct visitor profile, and a set duration, and can have varying impact on the local residents of the area where it is held (Dickinson et al., 2007; Sredanović & Šulc, 2022). Moreover, the attractiveness of events lies in the fact that no two events are ever the same, each event is unique and involves interaction among the environment, people, and organization, thus providing unique and exceptional experience (Dickinson et al., 2007).

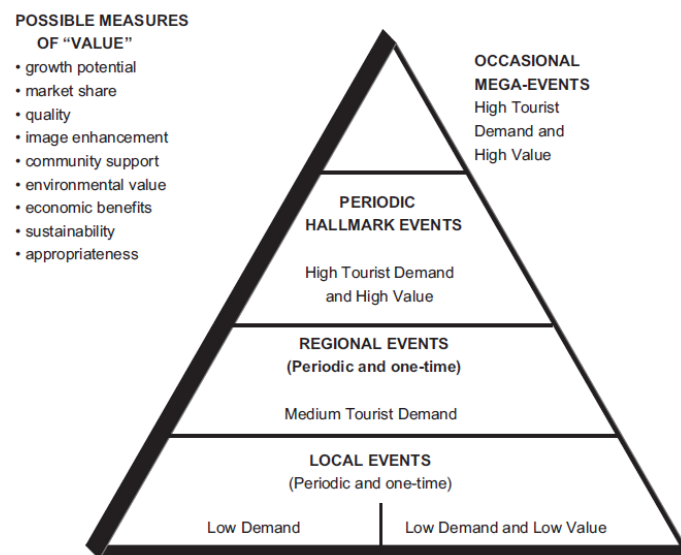
Due to different characteristics, there are various ways to categorize events. One of the most comprehensive and widely cited categorizations, was created by Getz (2008). He has categorized events in 8 main categories, consisting of multiple subcategories:

1. Culture: festivals (public, themed celebrations), carnivals, commemorations (ceremonial gathering in memory of an event), religious events, performances.

2. Politics: political events (summits, gatherings), VIP visits, royal events.
3. Arts and entertainment: concerts, ceremonies, awards, exhibitions.
4. Business and trade: conventions (assembly of a specific organization), trade fairs (publicly organized periodic markets), markets.
5. Education and science: scientific conferences, seminars.
6. Sporting events: professional and amateur competitions.
7. Recreation: sports or entertainment games for fun.
8. Private events: weddings, celebrations.

Another useful categorization model is the event portfolio model, which is presented by a pyramid (Getz, 2008). Each event is directed towards specific goals and has its own values, which means that every destination, before organizing an event, must know what it wants to achieve with that event and what its value will be (Getz, 2008). The values of an event are assessed based on the number and types of tourists attracted, the potential for the growth of the place, market share, quality, improvement of the destination's image, community support, economic benefit, environmental value and sustainability (Getz, 2008). The objectives of organizing an event can be diverse. According to the objective, the level of event value, and the numerical scope of tourists covered by the event, a pyramid of event categories is composed, as seen in Figure 1.

Figure 1: The pyramid of event categories based on values and tourist demand



Source: Getz (2008).

Mega events are characterized by being occasional, having high tourist demand and bringing high value to the destination. Their goal is creation of destination image or destination development. One of the most famous examples of mega events in the world are the Olympic Games, Wimbledon, the FIFA World Cup and Formula 1 races. A large number of viewers, enormous revenues from television broadcasts, direct impact on tourism, and the entire

economy of the host country, are just some of the positive aspects of mega events (Getz, 2008).

The second level of the pyramid, Periodic Hallmark events, attract a large number of participants and enable significant income from tourism. Their goal is to improve attractiveness and profitability of tourism destination. They are characterized by high tourist demand and high value (Getz, 2008). Christmas Advent in Zagreb can be an example of a Periodic Hallmark event. During Christmas Advent, Zagreb becomes the main tourist center of the country, and one could say even of the surrounding countries. Parks, squares, and streets are decorated with Christmas decorations, food and drink stalls are located in several places in the city, and musical performances are held on weekends.

At the bottom of the pyramid are regional and local events, which can be one-time or recurring events of limited duration. Such events require investment and may not necessarily be related to tourism. As they occur within a specific local area, their continuation raises concerns about preserving cultural authenticity. They involve moderate or very low tourist demand and carry extremely little value for the tourist destination (Getz, 2008).

2.2 Impacts of Tourism events

As per Getz and Page (2020) event impact analysis has been one of the central themes in event studies. Depending on the values or consequences that tourism events have on the destination and its local residents, the literature suggests that impacts of events can be positive or negative (Almeida García et al., 2015). According to Getz (2008), events impact studies are using triple-bottom-line approach, which considers economic, social and environmental aspects. Furthermore, there are various studies dealing with perceptions of tourism impacts, mainly from the perspective of local residents (Sharpley, 2014; Almeida García et al., 2015; Šegota et al., 2022), that could be applied to events. Positive and negative impacts of events, as found in the literature, are presented in Table 1.

Table 1: Positive and negative impacts of events

Category	Positive impact	Negative impact
Economic impact	General increase of income to local governments	General increase of prices of goods and services
	Revitalization of the infrastructure of the city	Increases costs of living
	Creates new job opportunities	Causes more public expenses
	Increases sales of local goods and services in and around the event	Poor allocation of resources

To be continued

Table 1: Positive and negative impacts of events (cont.)

Category	Positive impact	Negative impact
Socio-cultural impact	Creates enhancing ambiance	Increased vandalism and crime
	Increased opportunities for cultural enrichment	Increased delinquent activities
	Enhanced social interactions	Causing traffic congestions
	Opportunity to build relationships	Lack of free parking spaces
	Strengthens cultural identity	Crowding the areas of the event and causing noise disturbances to locals
	Improved availability of public services and leisure activities	Disrupts daily life of locals
Environmental impacts	Implementation of sustainable practices	Increased littering and waste pollution
	Creation and maintenance of green and leisure areas	Increased damages to the environment
	Encourages the use of local transport	Increased air pollution
	Investment in green initiatives	Creating water shortages and water pollution

Source: Own work based on Almeida-Garcia et al. (2016).

2.2.1 Local residents' perceptions of economic impacts

Depending on the magnitude and nature of the event being hosted, the economic impact can have the greatest influence on the local residents' perceptions due to economic benefits (Harris et al., 2000; Sharpley, 2014). Therefore, usually the economic impact is the most researched (Harris et al., 2000; Séraphin & Nolan, 2019).

In general, during the event manifestations, a higher number of tourists are visiting the host city, which brings extra income to the destination and its local residents (Ko & Stewart, 2002; Wood, 2005; Bloomfield, 2010; Su & Swanson, 2019). This means more customers to the businesses in the city center, enhanced production and sales of local food and products (Laing, 2018; Alexander et al., 2020). Consequently, new job opportunities are created for the local residents, so residents have the opportunity to increase their income and standard of living (Ko & Stewart, 2002; Deery & Jago, 2010; Yeoman, 2011; Yolal et al., 2016; Ouyang et al., 2019). A good example is through artisan work. As this type of business is

focused on seasonal sales, events are considered as opportunities to promote their business and encourage its growth (Yeoman, 2011).

The increase of visitors during events can be an opportunity for the local government to increase tax revenue (Durán Román et al., 2020). This consequently leads to opportunities for new investments and infrastructural improvements for the local residents. As the number of visitors is rising, the need for improving infrastructure is increased. This is mostly seen as road development, development of temporary dwellings, development of public transport and its accessibility, development of general public services (Zaei, 2013).

Local governments have the above-mentioned tourist tax revenue inflow as an indirect income that is caused by an increased number of visitors, but they are also presented with the opportunity to increase direct income, by using public spaces for rent (e.g. parks, city squares, stalls). This income comes from renting to local businesses, as well as renting public spaces for promotions and advertising to local and foreign businesses. Depending on the size of the event, the increase of visitors can also cause significant costs as well (Almeida Garcia et al., 2015). Events can cause many additional costs for the local government, such as higher frequency of police interventions, the need for more frequent cleaning of public spaces, increased public transport, increased number of hospitalization cases and medical interventions (Zaei, 2013). All of the above-mentioned public services are causing the need for a higher number of public workers to be involved, causing strain on public budgets.

Increased cost of living can be seen through the increase in price of real estate. Usually, this is because of the increased demand and turning the apartments into short term rentals. Therefore, the increase is not only noticeable through the sales market, but also the renting market. Most rental properties are using the increase of tourists to rent their properties for a higher price, leaving less properties for long term rent. As a result, long term rent prices are increased due to low supply (Almeida-García et al., 2016). The increase in prices can spill over throughout the economy, not only in properties. General prices of goods and services are also increasing during this period. This causes a decline in purchasing power of the local residents, as they are able to afford less goods with the existing income (Almeida-García et al., 2016).

Deery and Jago (2010) are rising the question if the money used by the local government to organize the event, could have been better spent. Perhaps, it should or can be used in direct development of local infrastructure, instead of an event. In order to provide local residents with concrete answers on public expenditures, there should be a balance between investment used for the event by the local government, and an income gained by attracted shareholders (Bloomfield, 2010).

2.2.2 Local residents' perceptions of socio-cultural impacts

The development of tourism events in general are bringing different socio-cultural changes in the environment. These changes, compared to the economic and environmental impacts, are dependent on the event type and structure of the organization of the event. Socio-cultural impacts are generally less evident and harder to structure than the economic and environmental impacts (Van Winkle & Woosnam, 2014). Regardless, one can argue that the socio-cultural impact is the most impactful in generating the perception of the event for local residents (Casteran & Roederer, 2013). Literature is not giving concrete answer on the scale of positive or negative perceptions, as some studies show overwhelming positive impact, however, other studies are proving the opposite (Deery & Jago, 2010).

From the socio-cultural aspect, most noticeable impacts can be seen in the exposure to different cultures and different people (Deery & Jago, 2010). Local residents during these types of events are exposed to many tourists from different cultures and backgrounds that are representing different way of life. Consequently, the exposure is seen as promotion of multicultural understanding that is leading to general increase of peace (Van Winkle & Woosnam, 2014). Moreover, the local residents, specifically residents that are participating in the organization of the event or are working for involved businesses, are generally showing tendency to promote their own culture and spreading awareness of their culture identity to all foreign tourists. This is usually done by different event presentations and shows, sales of local food, crafts and similar items from their cultural backgrounds (McKercher & Du Cros, 2002; Brida et al., 2017b). The mix of cultures and the event itself is mostly bringing joyous atmosphere and enhanced social interactions (Wood, 2005; Deery & Jago, 2010).

Increased investments in infrastructure, as mentioned under economic impacts, can have positive consequences for the local residents and improve their quality of life. Most of the improvements in infrastructure and public services (e.g. public transport), are left for the local residents to enjoy and use after the event is finished (Zaei, 2013).

Some of the other negative impacts include the general increase of traffic congestions, crowds on the streets, shops and restaurants, as well as around event locations, hard time finding free parking, increased littering and similar (Wood, 2005; Deery & Jago, 2010; Van Winkle & Woosnam, 2014). Many local residents are forced to adjust to the changes during the event period, as they have their day-to-day schedules disrupted (Li et al 2015; Ouyang et al., 2019).

When a large number of visitors gathers at one place, unpleasant situations can occur. Vandalism and delinquent activities (such as pick pocketing) are not uncommon (Wood, 2005; Van Der Wagen & Carlos, 2008; Deery & Jago, 2010). This is even more prominent when situations are involving the local residents. The increased vandalism and delinquent activities, mostly causing crimes associated with alcohol consumption, are also increasing

the need for public services to be more active (Wood, 2005; Deery & Jago, 2010). In such unpleasant situations, due to problematic tourists, local residents can be left with an impression that certain cultures are not being respectful towards them (Van Winkle & Woosnam, 2014). As mentioned in the previous subchapter on economic impact, an increase in the number of public service workers is needed to satisfy the needs of the tourists and local residents. This can also cause disruption to the availability of public services such as ambulances, police assistance and firefighters. An increased awareness and prevention are needed in order not to overwhelm the capacity of public services and allow for these services to run uninterruptedly for the local residents (Su & Swanson, 2019).

2.2.3 Local residents' perceptions of environmental impacts

Preserved environment is considered a great attribute for a tourism destination. Nevertheless, events can have an influence over the environment, host destination and its local residents (Ko & Stewart, 2002). As Almeida García et al. (2015) mentioned, tourism can sometimes encourage protection and preservation of the environment, or it can also damage it. Many times, residents are prioritizing tourism as a whole, in the expense of the environmental impacts (Almeida García et al., 2015). This can also be translated to tourism events.

During events, in general, the level of maintenance of green areas such as parks and other natural spots is increased, therefore they are cleaned more frequently and maintained for better appearance and conservation of nature (Ben-Dalia et al., 2013). Many organizations are contributing to this factor as well. As the public is being more aware of the environmental impacts, events tend to be more ecologically aware and promote environmentally sustainable practices during the events (Mihalič, 2022). Recycling has been especially promoted during events (e.g. separate garbage bins), when the amount of garbage is increased (Mair et al., 2015).

Even with a great investment, events do leave negative consequences on the environment. High number of people being located at the same location, can eventually lead to overwhelmed capacities of the local infrastructure, causing increased consumption and pollution (Case, 2013; Mihalič, 2022). Most prominent impacts for the local residents, the whole host destination, and the environment are, firstly, increased waste production and littering, caused by attendees of the events, which are inevitable consequence of increased number of tourists. This can become a serious problem and result in spoiled rivers, nature and roadsides (Rasoolimanesh et al., 2017). Secondly, CO₂ emissions can cause increased greenhouse gasses, that consequently increase the carbon footprint (Mihalič, 2022). Thirdly, water consumption and energy consumption caused by increased capacities of hotels and accommodations (Mihalič, 2022). Furthermore, infrastructure development can also destroy or endanger landscape and cultural heritage sites, causing visual pollution (Wood, 2005; Deery & Jago, 2010; Mihalič, 2022). Generally, decreasing negative environmental impacts can be done by improved environmental management and planning. This includes

preventing pollution by using cleaner production methods and minimizing waste production (Mihalič, 2022).

Overwhelming negative impacts on the environment can cause the local residents to form negative perception of tourism events. Therefore, an important factor for any event is creating awareness of the environmental impacts among local residents and tourists, putting more effort in minimizing negative effects and promote sustainable and responsible organization of the event (Mihalič, 2022). This can cause the local residents to push for changes and create a positive change in future organization of events (Case, 2013).

2.2.4 Sustainability of tourism events

Sustainability is affecting all three dimensions of tourism events mentioned previously: economic, socio-cultural and environmental. Therefore, it should be considered during any event planning (Mair et al., 2015). In order for event to be fully sustainable, it should try to minimize negative and increase positive impacts. To promote the positive impacts on all three dimensions, a new concept of 'Green events' has been developed. Event is defined as "green" if it uses sustainable practices (Laing & Frost, 2010). Initially, the concept has been created to promote environmental improvements during event planning, hence the name green, but it has sense been expanded into economical and socio-cultural impacts as well.

Many researchers have been focusing on each of the 3 dimensions separately, but not a lot of research applies the holistic analysis (Getz, 2009). New models of measurement are being developed, such as one mentioned by Andersson & Lundberg (2013), where an extensive research of sustainability measurements is created. These measurements are facing the issue of quantitative analysis of holistic views of sustainability. It creates a cumulative measurement scale where results of all three impacts can be combined to create an overview of sustainability of an event (Šegota et al., 2022).

Green event concept has already been applied in many different event organizations which implement focus on conserving resources, supporting local residents (e.g. cultural relevance, cultural growth of local residents), zero waste policies, carbon neutral initiatives and putting overall focus on event ecosystem (Laing & Frost, 2010). Green events have a goal of engaging local residents, tourists and other stakeholders such as sponsors and governments, to develop partnerships and increase their cumulative impact of the event. Many stakeholders are also imposing practices for green events such as zero waste disposal, recycling, zero traffic around the events, power and carbon offset schemes (Laing & Frost, 2010). Larson and Wikstrom (2008) are pointing out that particular issue where many times events are organized by different stakeholders with conflicting interests and opposing agenda. This is the point where the organizers are requested to do extensive analysis to determine who are the stakeholders the event will be associated with.

Even when an event is classified and meets the criteria to be considered a green event, it has to put focus on promoting a green message (Laing & Frost, 2010). The event firstly has to meet the criteria in economic, socio-cultural and environmental net positive impacts, but then it has to portray green message throughout the venue in order to promote the ideology to its visitors. This can be done by different message displays, presentation of sustainable practices, food and beverage that are in line with the green concept (Laing & Frost, 2010). By spreading a green message, events can achieve an overall enhanced brand reputation (Green My Experience, 2023).

When developing the event, green practices can be used as a great marking tool for any event showing its effort towards overall sustainability. This would increase the event participants' engagement. The event can incorporate eco-friendly experiences, engage the participants and gain their support (Green My Experience, 2023).

As events tend to move towards green practices, they are using more carbon neutral, zero waste and other practices for conserving resources. This consequently can lead to sufficient cost saving over time (Green My Experience, 2023).

Many governments are putting effort into creating policies to incentivize the organizers to promote green events, but there are no set certifications or concrete monetary incentives offered as of now (S raphin & Nolan, 2019). As the trend of sustainability is rising, governments are implementing stricter regulations. Events that are focusing on improving sustainability are also better positioned to comply with the regulations and avoid additional costs for regulatory compliance (Green My Experience, 2023).

Slow steps by governments have been done, but a unified and all-inclusive measurement is needed to promote green events and measure their 'greenness' (S raphin & Nolan, 2019). On the other hand, making the event green can be a strategic opportunity for an event to increase their success and make a positive impact on the economy, local residents and the environment (Green My Experience, 2023).

3 CHRISTMAS ADVENT AS AN EVENT

A Christmas Advent can be defined as a street fair featuring stalls that can sell anything from Christmas decorations, Christmas trees, traditional homemade food and drinks, crafts, toys, and other local products. However, this type of event offers more than just shopping, it provides a special experience for visitors by creating a festive atmosphere including Christmas music, performances, photo sessions with Santa Claus and other festive activities (Brida & Tokarchuk, 2017a). Therefore, besides shopping, the main motivation for visiting the event is to relax, spend time with family and friends, and try out local food and traditional drinks (Brida et al., 2017b). As a result, and given the increasing significance of Christmas Advents in tourism offerings, more research is examining them as comprehensive attractions rather than just places to spend money (Egresi et al, 2020).

3.1 History of Christmas Advents and their recent development

The history of Christmas Advents begins already in the Middle Ages. Predecessor to the traditional Christmas Advents we know today can be traced back to the December Market of Vienna (Djinis, 2022). Historical records indicate its existence as early as 1296 when citizens and salespeople were allowed to organize an open market on the main square during December. This concept might have led to the establishment of the first, more conventional, "Christkindlmarkt" in Germany, in 1384. The term Christkindlmarkt, meaning "Christ child market," originates from the belief of the Christ child bringing gifts to children on Christmas Eve in certain regions of Germany. During this period, giving gifts was considered as part of Saint Nicholas Day, which falls on 06th December. To continue with the festive atmosphere, a 12-day celebration, called Advent, came after the gift-giving traditions. This tradition included selling different goods during the period before Christmas. Many people were selling different food like meat, warm drinks and warm homemade dishes. These selling points were mainly located around churches where all classes of people would gather (Djinis, 2022). German city of Dresden hosted "Striezelmarkt" in 1424, which is considered one of the first official Christmas Advents. The popularity of Christmas markets gradually expanded across Europe throughout the centuries, particularly in nations that were once part of the former Holy Roman Empire, such as France, Austria, Switzerland, and Italy. While each country and region offers its unique variations and specialties, they all share a common festive atmosphere (Djinis, 2022).

In the 19th century there was a general decline in popularity of Christmas Advents, noticeably in German regions. It is assumed this was a direct result of different wars and geopolitical instability of the region. However, during the 1930s, as the post war times have raised the needs of people, Christmas Advents started to gain popularity again as they were bringing much needed joy to the locals (Perry, 2010).

Later noticeable change that has left a mark on the Christmas Advent as we know it today, is the rise of consumerism noticeable in the 1970s. During this period, many Christmas Advent visitors were increasing consumption of goods sold. As Advent was already widely used as a selling period for sellers, this resulted in prolonging its duration from 12 days in December, to a start as early as November (Higgs, 2021). Seeing this widespread general success from the consumerist side, more and more foreign visitors were attracted to these types of events, which led to the Christmas Advent as an event gaining popularity.

As the history of Christmas Advents begins in Europe, it's not strange that they remained popular here till this day. In recent years, visiting Christmas Advent events has become a Christmas tradition for many Europeans. With each year, even small European cities are starting to organize Christmas Advent events in order to increase their tourism and generate profits (Egresi et al., 2020). One of the most popular tourism websites, European Best Destinations, declares the best Advent in Europe annually. The most victories belong to

Advent in Zagreb (3) and Advent in Strasbourg (3), while the current winner for 2023 is Advent in Budapest (European Best Destinations, n.d.-d).

3.2 General overview of Christmas Advent as an event

Nowadays, Christmas Advent events are popular seasonal events in many countries around the world. As already mentioned in the previous chapter, they originated from Germany in the Middle Ages and have since become established annual Christmas traditions over the centuries (Kimura & Belk, 2005).

The popularity of Christmas Advent events is still growing (Brida & Tokarchuk, 2017a). They already became a global phenomenon, especially in Europe (Egresi & Kara, 2014). There is a clear and strong incentive for organizing Christmas Advent events with the aim of strengthening the winter part of the tourist season, primarily due to the strong contribution to local economies and attracting the visitors who would otherwise not be interested in visiting the destination, but are interested in participating in the event (Casteran & Roederer, 2013; Egresi & Kara, 2014). In addition to attracting numerous tourists and visitors from outside the city, Christmas Advent events are also attended by local residents. In fact, Christmas Advent events are places where tourists and residents can socialize, interact and enjoy the experience together (Delaplace et al., 2018). Thus, events like Christmas Advent can boost the happiness of both visitors and local residents (Nawjin & Mitas, 2012).

Every year, the media announce and report on Christmas Advent events that people can visit and create publicity for such events. As an example, European Best Destinations website provides a range of practical information about individual destinations and attractions, i.e., what the market offers and what the visitor can see and experience. It is also very famous for annually announcing the best Christmas Advent of the year award (European Best Destinations, n.d.-d). Advent in Budapest seems to be very popular and has won the award 3 times already (Boyd, 2022; Budapest New Year, 2022). Until now, only Strasbourg and Zagreb Christmas Advents have managed to achieve this. Currently popular Christmas Advents are Craiova, Romania; Metz, France; Poznan, Poland; Riga, Latvia (European Best Destinations, n.d.-d).

4 CHRISTMAS ADVENT EVENT IN ZAGREB

Christmas Advent in Zagreb is a traditional event held at multiple locations throughout Zagreb, offering rich entertainment and a festive program suitable for different generations. Each year the event is opened on a Sunday, 4 weeks before Christmas day, by lighting of the first Advent candle on the central square, ban Josip Jelačić, and lasts until 06th of January or the Three Kings Day (Tourist Board of Zagreb - TBZ, 2023b). The main Christmas fair is held around the central square, where various artists and craftsman present traditional Croatian products, themed Christmas crafts, gingerbread and similar. The square is also

famous for Christmas decorations and the main Christmas tree. Even though it began as an event intended mostly for the local residents, it has gradually grown into an international event that, as per classification created by Getz (2008), can be classified as a periodic hallmark event. As the popularity of the event grew throughout the years, the number of locations where the event is held has increased from 3 locations in the year 2010, to 35 locations in year 2023 (Advent Zagreb, n.d.), even though the main parts of the event are still mainly held in and around the city center.

4.1 Development of Christmas Advent event in Zagreb

Development of Christmas Advent in Zagreb began when City of Zagreb, municipal bodies, and the Zagreb Tourist Board combined their efforts to create promotional campaigns such as promotional water bottles and promotional film called Advent in Zagreb. By 2010, a recognizable brand “Advent in Zagreb”, has been established. Zagreb Tourist Board still regularly conducts intensive media campaigns during and before the start of the event, by placing billboard posters in attractive locations in Croatia and abroad. Every year, the Zagreb Tourist Board also promotes Advent in Zagreb in print media, national and international TV stations, radio advertising, on its own website, and on social media platforms (TBZ, 2023a).

Since its inception, the Advent in Zagreb event has been building a network of partnerships with national transport companies, such as national airline company and national railway company (TBZ, 2023a). Additionally, since 2015 there has been collaboration in place with a prestigious foreign airline, that has recognized the value of Zagreb's Advent and has joined the Zagreb Tourist Board in promoting it in distant markets through social media, in-flight advertising and more. It is also offering its customers special discounts on flight tickets to Zagreb.

The remarkable success of the "Advent in Zagreb" project is the result of the long-standing efforts of the Zagreb Tourist Board to enrich the tourist offer during the winter months, build a brand, and promote it strongly in collaboration with key stakeholders such as tourism and hospitality companies, as well as the City of Zagreb (TBZ, 2023a). Such efforts put into promotions have resulted in general increase of tourist arrivals and overnights, which are still growing.

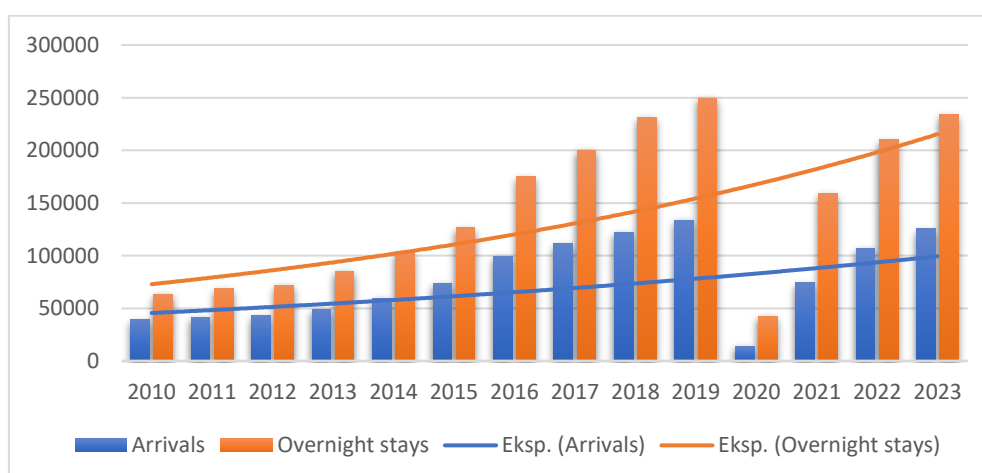
A variety of exciting activities and daily events transform the capital city into a winter wonderland during the holiday season (VisitCroatia, 2021). The popularity of Advent in Zagreb grew after 3 consecutive wins of the title of the best Christmas destination in 2016 (European Best Destinations, n.d.-a), 2017 (European Best Destinations, n.d.-b), and 2018, (European Best Destinations, n.d.-c) rewarded by the people who have voted for Zagreb on the European Best Destinations website. In the selection for the best Christmas destination, Zagreb competed among 20 cities. In 2018, on the European Best Destinations website, 200,596 voters from 131 countries participated, and Zagreb received 38,830 votes. The second-place French city of Colmar received a total of 24,625 votes. In 2019, Zagreb also

won third place on the list of global Christmas markets, according to renowned travel portal, Big 7 (Infozagreb, 2019).

4.2 The role of Christmas Advent event in the overall tourism development of Zagreb

Zagreb has seen a rise in economic benefits due to increased numbers of overnight stays and arrivals during the Christmas Advent period, each December. Statistical information in Figure 2 indicates a steady increase in tourist arrivals and overnight stays during the month of December, throughout the years 2010 to 2019. During December 2019, the attendance of the event peaked, with average arrivals of 133,648 visitors and 249,574 overnight stays (Croatian Bureau of statistics - CBS, 2020). In 2020, however, the rate of visits decreased, mainly due to the covid pandemic and travel restrictions which were imposed as a consequence. But already by 2021, Advent in Zagreb peaked up the pace and again attracted an increased number of visitors, however, it has yet to reach its peak of arrivals and overnight stays of 2019, as shown in Figure 2. Looking at the growth of the Christmas Advent as an event, there is a steady incline of arrivals and overnight stays. From 2010 until 2012 there is a smaller growth below 10%. In the later years, up to 2015, the growth is more significant, and it is between 14% and 19%. The highest growth is seen in the year 2016, where, compared to 2015, the number of arrivals and overnight stays has increased by 27%. From 2017 until 2019 the growth has slowed down from 8% to 12%. During the covid pandemic restrictions, the arrivals and overnight stays have significantly dropped by 666%. Immediately the next year, arrivals and overnight stays during the event have increased by 77% and have been steadily growing. During last December, of the year 2023, the event has grown for 13%. According to the trend of attendance at Advent in Zagreb from the figure below, the Christmas Advent event will continue to have a positive impact on the tourism of the city of Zagreb in future years.

Figure 2: Arrivals and overnight stays, 2010 - 2023



Source: Own work based on CBS (2011-2024).

5 EMPIRICAL RESEARCH

The following chapters on research methodology present a detailed overview of the empirical research method used throughout this master's thesis. The empirical part of the study included a primary data collection using a survey questionnaire. After the data was collected, the detailed statistical analysis followed.

5.1 Purpose of the research and research questions

The purpose of the research is gathering the perceptions of local residents in order to derive conclusions and recommendations for future planning of Christmas Advent in Zagreb. Furthermore, due to fact that Christmas Advent is a popular Christmas tourism attraction, one of my goals is to discover if residents belonging to different socio-demographic categories (age, gender, education level, social status and involvement in tourism industry) perceive the event impacts differently. In order to achieve this, I'm specifically looking into four main topics: positive impacts, negative impacts, general development of the event, and, from the sustainability point of view, how green the event is.

With the intention to achieve the purpose of the research, I have defined the following research questions. Based on the literature by Oviedo-Garcia et al. (2008), Almeida-Garcia et al. (2015), Almeida-Garcia et al. (2016), Brida et al. (2017b), Moisescu et al. (2019) and Egresi et al. (2020), three main categories of impacts are defined: economic, socio-cultural and environmental. Therefore, I intend to research which of these impacts are perceived positively and which ones are perceived negatively by the local residents. This will be done through the first and second research questions (RQ1, RQ2).

RQ1. What are the impacts of Christmas Advent in Zagreb, perceived positively by local residents?

RQ2. What are the impacts of Christmas Advent in Zagreb, perceived negatively by local residents?

As per Almeida-Garcia et al. (2016), demographic factors can also influence the local residents' perceptions of events. Inspired by their study, I have decided to include the following socio-demographic variables into my research: age, gender, social status, education level and connection to tourism industry. I was particularly interested to see if residents who are connected to the tourism industry perceive the economic impacts more positively due to personal benefits of involvement in tourism activities (Ko & Stewart, 2002). With the RQ3 stated below, I want to analyze how much of an influence the above-mentioned socio-demographic variables can have on local residents' perceptions of event impacts.

RQ3. Is there any difference in the perception of the event impacts between the local residents who belong to different socio-demographic groups?

In order to understand the local residents' perceptions of future development of Christmas Advent in Zagreb, the RQ4 was created. As Almeida-Garcia et al. (2016) state, understanding the results of this type of research can be used to form strategies for further development of the event.

RQ4. What are the potentials of the future development of the Christmas Advent event in Zagreb and what changes should be introduced in the event, from the perspective of local residents?

Green practices in events and tourism in general, are gaining popularity (S  raphin & Nolan, 2019). The concept of Green event was introduced in order to identify solutions for environmental issues, but it has since grown to cover economic and socio-cultural issues as well (Laing & Frost, 2010). An event is considered to be "Green" if it adopts sustainable practices and has sustainable policy (Laing & Frost, 2010). In order to understand if local residents perceive Christmas Advent as a green event, the final RQ5 was formed.

RQ5. Do local residents perceive the Christmas Advent in Zagreb as a Green event?

5.2 Research methodology

Economic, social, and environmental effects of tourism are identified as determinants of residents' attitudes towards tourism events (Oviedo-Garcia et al., 2008; Egresi et al., 2020). Therefore, the positive and negative impacts are measured from the economic, social, and environmental effects. The research was conducted in the city of Zagreb, after the Christmas Advent of 2023. Primary data was collected through responses on the distributed survey questionnaire. The questionnaire is available in [Appendix 2](#). The first part of the survey questionnaire consisted of 32 statements, divided into 4 categories: economic, socio-cultural, environmental and general. This structure follows the previous work of Oviedo-Garcia et al., 2008. 5-point Likert scale on agreeing was used to assess residents' perception of Christmas Advent event impacts, as well as to measure local residents' perception of Christmas Advent being a green event, as defined by Laing & Frost (2010). This part of the survey questionnaire was used to address research questions RQ1 and RQ2.

The second part of the survey questionnaire contained open-ended questions to investigate the opinions of the local residents of the city of Zagreb, on the problems related to the holding of the Christmas Advent event in Zagreb. Also, it collected respondents' suggestions for the event's future development and possible solutions that would improve the negative impacts of the event. This part of the survey questionnaire was used to address research questions RQ4 and RQ5. To analyze the responses, groups of similar answers were created, based on the meaning provided in the answer. The answers were divided into three categories of

impacts: economic, socio-cultural and environmental. Afterwards, the answers were transformed into numerical values and the descriptive analysis was done.

The third and final part was collecting the socio-demographic data, using a multiple-choice nominal scale. This part of the survey questionnaire was used to address research question RQ3. To understand the differences in perceptions of the impacts of the event, the respondents were grouped into socio-demographic groups, with categories age, gender and education level. Additionally, the respondents were also grouped into social status categories, such as students, the working population and retired, in order to see if these socio-demographic differences influence the perceptions on Christmas Advent. Lastly, the differences between local residents that have connections to tourism industry and local residents that do not have connection to tourism, were analyzed, to investigate if local residents involved in tourism have a more positive perception of Christmas Advent impacts.

Local residents are defined as everyone living in the metropolitan area of Zagreb. Because of the large population, a convenience sampling method was used. After the collection of data, the views of respondents on the mentioned topic were analyzed and the data was processed. The analysis of how the respondents assessed each statement was done through descriptive statistics, using percentages, mean and standard deviation. Fundamental statistical data analysis as described above, gave me the average attitudes of respondents. To test the statistical significance of the results of the Likert scale statements from the questionnaire, a one sample t-test was performed. The results of the t-test are showing if the mean on each answer is higher than average, which is 3, meaning that the respondents agreed with the given statement. The results of the one sample t-test are in Appendix 6.

Secondly, one way ANOVA was used in order to test the possible differences of event impact perceptions among socio-demographic groups. In order to statistically prove the differences in the perceptions of the demographic groups, an ANOVA on each individual demographic group was performed, with a confidence level of 95%. The main assumption is to prove that the differences in perceptions between the groups are statistically significant. A null hypothesis states that the means between groups are equal ($H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$), where number of means is dependent on the number of groups in a specific demographic category. In the ANOVA analysis, the p value is taken as proof of accepting or rejecting the null hypothesis. Full results from ANOVA and two sample t-test for gender category are presented in Appendix 5.

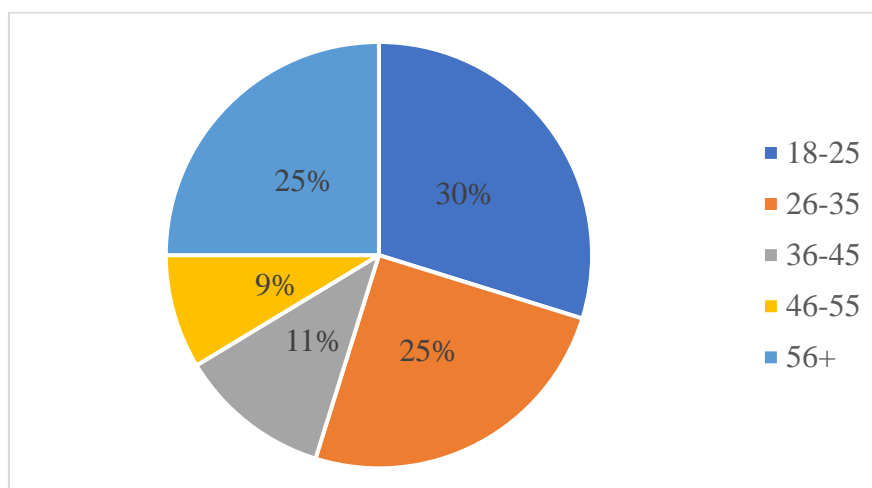
Finally, an analysis of the answers received from the open-ended questions was performed. To transform the data received from open-ended questions into quantitative data, the content analysis was applied to the textual data received. Later, the answers were grouped based on similarity in meaning and a general descriptive analysis was performed. In order to process the data and do content analysis, I used Excel.

5.3 Sample collection and sample description

The sample collections of data were done through a questionnaire made through Online Google Forms. The main focus of the sample collection are local residents of Zagreb. The questionnaire was distributed online through social media. Responses from the questionnaire were gathered during February 2024. Due to the fact that the questionnaire was anonymous, there is a slight possibility that some of the respondents were not local residents. To ensure the highest probability of correct sampling, an additional remark was added stating that only local residents of Zagreb should fill out the questionnaire. I also sent the questionnaire to people who I knew are the local residents of Zagreb, who then sent the link of the questionnaire to other local residents, so I could collect as many accurate answers as possible for my survey. Therefore, a convenience sampling was used. The gathered sample of data consists of 104 answered questionnaires. From the answered questionnaires, the socio-demographic distribution is presented in Figure 3, Figure 4 and Figure 5.

From the total number of respondents, the highest share of 30% are young people between the ages 18 to 25, followed by the older generation above 56 years old, with 25%. Generations of mid-age people have a lower representation. Due to the high number of younger and older respondents, the calculated average age of respondents is in the age group of 26-35, furthermore, the statistical mean is located in the same category.

Figure 3: Age distribution of respondents



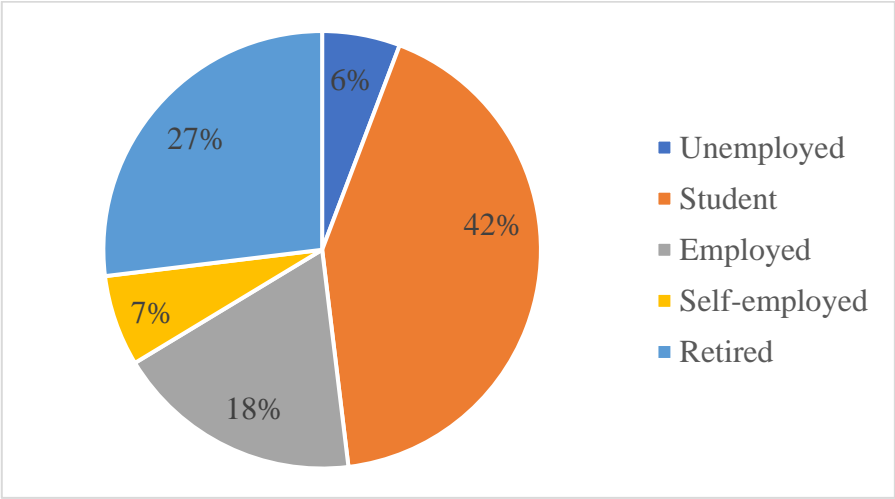
Source: Own work.

The gender distribution, on the other hand, is relatively evenly distributed having 45% of female respondents and 55% of male respondents.

Looking into the socio-economic status of the respondents, it is noticeable that the highest number of respondents are students, a total of 44, while groups like unemployed and self-employed people, have lower representation. The group of retired local residents has a high

representation as well, with a total of 28 respondents. The group of employed local residents consists of 19 respondents.

Figure 4: Socio-economic status of respondents

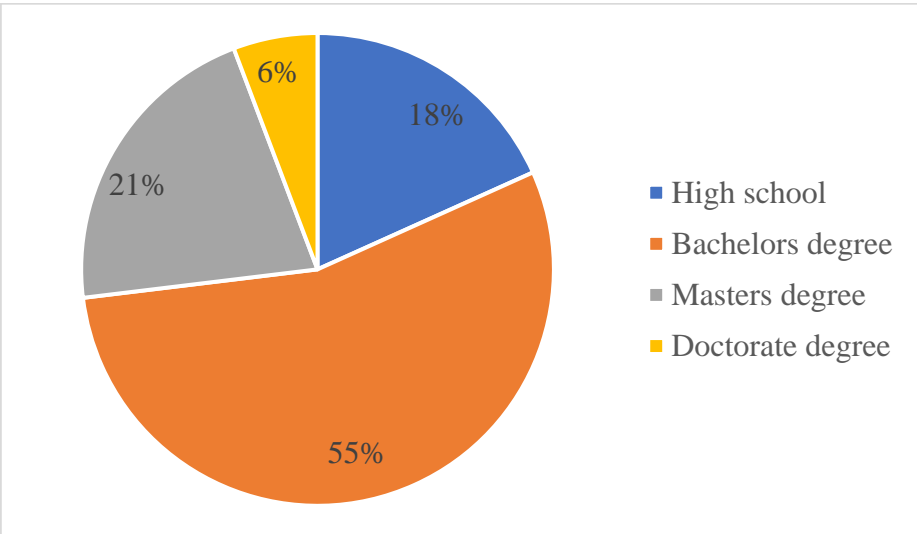


Source: Own work.

From the socio-demographic division, it is noticeable that about 45% of the respondents are working, studying, intend to work or have worked in the tourism industry. On the other hand, 42% of respondents have answered that they’re not involved in the tourism industry.

From the educational level point of view, there are no respondents without High school education or higher, the average participant has a Bachelor’s degree.

Figure 5: Education level of respondents



Source: Own work.

6 ANALYSIS AND INTERPRETATION OF RESULTS

The results of the analysis and its interpretation are shown in the subchapters below. The RQ 1 and RQ 2 were intended to answer what are the positive and what are the negative impacts, as perceived by local residents. Therefore, in the subchapters 6.1 and 6.2, the results are divided into positive and negative impacts, derived from the 32 statements from the questionnaire. The subchapter 6.1 is showing the analysis of all the positive impacts, as perceived by local residents, and the subchapter 6.2 contains the analysis of the negative impacts, as perceived by local residents. In the subchapter 6.3, I'm analyzing if socio-demographic characteristics influence the perception of the event impacts. Through this analysis, I'm answering the RQ 3. Lastly, the 5 open questions about perceptions of Christmas Advent in Zagreb were analyzed in subchapter 6.4. The analysis of the first 4 open questions is giving answer to my RQ 4. The analysis of the 5th open question is focusing on answering RQ 5.

6.1 Positive impacts

The responses gathered from the distributed survey questionnaire regarding the positive impacts are analyzed and presented in Table 2. The number of responses on each statement is 104. Main parameters shown in the table are mean, standard deviation, t-test and significance. The results from the one sample t-test are showing if the local residents agreed with the statement or if the mean is statistically higher than average of 3. The results in the significance column are showing if the t-test is statistically significant ($p < 0.05$). Full t-test results are shown in appendix 6.

Table 2: Overview of answers on positive impacts from conducted questionnaire

Economic	μ	σ	t-test	sig
Christmas Advent contributes to the revitalization of the city	4.34	0.79	12.71	Yes
Christmas Advent event brings more customers to the businesses in the city center and encourages production and sales of local products	4.29	0.71	12.35	Yes
High number of tourists visiting the city during Christmas Advent event brings additional income to Zagreb	4.02	0.78	7.53	Yes
Christmas Advent event creates new job opportunities in my community	3.76	0.77	4.56	Yes
Christmas Advent event has provided economic benefits for me as a local resident	2.39	0.92	-9.85	No

To be continued

Table 2: Overview of answers on positive impacts from conducted questionnaire (cont.)

Socio-cultural	μ	σ	t-test	sig
Christmas Advent event has enhanced the image of Zagreb as a touristic destination	3.68	0.67	3.49	Yes
Christmas Advent event has brought positive impacts for the cultural identity of my community (sense of belonging, community pride)	3.98	0.59	4.65	Yes
Christmas Advent event creates an enhancing ambiance (e.g., joyous atmosphere) in the city	3.79	0.83	3.72	Yes
Christmas Advent is an event that brings me and other participants together, enhancing social interactions and relationships	3.57	0.88	1.62	No
Christmas Advent event improves the availability of services and leisure activities in the city	3.19	1.01	-1.45	No
Quality of public services improves in the period of Christmas Advent event duration	3.18	0.83	-1.42	No
During the Christmas Advent there are more cultural features, giving me an opportunity to attend them, and be involved in planning, special projects and similar	2.91	1.16	-2.30	No
Environmental				
Christmas Advent event manifestation makes the city invest in the sustainable infrastructure	2.89	0.61	-2.61	No
Christmas Advent event manifestation encourages the creation and maintenance of parks and leisure areas	2.72	0.96	-2.79	No
I consider Christmas Advent to be a “Green event” – an event that implements sustainable practices (like recyclable materials and similar)	2.02	1.20	-5.36	No
General				
In general, I support the development of tourism in Zagreb	4.05	0.66	2.21	Yes
I support the Christmas Advent event manifestation	3.86	0.73	1.71	Yes
I want the event to continue developing and become even bigger	3.79	0.54	1.27	No

Note: $n=104$; μ = mean; σ =standard deviation; sig=significance.

Source: Own work.

Looking into the economic impacts of Christmas Advent, the strongest perceptions are seen regarding the statement that Christmas Advent contributes to the revitalization of the city. 90% of respondents agree or strongly agree with the statement, with a mean of 4.34. T-test on this statement also proves that the result is statistically higher than average. Respondents have also strongly agreed that Christmas Advent is bringing more customers to the businesses located in the city center. As much as 87% of respondents perceive that Christmas Advent is bringing more customers and encouraging production and sales of more products, with a mean of 4.29. T-test on this statement also proves that the result is statistically higher than average. Similarly, most of the respondents strongly agree that the higher number of tourists visiting the city during Christmas Advent brings additional income to Zagreb with a mean of 4.02. T-test on this statement also proves that the result is statistically higher than average. As much as 86% of respondents agreed with this statement. Most respondents also perceive Christmas Advent as having a positive impact on the creation of new jobs and job opportunities. The mean of 3.76 means their perception is positive. T-test on this statement also proves that the result is statistically higher than average. Due to the Christmas Advent, most respondents agree that the general image of Zagreb as a tourist destination is increased. On this statement a mean of 3.68 was calculated, and as much as 63% of respondents agreed, meaning positive perception. T-test on this statement also proves that the result is statistically higher than average. Regarding the economic benefits respondents are perceiving, the answers are more dispersed. On this statement a mean of 2.39 was calculated, meaning more negative perception. The T-test on this statement also proves that the result is statistically lower than average. Only 15% of the respondents agreed with this statement and as much as 42% disagreed.

Looking into the socio-cultural impacts of Christmas Advent, the strongest perceptions are seen when discussing increased cultural identity of the community. Here a mean of 3.98 is calculated. T-test on this statement also proves that the result is statistically higher than average. No respondent has disagreed with this statement showing how positively Christmas Advent influences the cultural identity (sense of belonging, community pride) of the local residents. As much as 84% of respondents agree or strongly agree with this statement, with only 16% being neutral. Most local residents perceive that the event is enhancing the ambiance in the city with a mean of 3.79. T-test on this statement also proves that the result is statistically higher than average. As much as 71% of respondents agree that the event creates a better atmosphere in the city during the Christmas period. Increased social interactions and relationships are also viewed positively. For this statement the mean is 3.57. T-test on this statement also proves that the result is statistically higher than average. There are 3 respondents that have disagreed with the statement, but as much as 57% of respondents agree. Regarding the improvement of leisure activities in the city during the event, the answers received are more neutral with as much as 54% of respondents neither agree nor disagree with the statement. The mean is 3.19. T-test on this statement also proves that the result is statistically neither higher nor lower than average. Similarly, a mostly neutral answer regarding the positive impact on the quality of public services, with a mean of 3.18,

is calculated. Most respondents, 46% of them, do not agree nor disagree that the public services are improved during the event. Most respondents also agree that during the event they are given an opportunity to attend cultural projects, with a mean of 2.91. The T-test on this statement also proves that the result is statistically lower than average. The highest number of answers were neutral (neither agree nor disagree) with 39%.

Looking into the environmental impacts of Christmas Advent, respondents are not convinced that Christmas Advent is encouraging investments in sustainable infrastructure, with a mean of 2.89. The T-test on this statement also proves that the result is statistically lower than average. Here, most respondents, as much as 65%, neither agree nor disagree with the statement. There is a more neutral perception of the statement that Christmas Advent is encouraging the creation of new parks and leisure areas, with a mean of 2.72. The T-test on this statement also proves that the result is statistically lower than average. Opinions on this statement are divided, but most respondents neither agree nor disagree with 37%. The statement that Christmas Advent is considered a 'Green event' has a mean of 2.02. The T-test on this statement also proves that the result is statistically lower than average. Most respondents, as much as 69%, disagree or strongly disagree with this statement, showing the negative perception local residents have regarding sustainability of the Christmas Advent.

Looking into the general statements regarding the support of Christmas Advent in Zagreb, a very optimistic perception of the respondents is seen. As much as 83% of respondents support the development of touristic activities in Zagreb, with a mean of 4.05. T-test on this statement also proves that the result is statistically higher than average. Similarly, 77% of respondents support the Christmas Advent event, with a mean of 3.86. T-test on this statement also proves that the result is statistically higher than average. Finally, 79% of respondents support the development of Christmas Advent and its future expansion, with a mean of 3.79. T-test on this statement also proves that the result is statistically higher than average.

6.2 Negative impacts

The responses gathered from the distributed survey questionnaire regarding the negative impacts were analyzed and presented in Table 3. The number of responses on each statement is 104. Main parameters shown in the table are mean, standard deviation, t-test and significance. The results from the one sample t-test are showing if the local residents agreed with the statement or if the mean is statistically higher than average of 3. The results in the significance column are showing if the t-test is statistically significant ($p < 0.05$). Full one sample t-test results are shown in appendix 6.

Table 3: Overview of answers on negative impacts from conducted questionnaire

Economic	μ	σ	t-test	sig
Christmas Advent event results in increased prices of goods and services in Zagreb	4.60	0.52	20.34	Yes
Christmas Advent event causes more public expenses in my community	3.61	0.82	2.13	Yes
Christmas Advent event increases the overall cost of living in Zagreb (e.g., real estate prices)	3.12	1.29	-0.36	No
The money spent to organize the event could have been better spent	3.09	1.11	-1.29	No
Socio-cultural				
Christmas Advent event causes traffic congestions and makes it harder for me to find free parking space	4.13	0.62	4.69	Yes
Christmas Advent event results in crowding of central square and other public spaces	3.94	0.64	3.25	Yes
Christmas Advent event increases vandalism, delinquent activity, and crime (e.g., pick pocketing) in the city	3.83	0.65	2.81	Yes
Christmas Advent event causes a disruption in my daily life / schedule	3.35	0.93	0.20	No
I am disturbed by the noise caused by the high number of tourists gathering on locations of the Christmas Advent	2.63	0.92	-3.69	No
Environmental				
Tourists visiting the Christmas Advent are not behaving respectfully towards the environment, causing the litter to pile up on the streets of Zagreb and increased waste production	3.69	0.85	1.36	No
Christmas Advent event manifestation encourages over usage of local services and infrastructure	3.58	0.65	0.57	No
Due to additional traffic and overuse of transport, I can feel the air quality diminishing	2.98	0.64	-1.90	No

To be continued

Table 3: Overview of answers on negative impacts from conducted questionnaire (cont.)

Environmental	μ	σ	t-test	sig
Christmas Advent event manifestation damages the natural environment (trees, green areas) in Zagreb	2.85	0.92	-2.02	No
Due to increased tourism activity at the time of Christmas Advent, there have been cases of water shortages and water pollution	2.57	0.72	-3.31	No

Note: $n=104$; μ = mean; σ =standard deviation; sig=significance.

Source: Own work.

Looking into the economic impacts of Christmas Advent, the strongest perceptions of local residents were noticeable when it comes to the increase in prices of goods and services. As much as 65% of the respondents strongly agree with this statement, and an additional 33% agree, with a mean of 4.60. T-test on this statement also proves that the result is statistically higher than average. Only 2 respondents neither agree nor disagree. No respondent disagreed with this statement. This shows that the local residents perceive Christmas Advent to have a strong impact on increasing the prices of goods and services in the city. Most respondents perceive that the Christmas Advent is causing more public expenses. 44% of respondents agree or strongly agree with this statement, whereas 53% neither agree nor disagree. Only 3 respondents do not agree with this statement, dragging the mean to 3.61. T-test on this statement also proves that the result is statistically higher than average. Similarly, 57% of respondents agree or strongly agree that the event is causing an increase in overall cost of living in Zagreb (e.g. real estate prices). A mean for this statement is 3.12. The T-test on this statement also proves that the result is statistically lower than average. The results of this statement are more dispersed, but nevertheless, it shows that respondents are affected by the increase in the cost of living. The public funds spent on the event can be better allocated, as perceived by 52% of respondents. Some, on the other hand, perceive that the funds are well allocated and the benefits to them, as local residents, outweigh the costs. Due to this, the mean on this statement is 3.09, giving a more of a neutral perception. T-test on this statement also proves that the result is statistically neither higher nor lower than average.

Looking into the socio-cultural impacts of Christmas Advent, the strongest perceptions of the local residents were noticeable about the increased congestion in traffic and issues finding parking around event locations. On this statement the average is a high 4.13. T-test on this statement also proves that the result is statistically higher than average. As much as 92% of the respondents do agree or strongly agree with this statement. No respondent disagreed, showing the perceived severity of the issue. The crowding of the central square and other public spaces is perceived as a big issue as well. 85% of the respondents agree or strongly agree with this statement. The mean is 3.94. T-test on this statement also proves

that the result is statistically higher than average. Only 1 respondent strongly disagreed with this statement. As much as 78% of respondents agree with the statement that Christmas Advent increases vandalism, crime and delinquent activities in the city. The mean is 3.83. T-test on this statement also proves that the result is statistically higher than average. Only 1 participant does not perceive vandalism as an issue. Looking at all the changes Christmas Advent is causing to the city, mostly in traffic and congestion, most respondents do agree that the event is causing a disruption to their daily life with a mean of 3.35. T-test on this statement also proves that the result is statistically higher than average. 64% of respondents agree or strongly agree that the event causes disruptions on their schedule and 28% of respondents neither agree nor disagree. Only 8 respondents perceive that the traffic and congestion, during Christmas Advent, does not cause any disruptions in their day. Surprisingly, not that many respondents are bothered by the increased noise caused by the high number of tourists gathering on locations of the Christmas Advent. Most respondents, 43% of them, do not agree nor disagree with this statement, with the average being 2.81 and the mean being 2.63. Only 21% of respondents agree or strongly agree with the noise pollution, and 36% of respondents do not agree that the noise pollution is causing disruptions in their daily life.

Looking into the environmental impacts of Christmas Advent, the strongest perceptions of the local residents were noticeable regarding the behavior of tourists towards the environment (increased waste pollution and littering). About 60% of respondents agree or strongly agree that the increased number of tourists, which are not behaving respectfully towards the environment, are causing increased waste pollution. The average is 3.79, with a mean of 3.69. Most respondents do agree that Christmas Advent is causing over usage of local services and infrastructure, with an average of 3.64 and mean of 3.58. About 63% of respondents do agree with this statement, showing the perception of local residents that Christmas Advent is putting a burden on the local infrastructure and services. Regarding the air pollution, the respondents perceive Christmas Advent might or might not be the cause. As much as 59% of respondents neither agree nor disagree with the statement that due to increased traffic there are consequences to the air quality in the city of Zagreb. Mean on this statement is 2.98, pointing to a very neutral perception of this impact. T-test on this statement also proves that the result is statistically neither higher nor lower than average. 31% of the respondents agree or strongly agree that the Christmas Advent event is causing damages to the environment. Nevertheless, the results were more dispersed, since as much as 44% of respondents neither agree nor disagree, while 25% of respondents disagreed or strongly disagreed with this statement. The mean of 2.85 is showing a neutral perception of local residents towards this statement. T-test on this statement also proves that the result is statistically neither higher nor lower than average. Very few of the respondents, only 2 of them, perceive that the Christmas Advent is causing water pollution and water shortages. Most respondents, 49% of them, disagree or strongly disagree with this statement, whereas 43% neither agree nor disagree. The mean is 2.57, showing that respondents do not perceive

Christmas Advent is having an impact on water pollution and water shortage. The T-test on this statement also proves that the result is statistically lower than average.

6.3 Differences in evaluating event impacts between local residents who belong to different socio-demographic groups

To understand the differences in perceptions of event impacts, the participants were divided into socio-demographic categories. Main categories are age, gender, education level, social status and involvement in tourism industry, as described in subchapter 5.2.

Each socio-demographic category has different numbers of groups, as presenter in subchapter 5.3. The results presented below include the comparison of perceptions of all positive economic, negative economic, positive socio-cultural, negative socio-cultural, positive environmental and negative environmental impacts, based on the socio-demographic category. Individual ANOVA analysis is done based on each socio-demographic category, as described in subchapter 5.2.

6.3.1 Differences based on age groups

In order to analyze the differences in age, groups with frequencies of 10 are used. The population was divided into five groups: 18 to 25 years old (n=31), 26 to 35 years old (n=26), 36 to 45 years old (n=12), 46 to 55 years old (n=9) and lastly older than 56 years (n=26). From the initial overview, differences between these groups are shown in Table 4 with a mean (μ) and standard deviation (σ).

Table 4: Statistical representation of answers in age category

	18-25		26-35		36-45		46-55		56+	
	μ	σ	μ	σ	μ	σ	μ	σ	μ	σ
Positive Economic	4.55	0.24	4.08	0.10	2.31	0.37	3.03	0.23	3.42	0.28
Negative Economic	4.70	0.33	4.17	0.15	1.89	0.38	2.63	0.00	3.23	0.31
Positive Socio-cultural	4.54	0.46	3.58	0.20	1.92	0.36	2.72	0.24	3.22	0.17
Negative Socio-cultural	4.36	0.48	3.78	0.00	2.09	0.63	3.03	0.10	3.44	0.25
Positive Environmental	3.79	0.53	2.63	0.06	1.39	0.16	1.59	0.00	2.26	0.32
Negative Environmental	3.99	0.42	3.37	0.04	2.01	0.36	2.39	0.08	2.83	0.32

Source: Own work.

The first thing that can be noticed is that on average, the youngest group agreed with the positive and negative statements the most. On average the prime working population, age 36 to 45, have the lowest mean. This group on average disagrees with the positive and negative economic impact statements. These indicators are showing that the age group of 36 to 45 years old differs the most from the other age groups regarding the general perceptions on the impacts Christmas Advent has on the local residents of Zagreb.

In order to statistically prove the differences in the age groups, an ANOVA was performed with a confidence level of 95%. The main assumption is to prove that the differences between the age groups are statistically significant. The null hypothesis states that the means are equal ($H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$).

Based on the result of the ANOVA, with F statistics showing a result of 50.29 and a p-value of 0.00 lower than 0.05, I can conclude that the differences between answers of different age groups are statistically significant and play a significant role in the perception of impacts Christmas Advent has on the local residents. Therefore, I reject the null hypothesis. Full results are shown in Appendix 5.

6.3.2 Differences based on gender

Looking into the differences in perceptions of impacts of Christmas Advent between genders, no significant differences can be noticed. The amount of male (n=57) versus female (n=47) respondents is also relatively equally divided. Table 5 with a mean (μ) and standard deviation (σ) shows the results.

Table 5: Statistical representation of answers in gender category

	Male			Female		
	n	μ	σ	n	μ	σ
Positive Economic	57	3.75	0.24	47	3.87	0.22
Negative Economic	57	3.65	0.19	47	3.85	0.27
Positive Socio-cultural	57	3.43	0.26	47	3.60	0.22
Negative Socio-cultural	57	3.58	0.29	47	3.72	0.18
Positive Environmental	57	2.55	0.24	47	2.72	0.32
Negative Environmental	57	3.17	0.23	47	3.26	0.28

Source: Own work.

In order to statistically prove the differences in perceptions between the gender groups, a two sample t test was performed with a confidence level of 95%. The main assumption is to prove that the differences between the gender groups are statistically relevant.

With t statistics showing a result of -0.93 and a p-value of 0.18 being higher than 0.05, I can conclude that the differences between answers of gender groups are not statistically significant and do not play a significant role in the perception of impacts Christmas Advent has on the local residents.

6.3.3 Differences based on social status

To analyze the differences in perceptions of impacts of Christmas Advent based on social status of respondents, the following groups were formed: Unemployed (n=6), Students (n=44), Employed (n=19), Self-employed (n=7) and Retired (n=28). From the initial overview, differences between these groups are shown in Table 6 with a mean (μ) and standard deviation (σ).

Table 6: Statistical representation of answers in social status category

	Unemployed		Students		Employed		Self-employed		Retired	
	μ	σ	μ	σ	μ	σ	μ	σ	μ	σ
Positive Economic	3.08	0.04	4.11	0.25	2.79	0.25	3.24	0.00	3.91	0.07
Negative Economic	2.99	0.00	4.16	0.34	2.51	0.25	3.13	0.11	3.65	0.12
Positive Socio-cultural	2.88	0.04	3.71	0.39	2.52	0.18	3.19	0.07	3.74	0.16
Negative Socio-cultural	3.33	0.00	3.84	0.17	2.67	0.39	3.29	0.00	3.81	0.19
Positive Environmental	2.04	0.00	2.84	0.38	1.94	0.16	2.01	0.16	2.62	0.29
Negative Environmental	2.63	0.00	3.47	0.28	2.36	0.18	2.73	0.07	3.21	0.20

Source: Own work.

At first, I can notice a big difference in students' perspective on the economic impact of Christmas Advent, compared to other groups. Students agree the most with the positive economic impacts, with an average mean of 4.11. Students also agree the most with the negative economic impacts, with an average mean of 4.16. On the other hand, this group on average perceived that the Christmas Advent has negative environmental impacts with a mean of 3.47.

Similarly, the group of retired respondents have a similar pattern of answers as students. The biggest difference lies in their perception of the Christmas Advent having negative economic impacts, with an average mean of 3.65. The remaining three groups are giving on average more neutral answers, with similar patterns. They on average agree mostly with the negative socio-cultural impacts and on average disagree mostly with the positive environmental impacts.

In order to statistically prove the differences in groups based on status, an ANOVA was performed with a confidence level of 95%. The main assumption is to prove that the differences between the groups are statistically relevant. The null hypothesis states that the means are equal ($H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$).

Based on the result of the ANOVA, with F statistics showing a result of 15.92 and a p-value of 0.00 lower than 0.05, I can conclude that the differences between answers of groups are statistically relevant and play a significant role in the perception of impacts Christmas Advent has on the local residents. Therefore, I reject the null hypothesis. Full results are shown in Appendix 5.

Furthermore, a pattern of similarity in results between Students - Retired and Unemployed – Employed – Self-employed groups can be seen, as described in the table above. I can mostly notice the difference in perception of the positive economic and negative environmental impacts. In order to statistically prove the connection of these two subgroups: students-retired being one subgroup and unemployed-employed-self-employed being another subgroup, another ANOVA was performed with a confidence level of 95% where I formed a null hypothesis that the means are equal ($H_0: \mu_1 = \mu_2$).

Based on the result of the ANOVA, with F statistics showing a result of 26.71 and a p-value of 0.00, being lower than 0.05, I can conclude that the differences between answers of groups are statistically relevant and play a significant role in the perception of impacts Christmas Advent has on the local residents. Therefore, I reject the null hypothesis. Full results are shown in Appendix 5.

6.3.4 Differences based on education level

Education level has also proven to influence the perception of Christmas Advent in all impact categories. The education level category was initially divided into five groups: Primary education (n=0), High school education (n=19), Bachelor's degree (n=57), Master's degree (n=22) and Doctorate degree (n=6). But, due to no participant answering only primary education, this group was removed from the analysis, leaving only 4 groups. From the initial overview, the differences between these groups are shown in Table 7 with a mean (μ) and standard deviation (σ).

Table 7: Statistical representation of answers in education level category

	High school		Bachelor's degree		Master's degree		Doctorate degree	
	μ	σ	μ	σ	μ	σ	μ	σ
Positive Economic	3.17	0.10	3.64	0.19	3.96	0.08	2.84	1.34
Negative Economic	2.86	0.21	3.45	0.14	3.99	0.09	2.69	1.46
Positive Socio-cultural	2.68	0.10	3.33	0.25	3.99	0.08	2.59	1.51
Negative Socio-cultural	2.95	0.19	3.58	0.16	3.89	0.07	2.67	1.53
Positive Environmental	1.94	0.08	2.37	0.20	3.01	0.05	2.21	1.49
Negative Environmental	2.70	0.11	2.99	0.23	3.37	0.09	2.56	1.38

Source: Own work.

I can notice that the respondents holding a master's degree are on average agreeing with economic and socio-cultural statements the most, with an average mean higher than 3.9. The group with high school diploma disagrees with the statements on positive environmental impacts of the Christmas Advent, with an average mean of 1.94.

In order to statistically prove the differences in perceptions of Christmas Advent between the education level groups, an ANOVA was performed with a confidence level of 95%. The main assumption is to prove that the differences between the education level groups are statistically relevant. The null hypothesis states that the means are equal ($H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4$).

Based on the result of the ANOVA, with F statistics showing a result of 17.65 and a p-value of 0.00, being lower than 0.05, I can conclude that the differences between answers of education level groups are statistically significant and play a significant role in the perception of impacts Christmas Advent has on the local residents. Therefore, I reject the null hypothesis. Full results are shown in Appendix 5.

6.3.5 Differences based on connection to tourism industry

Looking into the differences in answers between participants that are studying or working in the tourism industry and those who are not, there seem to be significant differences. This socio-demographic category is divided into three groups of respondents: respondents that are involved in the tourism industry (n=47), respondents that are not involved in tourism

industry (n=44) and respondents to whom this division does not apply (n=13). Table 8 with a mean (μ) and standard deviation (σ) shows the results.

Table 8: Statistical representation of answers in connection to tourism industry category

	Connected to tourism industry			Not connected to tourism industry			Not applicable		
	n	μ	σ	n	μ	σ	n	μ	σ
Positive Economic	47	4.11	0.28	44	3.85	0.23	13	3.29	0.20
Negative Economic	47	4.17	0.36	44	3.73	0.26	13	2.85	0.12
Positive Socio-cultural	47	3.73	0.43	44	3.75	0.24	13	2.96	0.14
Negative Socio-cultural	47	3.86	0.21	44	3.79	0.27	13	2.81	0.24
Positive Environmental	47	2.86	0.39	44	2.75	0.27	13	2.57	0.15
Negative Environmental	47	3.47	0.31	44	3.22	0.17	13	2.86	0.24

Source: Own work.

Main differences in results are regarding the negative economic impacts of Christmas Advent. Respondents that are involved in the tourism industry agree with these statements, with an average mean of 4.17. Respondents that are not involved in tourism are also agreeing with these statements, but with a lower average mean of 3.73. All three groups on average neither agree nor disagree with the positive and negative environmental impacts of the Christmas Advent, with all three average means being just below 3.

In order to statistically prove the differences in perceptions of Christmas Advent between the groups based on their involvement in tourism, an ANOVA was performed with a confidence level of 95%. The main assumption is to prove that the differences between the groups are statistically relevant. The null hypothesis states that the means are equal ($H_0: \mu_1 = \mu_2 = \mu_3$).

Based on the result of the ANOVA, with F statistics showing a result of 16.62 and a p-value of 0.00, being lower than 0.05, I can conclude that the differences between answers of the groups are statistically significant and play a significant role in the perception of impacts Christmas Advent has on the local residents. Therefore, I reject the null hypothesis. Full results are shown in Appendix 5.

6.4 Analysis of open-ended questions

The second part of the survey questionnaire had open ended questions that required descriptive answers focusing on suggestions and recommendations for future development of Christmas Advent in Zagreb. Here the goal was to gather respondents' more in-depth thoughts and perceptions towards the impacts of Christmas Advent event, which provide the answer to my RQ4 and RQ5.

Since some answers were random and could not be grouped with the others, they were not included in the analysis. Even though some participants gave invalid answers in this part of the questionnaire, there was still a sufficient number of answers that were significant and valid, and they were processed through content analysis.

6.4.1 Other negative impacts of Christmas Advent

The first open question is: In your opinion, are there any other negative impacts related to Christmas Advent event manifestation or problems that this event has caused for you as a local resident?

This open question was regarding additional negative impacts of the Christmas Advent that were not included in the Likert scale part of the questionnaire. Multiple different answers were received that were grouped into the three main impact categories.

Table 9: Answers on additional negative economic impacts

Groups of answers	No. of answers	Percentage
Promoting foreign sponsors	21	20%
Low wages	31	30%
High cost of participation for sellers	41	39%
Did not answer with additional negative economic impact	11	11%
Total	104	100%

Source: Own work.

On the economic impacts, about 39% of the respondents have pointed out the cost for the local businesses to participate in the event as sellers. Even though Christmas Advent is promoting as an event that positively impacts the small business owners and creates sales opportunities, lots of the respondents pointed out that the costs of one stall are so high that the local small businesses are not always able to afford it. Here they have also pointed out that the costs are higher and higher every year. Other negative economic impacts mentioned in the open question are the low wages the organizers are given, making them less motivated to excel in their job, with a 30% of respondents agreeing on this issue. Another issue is the

high percentage of foreign investors being promoted at the event, giving the local residents the impression the event is too materialistic and does not value the local respondents and local traditions, with a 20% of respondents agreeing with this issue.

Table 10: Answers on additional negative socio-cultural impacts

Groups of answers	No. of answers	Percentage
Too much alcohol	31	30%
Lower level of safety in the evenings and nights	66	63%
Did not answer with additional negative socio-cultural impact	7	7%
Total	104	100%

Source: Own work.

From the side of socio-cultural impacts, about 63% of respondents are not happy with the safety of the city during the Christmas Advent. In this context, respondents are pointing out two main safety issues during the event: increased violence and excessive sales of alcohol. Respondents believe that the amount of alcohol consumed during the event is the main cause of general violence and delinquent activities. The answers in this category were also divided between the above-mentioned alcohol consumption and lack of security and police patrol during the event. About one third of respondents, mentioning safety as an issue, are disappointed in the level of security that is provided by the event as security personnel, and by the local government as police units. Most respondents find this is mostly an issue during the evening and night hours.

Table 11: Answers on additional negative environmental impacts

Groups of answers	No. of answers	Percentage
Destroying the green areas	27	26%
Low investment in damages to green areas	7	7%
Waste management	49	47%
Did not answer with additional negative environmental impact	21	20%
Total	104	100%

Source: Own work.

Looking into additional negative environmental impacts, respondents have pointed out the general waste management. Even though this issue has been included in the Likert scale portion of the questionnaire, about 47% of respondents pointed out this issue again, showing the severity of it and the impact it has on the local residents. Other negative impacts mentioned were the damage it causes to the green areas in the local environment and how the event is not investing enough to fix the damages in the green areas, especially parks.

6.4.2 How to decrease negative impacts

The second open question is: In your opinion, what changes could be introduced in order to decrease the negative impacts?

This open question is focusing on suggestions on how to minimize or decrease the negative impacts mentioned in the first opened question. Most respondents were giving answers on the issue they had written in the question above, giving a percentage of answers same as shown under question one.

Table 12: Suggestions to decrease negative economic impacts

Groups of answers	No. of answers	Percentage
Easier access for local sellers	37	36%
Higher wages	33	32%
Changes in short rental property regulations	19	18%
Did not give suggestion for improving negative economic impact	15	14%
Total	104	100%

Source: Own work.

Under the economic negative impacts mentioned above, respondents were giving two main suggestions for improvement: accessible event for local small businesses and higher wages. To increase the number of small local businesses, respondents are suggesting that the price for renting stalls be lower, furthermore, one respondent even suggested for the price to be calculated based on the size of the business and proportion of their profits. On the other hand, since that kind of approach can be used unfairly, another participant was suggesting government funding for local small businesses that would partially cover the participation fees. They believe that this approach would be fairer, because a panel of local officials would judge the amount of funding that each accepted applicant would get.

Table 13: Suggestions to decrease negative socio-cultural impacts

Groups of answers	No. of answers	Percentage
Increased police patrols	31	30%
Increased security personnel	20	19%
Higher prices of alcohol to discourage drinking	33	32%
Free access to charity organizations	9	9%
Did not give suggestion for improving negative socio-cultural impact	11	10%
Total	104	100%

Source: Own work.

Looking at the socio-cultural negative impacts, respondents were also focused on the main two categories mentioned in the questions above: safety and alcohol. Most respondents were focusing their answers on the suggestions for improving the safety of the city during the event. Suggestions were divided and 19% of respondents are mentioning that the event organizers have the responsibility to invest in more security personnel around the event locations. On the other hand, 30% of respondents were suggesting that the police and local government should be the ones investing in more patrols in the city in general, as this would increase the safety not only at the event locations, but also in the city. Another suggestion for increasing safety is to increase the prices of alcoholic drinks, making it less accessible for people. This respondent believes that in that way people would be drinking less and cause fewer delinquent activities in the city.

Table 14: Suggestions to decrease negative environmental impacts

Groups of answers	No. of answers	Percentage
Increase number of trash cans	19	18%
Recycling trash	23	22%
Better waste management	34	33%
Investment in green areas improvements	7	7%
Did not give suggestion for improving negative environmental impact	21	20%
Total	104	100%

Source: Own work.

On the environmental negative impacts, respondents were giving suggestions that were gathered in three categories: waste disposal, clean-up activities and investment in green areas. Most of the respondents were mentioning increasing the number of waste disposal cans around the event. Some suggestions were also focusing on separating waste for

recycling purposes as they believe that the event is not doing enough to recycle. Lastly on this topic, respondents are also suggesting that the local government organizes more frequent trash pick-up from locations of the event as trash is, according to respondents, piling up too quickly and is left on the ground too long. Respondents are also suggesting organizing activities from the event organizers, to clean up the areas where the event was held after the ending of the event, as they believe the organizers are also leaving trash and local government is the one responsible to pick up the trash.

6.4.3 Perceptions of the size of Christmas Advent

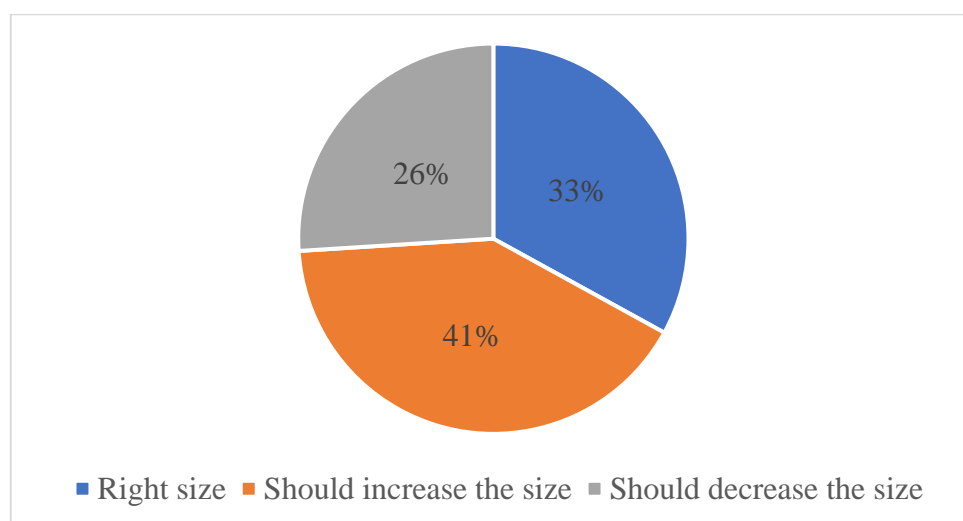
The third open question is: How do you perceive the size of Christmas Advent? Do you think that the number of locations it is held on should be increased or decreased?

Regarding the size and number of locations where the Christmas Advent is held, respondents have given different answers. 41% of the respondents agree that the event should increase the number of locations it is held. These respondents believe that increasing the number of locations would also decrease the number of tourists in the area of city center, decreasing congestion.

33% of respondents believe that the event should be focused on increasing the quality of the event itself, rather than the number of locations. They also believe that the number of locations of the Christmas Advent is adequate and should not be decreased nor increased.

The remaining 26% of respondents believe that the event should decrease the number of locations. They see the event as a gathering area for tourists and believe that focusing the crowd in the Center city area will decrease the traffic in other parts of the city, making it easier for local residents' day to day life.

Figure 6: Perception of the size of Christmas Advent



Source: Own work.

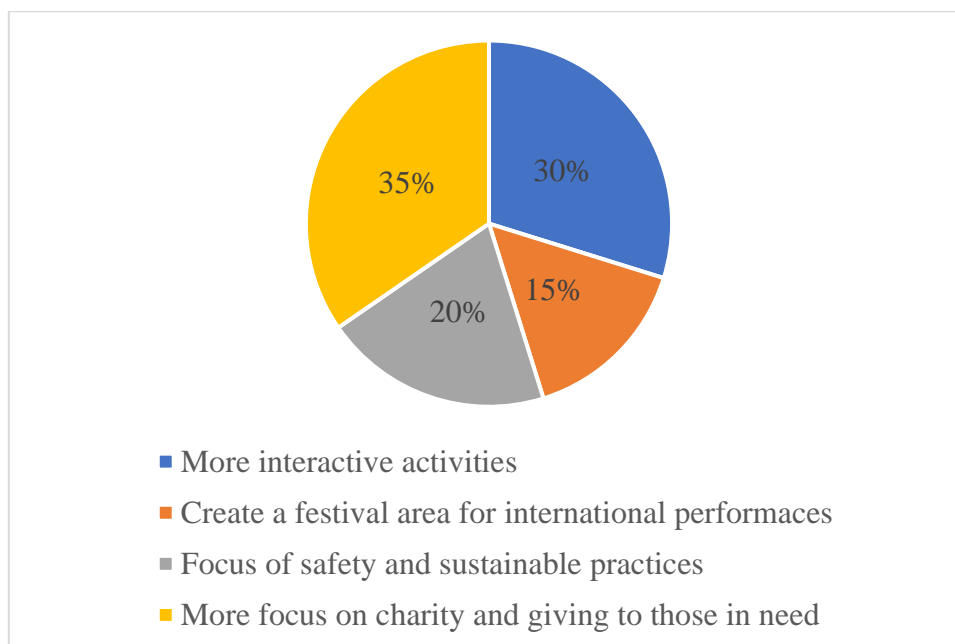
6.4.4 Suggestions for future development of Christmas Advent

The fourth open question is: Do you have any suggestions for the future development of the Christmas Advent event in Zagreb?

Respondents were also asked for suggestions on how to make the event more attractive for local residents and tourists. From the answers received, four categories of answers were created:

1. More interactive activities during the event. In this context, many respondents were focusing on interactive activities for children during the morning and early evenings on the event, where activities more focused on adults would be provided during the late evenings.
2. Create a festival area with international performances. Many respondents have suggested creating a festival specialized area where international music performers would be invited. They believe this might increase the attractiveness of the Christmas Advent.
3. Bigger focus on sustainable practices. Respondents are suggesting that investing in environmentally positive impacts will increase the attractiveness of Christmas Advent.
4. Increase the number of charity organizations' participation. Most respondents believe that the Christmas Advent event should focus on its original values of Christmas, which is the act of giving. Some of them suggest the event organizers should encourage involvement of charity organizations.

Figure 7: Suggestions for further development of Christmas Advent



Source: Own work.

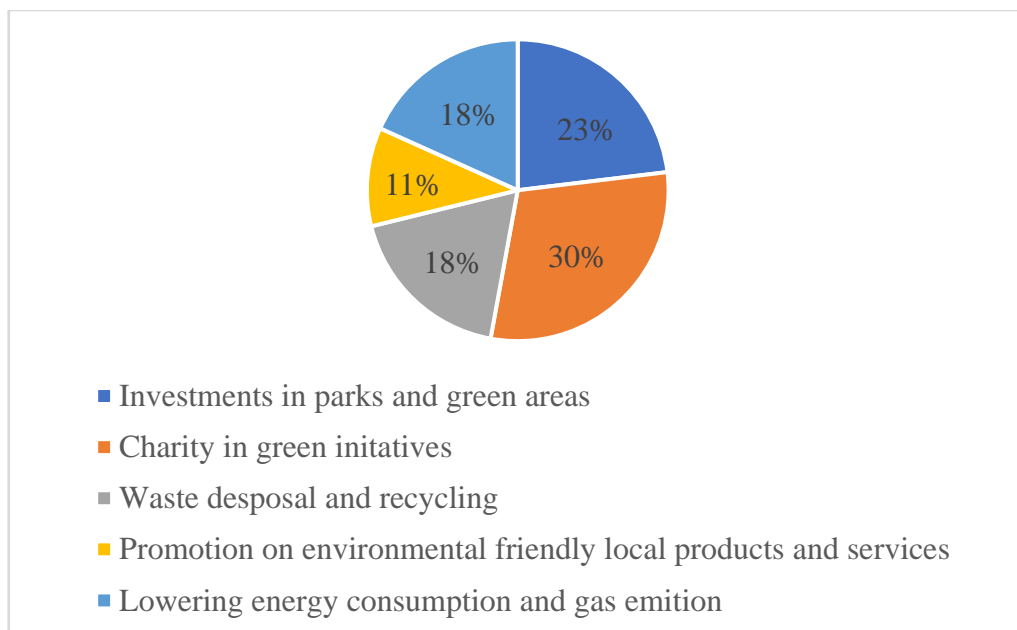
6.4.5 Christmas Advent as “Green” event

Fifth open question is: What do you think should be done to make the Christmas Advent more “Green”?

Participants were asked for suggestions on how to make the event Greener. From the answers received, five categories of answers were created, as described in subchapter 5.2:

1. Investments in parks and green areas. About 23% of respondents believe that the event should invest more into maintaining parks and green areas. Investing in new parks and planting new trees would increase the event’s status as Green.
2. Charity organizations with green initiatives. About 30% of respondents believe that donating to charities with green initiatives and creating space for them to promote during the event would make Christmas Advent more Green.
3. Investing in waste disposal and recycling systems. About 18% of respondents believe that general investment of improving the waste disposal system and creating a recycling system for the city would not only improve the event status as Green event, but also improve the general environment of the city.
4. Promotion of environmentally friendly local products. About 11% of respondents believe that local businesses that are offering environmentally friendly products should have special opportunities to participate without fees for stalls.
5. Lowering energy consumption and gas emissions. About 18% of respondents are suggesting lowering energy consumption or using environmentally friendly energy combined with usage of environmentally friendly gas substitutes.

Figure 8: Suggestions for Green event initiatives



Source: Own work.

As defined by Laing & Frost (2010), the concept of a "green event" was initially intended to raise awareness of environmental issues, but it has since grown to cover economic and social issues as well. When reading this question, respondents were focused on environmental issues alone as they most likely understood the concept of Green event as environmentally friendly event. Due to this reason, the answers gathered did not include economic nor socio-cultural perspective.

7 CONCLUSION

The goal of this master thesis was to analyze how the impacts of Christmas Advent event in Zagreb are perceived by local residents of Zagreb. Besides that, the research focuses also on determination if residents who belong to different socio-demographic groups (based on gender, age, education etc.) differently evaluate the impacts of the Christmas Advent. (Getz & Page, 2020). Many studies have analyzed residents' perceptions and attitudes of the impacts of tourism in their host communities, which can be applied to events. Understanding local residents' perceptions is considered as the most reliable foundation for successful and sustainable tourism development.

Tourism events can have a significant impact on local communities (Harris et al., 2000). As this research has shown, the local residents of Zagreb have positive perceptions regarding what are generally considered positive economic impacts of Christmas Advent. They believe that the event is bringing a net positive impact on their economy and helps the community increase their income and improve the standard of living. The event has positively impacted the local businesses as perceived by the local residents. With the increased number of tourists, a positive impact on the socio-cultural aspect for the local residents have grown as well. The main findings have shown that the local residents have an increased cultural identity and sense of belonging in their community. One of the aspects that local residents would potentially improve is the environmental impact that the Christmas Advent has on the local environment. Local residents do not perceive that Christmas Advent is doing enough to protect the green areas of the city and control the waste and littering.

Deery and Jago (2010) have noted that besides the general positive impacts, events do have negative impacts on the local residents. Many local residents, as proven by this research, perceive that Christmas Advent is having negative impacts on the local economy, mainly seen in its influence on the general increase in price of goods and services. As the number of tourists increases during events, negative social impacts such as interference with their everyday routines and schedules can appear (Li et al., 2015; Ouyang et al., 2019). The local residents of Zagreb do see the Christmas Advent as an interference in their daily life and routines. Besides that, the local residents have raised their concerns for the general safety of the city, as increased tourism has brought more delinquent activities. The delinquent activities are not only impacting the safety, but they also impact the local environment. Environmental impacts from the event can leave a big mark on the city. Another serious

problem, as perceived by the local residents, is spoiled rivers, nature, and roadsides caused by increased littering (Rasoolimanesh et al., 2017). As seen in this research, local residents do perceive that parks and green areas are damaged by the increased number of tourists. Contradictory from other research, local residents of Zagreb did not perceive that the noise pollution is impacted by Christmas Advent.

Previous literature by Almeida Garcia et al. (2016) was researching the residents' perceptions of tourism development. In their research, they have found that the socio-demographic characteristics do influence the residents' perceptions. Similarly, this study has found that socio-demographic characteristics do influence local residents' perceptions of Christmas Advent event impacts. Socio-demographic characteristics that were analyzed in this research are age, gender, education level, social status and involvement in tourism industry. This study found that gender is the only socio-demographic characteristic that does not influence the perception of local residents towards the mentioned impacts of events. Socio-demographic characteristics that do influence the perception of local residents, as determined by this research, are age, education level, social status and involvement in the tourism industry.

Events can help develop destination's image, create demand, increase tourist expenditures, open jobs and help the development of other sectors of economy (Brida et al., 2017; Laing, 2018). In order to achieve that, the event needs to incorporate local residents into planning and future development (Sharpley, 2014; Hjalager & Kwiatkowski, 2018). The local residents of Zagreb perceived that with expansion plans for the Christmas Advent, some changes should be implemented to increase the attractiveness of the event. With the expansion, local residents are suggesting four main improvements for future development of Christmas Advent. The first suggestion is to include more interactive activities such as games for young kids and more organized music performances for the adults. The second suggestion is to include a festival area that will include international performances. With that, the event would gain more popularity with the younger adults' population. The third suggestion is for the event to implement more sustainable practices. Lastly, local residents are pointing out the main motivation of Christmas: giving to the less fortunate. Therefore, they are suggesting increasing the number of charity organizations' participation.

To be considered a fully sustainable event, organizers of Christmas Advent should try to minimize negative and increase positive impacts throughout all three dimensions mentioned previously: economic, socio-cultural and environmental. Such event is defined as "green" (Laing & Frost, 2010). Results of Likert scale analysis show that local residents do not agree that Christmas Advent is a Green event. However, this issue was further investigated through an open question where respondents are offering some suggestions on how Christmas Advent can incorporate greener practices. Suggestions they gave are investment in maintenance and creation of green areas, improving the recycling practices, promotion of environmentally friendly products, lowering general energy consumption and gas emissions. Some suggestions, on the other hand, refer to more general practices such as including

organizations with green initiatives. Organizations focusing on investments in saving endangered species (saving wildlife, protecting marine life, fighting against climate change) could make local residents perceive Christmas Advent as a more sustainable event.

The limitation of this research is the exclusive use of quantitative methods to analyze the perceptions of local residents towards the impacts of Christmas Advent. This method is showing results of how local residents perceive the event, but it does not show why local residents have such perceptions. In order to minimize these effects, this research consists of open-ended questions. But, to truly understand the reasoning of local residents' perceptions, an in-depth interview would be necessary to gather more relevant qualitative data. Another limitation is the narrow sample representation and low response rate. To increase the validity of the research, a bigger sample would be needed to gather more representative data of the general population. It would also be interesting to extend the research into more socio-demographic characteristics and look more deeply into characteristics such as place of birth, length of residence at a certain location, level of income etc.

Finally, an important note derived from this research is the support local residents have for Christmas Advents in Zagreb. Their involvement in the organizing and planning can greatly contribute to the acceptance of the event future development (Sharpley, 2014; Šegota et al., 2017; Hjalager & Kwiatkowski, 2018). Relationship of local residents' perception and the event development change over time. Therefore, periodic follow up research can greatly improve the strategic development of the event (Almeida Garcia et al., 2016).

REFERENCE LIST

1. Advent Zagreb. (n.d.). *Advent Map* 2023. <https://www.adventzagreb.hr/documents/AdventMap2023.pdf>
2. Alexander, A., Teller, C. and Wood, S. (2020). Augmenting the urban place brand – on the relationship between markets and town and city centers. *Journal of Business Research*, 116, 642-654. <https://doi.org/10.1016/j.jbusres.2019.02.013>
3. Almeida García, F., Balbuena Vázquez, A., & Cortés Macías, R. (2015). Resident's attitudes towards the impacts of Tourism. *Tourism Management Perspectives*, 13, 33–40. <https://doi.org/10.1016/j.tmp.2014.11.002>
4. Almeida-García, F., Peláez-Fernández, M. Á., Balbuena-Vázquez, A., & Cortés-Macias, R. (2016). Residents' perceptions of tourism development in Benalmádena (Spain). *Tourism Management*, 54, 259–274. <https://doi.org/10.1016/j.tourman.2015.11.007>
5. Andersson, T. D., & Lundberg, E. (2013). Commensurability and sustainability: Triple impact assessments of a tourism event. *Tourism Management*, 37, 99–109. <https://doi.org/10.1016/j.tourman.2012.12.015>

6. Ben-Dalia, S., Collins-Kreiner, N., & Churchman, A. (2013). Evaluation of an urban tourism destination. *Tourism Geographies*, 15(2), 233–249. <https://doi.org/10.1080/14616688.2011.647329>
7. Bloomfield, J. (2010). Birmingham's Frankfurt Christmas Market: Innovative Urban Policy in action. *Local Economy: The Journal of the Local Economy Policy Unit*, 25(1), 74-80. <https://doi.org/10.1080/02690940903545430>
8. Boyd, M. (2022, November 12). *Best value european christmas markets for Brits from Berlin to Budapest*. Mirror. <https://www.mirror.co.uk/travel/europe/best-value-european-christmas-markets-28456408>
9. Bowdin, G., Allen, J., Harris, R., McDonnell, I., & O'Toole, W. (2012). *Events management*. Routledge.
10. Brida, J. G., & Tokarchuk, O. (2017a). Tourists' spending and adherence to shopping plans: The case of the christmas market in Merano, Italy. *Tourism Management*, 61, 55-62. <https://doi.org/10.1016/j.tourman.2017.01.016>
11. Brida, J. G., Meleddu, M., & Tokarchuk, O. (2017b). Use value of cultural events: The case of the christmas markets. *Tourism Management*, 59, 67-75. <https://doi.org/10.1016/j.tourman.2016.07.012>
12. Budapest New Year. (2022, December 9). *The award winning Christmas Market of Budapest*. <https://budapestnewyear.com/the-award-winning-christmas-market-of-budapest/>
13. Case, R. (2013). *Events and the Environment*. Routledge.
14. Casteran, H. & Roederer, C. (2013). Does authenticity really affect behavior? The case of Strasbourg Christmas market. *Tourism Management*, 36, 153-163. <https://doi.org/10.1016/j.tourman.2012.11.012>
15. Connell, J. & Page, S. (2009). *Event tourism: Critical concepts in tourism*. Routledge.
16. Crawford, B., Byun, R., Mitchell, E., Thompson, S., Jalaludin, B. & Torvaldsen, S. (2018). Seeking fresh food and supporting local producers: perceptions and motivations of farmers' market customers. *Australian Planner*, 55 (1), 28-35. <https://doi.org/10.1080/07293682.2018.1499668>
17. Croatian Bureau of statistics. (2011, February 14). *Tourism, December 2010*. https://web.dzs.hr/Hrv_Eng/publication/2010/04-04-01_12_2010.htm
18. Croatian Bureau of statistics. (2012, February 10). *Tourism, December 2011*. https://web.dzs.hr/Hrv_Eng/publication/2011/04-04-01_12_2011.htm
19. Croatian Bureau of statistics. (2013, February 11). *Tourism, December 2012*. https://web.dzs.hr/Hrv_Eng/publication/2012/04-03-01_12_2012.htm
20. Croatian Bureau of statistics. (2014, February 11). *Tourism, December 2013*. https://web.dzs.hr/Hrv_Eng/publication/2013/04-03-01_12_2013.htm
21. Croatian Bureau of statistics. (2015, February 11). *Tourism, December 2014*. https://web.dzs.hr/Hrv_Eng/publication/2014/04-03-01_12_2014.htm
22. Croatian Bureau of statistics. (2016, February 5). *Tourism, December 2015*. https://web.dzs.hr/Hrv_Eng/publication/2015/04-03-01_12_2015.htm

23. Croatian Bureau of statistics. (2017, February 6). *Tourism, December 2016*. https://web.dzs.hr/Hrv_Eng/publication/2016/04-03-01_12_2016.htm
24. Croatian Bureau of statistics. (2018, February 8). *Tourism, December 2017*. https://web.dzs.hr/Hrv_Eng/publication/2017/04-03-01_12_2017.htm
25. Croatian Bureau of statistics. (2019, February 8). *Tourism, December 2018*. https://mint.gov.hr/UserDocsImages/AA_2018_c-dokumenti/190208_dzs_12_18.pdf
26. Croatian Bureau of statistics. (2020, February 10). *Tourism, December 2019*. https://web.dzs.hr/Hrv_Eng/publication/2019/04-03-01_12_2019.htm
27. Croatian Bureau of statistics. (2021, February 11). *Tourism, December 2020*. https://web.dzs.hr/Hrv_Eng/publication/2020/04-03-01_12_2020.htm
28. Croatian Bureau of statistics. (2022, February 10). *Tourist arrivals and nights in commercial accommodation, December 2021*. https://web.dzs.hr/Hrv_Eng/publication/2021/04-03-01_12_2021.htm
29. Croatian Bureau of statistics. (2023, February 7). *Tourist arrivals and nights in commercial accommodation, December 2022*. <https://podaci.dzs.hr/2022/hr/29504>
30. Croatian Bureau of statistics. (2024, February 8). *Tourist arrivals and nights in commercial accommodation, December 2023*. <https://podaci.dzs.hr/2023/hr/58167>
31. Deery, M., & Jago, L. (2010). Social impacts of events and the role of anti-social behaviour. *International Journal of Event and Festival Management*, 1(1), 8-28. <https://doi.org/10.1108/17852951011029289>
32. Delaplace, M., Gautherat, E., & Kebir, L. (2018). The copresence of tourists and residents as central to the resilience of urban tourism. an analysis of the Champs Élysées Christmas Market based on survey and Mobile Phone Data. *Études Caribéennes*, (2). <https://doi.org/10.4000/etudescaribeennes.15691>
33. Dickinson, J., Jones, I., & Leask, A. (2007). Event tourism; enhancing destinations and the visitor economy. *International Journal of Tourism Research*, 9(5), 301–302. <https://doi.org/10.1002/jtr.642>
34. Dimitrovski, D. & Crespi-Vallbona, M. (2016). Role of food neophilia in food markets tourists' motivational construct: the case of La Boqueria in Barcelona, Spain. *Journal of Travel & Tourism Marketing*, 34 (4), 475-487. <https://doi.org/10.1080/10548408.2016.1193100>
35. Djinis, E. (2022, December 19). *A brief history of christmas markets*. Smithsonian. <https://www.smithsonianmag.com/history/a-brief-history-of-christmas-markets-180981308/>
36. Durán Román, J. L., Cárdenas García, P. J., & Pulido Fernández, J. I. (2020). Taxation of tourism activities: A review of the top 50 tourism destinations. *Revista de Economía Mundial*, (55). <https://doi.org/10.33776/rem.v0i55.3838>
37. Egresi, I. & Kara, F. (2014). Economic and tourism impact of small events: the case of small-scale festivals in Istanbul, Turkey. *Studia UBB Geographia*, 59(1), 47-64.

38. Egresi, I. O., Răcășan, B. S., Dezsi, S., Ilieș, M., & Ilieș, G. (2020). Christmas markets in city centers: How do they impact local residents and businesses? *International Journal of Tourism Cities*. <https://doi.org/10.1108/ijtc-03-2020-0040>
39. European Best Destinations. (n.d.-a). *Best Christmas Markets in Europe 2016*. <https://www.europeanbestdestinations.com/christmas-markets/european-best-christmas-markets-2016/>
40. European Best Destinations. (n.d.-b). *Best Christmas Markets in Europe 2017*. <https://www.europeanbestdestinations.com/christmas-markets/european-best-christmas-markets-2017/>
41. European Best Destinations. (n.d.-c). *Best Christmas Markets in Europe 2018*. <https://www.europeanbestdestinations.com/christmas-markets/european-best-christmas-markets-2018/>
42. European Best Destinations. (n.d.-d). *Best Christmas Markets in Europe 2023*. <https://www.europeanbestdestinations.com/christmas-markets/>
43. Garner, B. & Ayala, C. (2019). Regional tourism at the farmers' market: Consumers' preferences for local food products. *International Journal of Culture, Tourism and Hospitality Research*, 13(1), 37-54. <https://doi.org/10.1108/ijcthr-07-2018-0095>
44. Getz, D. (1990). *Festivals, special events, and tourism*. New York: Van Nostrand Reinhold Company.
45. Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management*, 29(3), 403–428. <https://doi.org/10.1016/j.tourman.2007.07.017>
46. Getz, D. (2009). Policy for sustainable and responsible festivals and events: Institutionalization of a new paradigm. *Journal of Policy Research in Tourism, Leisure and Events*, 1(1), 61–78. <https://doi.org/10.1080/19407960802703524>
47. Getz, D., & Page, S. (2020). *Event studies: Theory, research and policy for planned events*. Routledge, an imprint of the Taylor & Francis Group.
48. Green My Experience. (2023, August 18). *What is a green event and why is it important to you*. <https://greenmyexperience.com/what-is-a-green-event-and-why-is-it-important-to-you/>
49. Harris, R., Jago, L., Allen, J., & Huyskens, M. (2000). Towards an Australian event research agenda: First steps. *Event Management*, 6(4), 213–221. <https://doi.org/10.3727/152599500108751372>
50. Higgs, K. (2021, January 11). *A brief history of consumer culture*. THE MIT PRESS READER. <https://thereader.mitpress.mit.edu/a-brief-history-of-consumer-culture/>.
51. Hjalager, A. M., & Kwiatkowski, G. (2018). Entrepreneurial implications, prospects and dilemmas in rural festivals. *Journal of Rural Studies*, 63, 217-228. <https://doi.org/10.1016/j.jrurstud.2017.02.019>
52. Infozagreb. (2019, December 3). *Big 7 travel: Advent in Zagreb is the third most beautiful in the world!* <https://www.infozagreb.hr/it/novit/big-7-travel-advent-in-zagreb-is-the-third-most-beautiful-in-the-world-it>

53. Kimura, J., & Belk, R. (2005). Christmas in Japan: Globalization versus localization. *Consumption Markets & Culture*, 8(3), 325-338. <https://doi.org/10.1080/10253860500160361>
54. Ko, D.-W., & Stewart, W. P. (2002). A structural equation model of residents' attitudes for tourism development. *Tourism Management*, 23(5), 521-530. [https://doi.org/10.1016/s0261-5177\(02\)00006-7](https://doi.org/10.1016/s0261-5177(02)00006-7)
55. Laing, J., & Frost, W. (2010). How green was my festival: Exploring challenges and opportunities associated with staging green events. *International Journal of Hospitality Management*, 29(2), 261-267. <https://doi.org/10.1016/j.ijhm.2009.10.009>
56. Laing J. (2018). Festival and event tourism research: Current and future perspectives. *Tourism Management Perspectives*, 25, 165-168. <https://doi.org/10.1016/j.tmp.2017.11.024>
57. Larson, M., & Wikstrom, E. (2008). Organizing events: Managing conflict and consensus in a political market square. *Event Management*, 7(1), 51-65. <https://doi.org/10.3727/152599501108751470>
58. Li, X.R., Hsu, C.H., & Lawton, L.J. (2015). Understanding residents' perception changes toward a mega-event through a dual-theory lens. *Journal of Travel Research*, 54, 396-410. <https://doi.org/10.1177/0047287513517422>
59. Mair, J., Carlsen, J., Holmes, K., Hughes, M. (2015). *Events and Sustainability*. Routledge.
60. McKercher, B., & Du Cros, H. (2002). *Cultural tourism: The partnership between Tourism and Cultural Heritage Management*. New York: The Haworth Hospitality Press.
61. Moisescu, O. I., Gică, O. A., Coroş, M. M., & Yallop, A. C. (2019). The UNTOLD story: Event tourism's negative impact on residents' community life and well-being. *Worldwide Hospitality and Tourism Themes*, 11(5), 492-505. <https://doi.org/10.1108/whatt-06-2019-0036>
62. Mihalič, T. (2022). *Sustainomics in tourism: Ecological, economic and political sustainability issues*. Ljubljana: School of Economics and Business.
63. Nawijn, J., & Mitas, O. (2012). Resident attitudes to tourism and their effect on subjective well-being: The case of Palma de Mallorca. *Journal of Travel Research*, 51(5), 531-541. <https://doi.org/10.1177/0047287511426482>
64. Nordvall, A. (2015). Organizing periodic events: A case study of a failed Christmas market. *Scandinavian Journal of Hospitality and Tourism*, 16(4), 442-460. <https://doi.org/10.1080/15022250.2015.1113142>
65. Ouyang, Z., Gursoy, D., & Chen, K. (2019). It's all about life: Exploring the role of residents' quality of life perceptions on attitudes toward a recurring hallmark event over time. *Tourism Management*, 75, 99-111. <https://doi.org/10.1016/j.tourman.2019.04.032>

66. Oviedo-Garcia, M. A., Castellanos-Verdugo, M., & Martin-Ruiz, D. (2008). Gaining residents' support for Tourism and Planning. *International Journal of Tourism Research*, 10(2), 95-109. <https://doi.org/10.1002/jtr.644>
67. Perry, J. (2010). *Christmas in Germany: A cultural history*. University of North Carolina Press.
68. Rasoolimanesh, S. M., Ringle, C. M., Jaafar, M., & Ramayah, T. (2017). Urban vs. rural destinations: Residents' perceptions, community participation and support for tourism development. *Tourism Management*, 60, 147–158. <https://doi.org/10.1016/j.tourman.2016.11.019>
69. Séraphin, H., & Nolan, E. (2019). *Green events and Green Tourism: An international guide to good practice*. Routledge.
70. Sharpley, R. (2014). Host perceptions of tourism: A review of the research. *Tourism Management*, 42, 37–49. <https://doi.org/10.1016/j.tourman.2013.10.007>
71. Sredanović, K., & Šulc, I. (2022). Events in urban tourism – The case of advent in Zagreb, Croatia. *Geographia Polonica*, 95(2), 139–156. <https://doi.org/10.7163/gpol.0230>
72. Su, L., & Swanson, S. R. (2019). The effect of personal benefits from, and support of, tourism development: The role of relational quality and quality-of-life. *Journal of Sustainable Tourism*, 28(3), 433–454. <https://doi.org/10.1080/09669582.2019.1680681>
73. Šegota, T., Mihalič, T., & Kuščer, K. (2017). The impact of residents' informedness and involvement on their perceptions of tourism impacts: The case of Bled. *Journal of Destination Marketing & Management*, 6(3), 196-206. <https://doi.org/10.1016/j.jdmm.2016.03.007>
74. Šegota, T., Mihalič, T., & Perdue, R. R. (2022). Resident perceptions and responses to tourism: Individual vs community level impacts. *Journal of Sustainable Tourism*, 1–24. <https://doi.org/10.1080/09669582.2022.2149759>
75. Turistička zajednica grada Zagreba. (2023a, November 3). *Advent Zagreb 2023*. <https://www.tzgz.hr/novosti/advent-zagreb-2023>
76. Turistička zajednica grada Zagreba. (2023b, November 29). “Zagrijavanje” kao skori Početak Adventa Zagreb 2023. <https://www.tzgz.hr/novosti/zagrijavanje-kao-skori-pocetak-adventa-zagreb-2023>
77. Van Der Wagen L., & Carlos, B. R. (2008). *Event Management: Upravljanje događanjima*, Mate d.o.o., Zagreb.
78. Van Winkle, C.M., & Woosnam, K.M. (2014). Sense of community and perceptions of festival social impacts. *International Journal of Event and Festival Management*, 5(1), 22–38. <https://doi.org/10.1108/ijefm-01-2013-0002>
79. VisitCroatia.com - Tasteful Croatian Journeys. (2021, March 12). *Christmas in Zagreb*. <https://visitcroatia.com/christmas-markets/christmas-in-zagreb/>
80. Wood, E. H. (2005). Measuring the economic and social impacts of local authority events. *International Journal of Public Sector Management*, 18(1), 37–53. <https://doi.org/10.1108/09513550510576143>

81. Woosnam, K. M., Van Winkle, C. M., & AN, S. (2013). Confirming the festival social impact attitude scale in the context of a rural Texas Cultural Festival. *Event Management*, 17(3), 257–270.
<https://doi.org/10.3727/152599513x13708863377917>
82. Yeoman, I. (2011). *Festival and events management: An international arts and culture perspective*. London: Taylor & Francis Group.
83. Yolal, M., Gursoy, D., Uysal, M., Kim, H. & Karacaoğlu, S. (2016). Impacts of festivals and events on residents' well-being. *Annals of Tourism Research*, 61, 1-18.
<https://doi.org/10.1016/j.annals.2016.07.008>
84. Zaei M.E. & Zaei M.E. (2013). The impacts of Tourism industry on host community. *European Journal of Tourism Hospitality and Research*, 1(2), 12-21.

APPENDICES

Appendix 1: Povzetek (Summary in Slovene language)

Cilj študije je oceniti in razumeti, kako lokalni prebivalci dojemajo vplive božičnega dogodka Advent v Zagrebu. Poleg tega študija raziskuje, ali lokalni prebivalci iz različnih socio-demografskih skupin vplive dogodka dojemajo različno. Na splošno študija se osredotoča na naslednje: pozitivni vplivi, negativni vplivi, splošni razvoj dogodka ter, z vidika trajnosti, kako zelen je dogodek.

Študija opredeljuje naslednja raziskovalna vprašanja, razdeljena v tri glavne kategorije vplivov: ekonomski, socio-kulturni in okolijski vplivi. Namen prvega in drugega raziskovalnega vprašanja (RQ1 in RQ2) je analizirati, kateri od teh vplivov so lokalni prebivalci dojemali kot pozitivne in katere kot negativne.

Demografski dejavniki lahko prav tako vplivajo na dožemanje dogodkov s strani lokalnih prebivalcev. Študija vključuje naslednje socio-demografske značilnosti: starost, spol, socialni status, raven izobrazbe in povezanost s turistično industrijo. Z raziskovalnim vprašanjem RQ3, ki je navedeno spodaj, je bila izvedena analiza o tem, koliko vpliva imajo zgoraj omenjene socio-demografske značilnosti na dožemanje vplivov dogodka s strani lokalnih prebivalcev.

RQ3. Ali obstaja razlika v dožemanju vplivov dogodka med lokalnimi prebivalci, ki pripadajo različnim socio-demografskim skupinam?

Za razumevanje dožemanja lokalnih prebivalcev glede prihodnjega razvoja Adventa v Zagrebu je bilo oblikovano raziskovalno vprašanje RQ4. Razumevanje rezultatov tovrstnih raziskav se lahko uporabi za oblikovanje strategij za nadaljnji razvoj dogodka.

RQ4. Kakšni so potenciali za prihodnji razvoj Adventa v Zagrebu in kakšne spremembe bi bilo treba uvesti v dogodek z vidika lokalnih prebivalcev?

Koncept zelenega dogodka pomeni upoštevanje trajnosti vseh treh kategorij vplivov: ekonomske, socio-kulturne in okolijske. Da bi razumeli, ali lokalni prebivalci Advent v Zagrebu dojemajo kot zeleni dogodek, je bilo oblikovano raziskovalno vprašanje RQ5.

Anketni vprašalnik je bil izveden na vzorcu 104 lokalnih prebivalcev v Zagrebu. Rezultati analize v tej študiji so pokazali, katere vplive dogodka so lokalni prebivalci dojemali kot pozitivne in katere kot negativne. Rezultati so prav tako pokazali pomemben vpliv socio-demografskih značilnosti na dožemanje vplivov dogodka. Raven izobrazbe, starost, socialni status in vpletenost v turistično industrijo pojasnjujejo pomemben del variance v splošnem dožemanju. Na koncu rezultati kažejo, kako zelen je Advent dožeman s strani lokalnih prebivalcev, in dajejo predloge za prihodnje izboljšave in razvoj dogodka.

Appendix 2: Survey questionnaire (original version in Croatian language)

Poštovana/Poštovani,

Ovaj anketni upitnik je dio istraživanja koje se provodi sa svrhom prikupljanja informacija potrebnih za izradu diplomskog rada na diplomskom studiju Ekonomskog Fakulteta u Ljubljani.

Cilj istraživanja je pokazati percepcije lokalnih stanovnika Zagreba o utjecajima Adventa u Zagrebu.

Molim da popunite anketu isključivo ako ste lokalni stanovnik Zagreba. Ova anketa je anonimna i Vaši odgovori će se upotrijebiti isključivo za potrebe ovog istraživanja i rada koji će proizaći iz njega. Molim da odgovorite na sva pitanja radi dobivanja što potpunijih informacija.

Unaprijed se zahvaljujem na uloženom vremenu i trudu u ispunjavanju anketnog upitnika.

Molim Vas pročitajte sljedeće tvrdnje i označite na skali od 1 do 5 koliko se slažete ili ne slažete s njima. Ponuđeno je pet mogućih odgovora: - ocjena 1 – u potpunosti se ne slažem, 2 – uglavnom se ne slažem, 3 – niti se slažem, niti se ne slažem, 4 – uglavnom se slažem, 5 – u potpunosti se slažem

Ekonomski učinci					
Visoki broj turista koji posjećuju grad tijekom trajanja Adventa u Zagrebu donosi dodatni prihod Zagrebu.	1	2	3	4	5
Advent u Zagrebu doprinosi revitalizaciji grada.	1	2	3	4	5
Advent u Zagrebu stvara nove mogućnosti zapošljavanja u mojoj zajednici.	1	2	3	4	5
Advent u Zagrebu dovodi više kupaca onima koji posluju u središtu grada i potiče proizvodnju i prodaju lokalnih proizvoda.	1	2	3	4	5
Advent u Zagrebu pridonio mi je ekonomsku korist.	1	2	3	4	5
Advent je poboljšao sliku Zagreba kao turističke destinacije.	1	2	3	4	5
Za vrijeme održavanja Adventa dolazi do povećanja cijena roba i usluga u Zagrebu.	1	2	3	4	5
Advent utječe na povećanje ukupnih životnih troškova u Zagrebu (npr. rastu cijene nekretnina).	1	2	3	4	5
Advent u Zagrebu uzrokuje veće javne troškove u mojoj zajednici.	1	2	3	4	5
Novac utrošen na organizaciju Adventa u Zagrebu može se bolje iskoristiti.	1	2	3	4	5

Socio-kulturni učinci					
Advent u Zagrebu stvara veselu atmosferu u gradu.	1	2	3	4	5
Tijekom održavanja Adventa u Zagrebu postoji više kulturnih sadržaja, što mi daje priliku da ih posjetim i sudjelujem u planiranju, posebnim projektima i slično.	1	2	3	4	5
Advent u Zagrebu je događaj koji mene i druge sudionike povezuje, poboljšavajući društvene interakcije i odnose.	1	2	3	4	5
Advent u Zagrebu ima pozitivne utjecaje na kulturni identitet moje zajednice (stvara osjećaj pripadnosti, ponos zajednice).	1	2	3	4	5

Advent u Zagrebu poboljšava dostupnost usluga i različitih aktivnosti u gradu.	1	2	3	4	5
Kvaliteta javnih usluga poboljšava se tijekom trajanja Adventa u Zagrebu.	1	2	3	4	5
Sigurnost i zaštita lokalnog stanovništva je smanjena za vrijeme Adventa u Zagrebu (povećanje vandalizma, delinkventne aktivnosti i kriminala, npr. džeparenja).	1	2	3	4	5
Advent u Zagrebu uzrokuje prometne gužve i otežava mi pronalazak slobodnog parkirnog mjesta.	1	2	3	4	5
Advent u Zagrebu stvara prevelike gužve u središnjem djelu grada i drugim javnim površinama.	1	2	3	4	5
Smeta mi buka koju uzrokuje veliki broj turista okupljenih na lokacijama održavanja Adventa u Zagrebu.	1	2	3	4	5
Advent u Zagrebu otežava moj svakodnevni život i negativno utječe na kvalitetu mog života.	1	2	3	4	5

Okolišni učinci					
Smatram da je Advent u Zagrebu "zeleni događaj" - događaj koji provodi održive prakse (poput reciklirajućih materijala i slično).	1	2	3	4	5
Advent u Zagrebu potiče održavanje parkova i rekreacijskih područja.	1	2	3	4	5
Advent u Zagrebu potiče grad na ulaganje u održivu infrastrukturu.	1	2	3	4	5
Turisti koji posjećuju Advent u Zagrebu ne ponašaju se s poštovanjem prema okolišu, što dovodi do gomilanja smeća na ulicama Zagreba i povećane proizvodnje otpada.	1	2	3	4	5
Za vrijeme održavanja Adventa u Zagrebu oštećuje se prirodni okoliš (drveće, zelene površine).	1	2	3	4	5
Zbog dodatnog prometa i pretjerane uporabe prijevoznih sredstava, mogu osjetiti smanjenje kvalitete zraka.	1	2	3	4	5
Zbog povećane turističke aktivnosti tijekom Adventa u Zagrebu, došlo je do slučajeva nestašice vode i onečišćenja voda.	1	2	3	4	5
Advent u Zagrebu potiče pretjeranu uporabu lokalnih usluga i infrastrukture.	1	2	3	4	5

Općenito					
Podržavam održavanje Adventa u Zagrebu.	1	2	3	4	5
Želim da se događaj nastavi razvijati i postane još veći.	1	2	3	4	5
Općenito podržavam razvoj turizma u Zagrebu.	1	2	3	4	5

1. Po vašem mišljenju, postoje li još neki negativni učinci povezani s održavanjem Adventa u Zagrebu ili problemi koje je ovaj događaj prouzročio vama kao lokalnom stanovniku?

.....

2. Po vašem mišljenju, koje promjene bi se mogle uvesti kako bi se smanjili negativni učinci?

.....

3. Kako doživljavate veličinu Adventa u Zagrebu? Smatrate li da bi broj lokacija u gradu na kojima se održavaju Božićni sajmovi trebao biti povećan ili smanjen?

.....

4. Imate li prijedloge za budući razvoj Adventa u Zagrebu?

.....

5. Što mislite da bi trebalo učiniti kako bi Advent u Zagrebu postao "zeleniji događaj"?

.....

6. Koliko imate godina?

___ 18-25

___ 26-35

___ 36-45

___ 46-55

___ 56+

7. Spol (molim odaberite):

___ Žensko

___ Muško

___ Drugo

8. Status (molim odaberite):

___ Nezaposlen

___ Student

___ Zaposlen

___ Samozaposlen

___ Umirovljen

___ Drugo

Ako ste zaposleni/samozaposleni, radite li u turističkom ili povezanom sektoru? Ako ste umirovljeni, jeste li bili zaposleni u turističkom ili povezanom sektoru? Ako ste student, planirate li raditi u turističkom ili povezanom sektoru?

___ Da

___ Ne

___ Nije primjenjivo

9. Razina obrazovanja (molim odaberite):

___ Osnovna škola

___ Srednja škola

___ Dodiplomski studij

___ Magistarski studij

___ Doktorski studij

___ Drugo

Appendix 3: Number of total answers

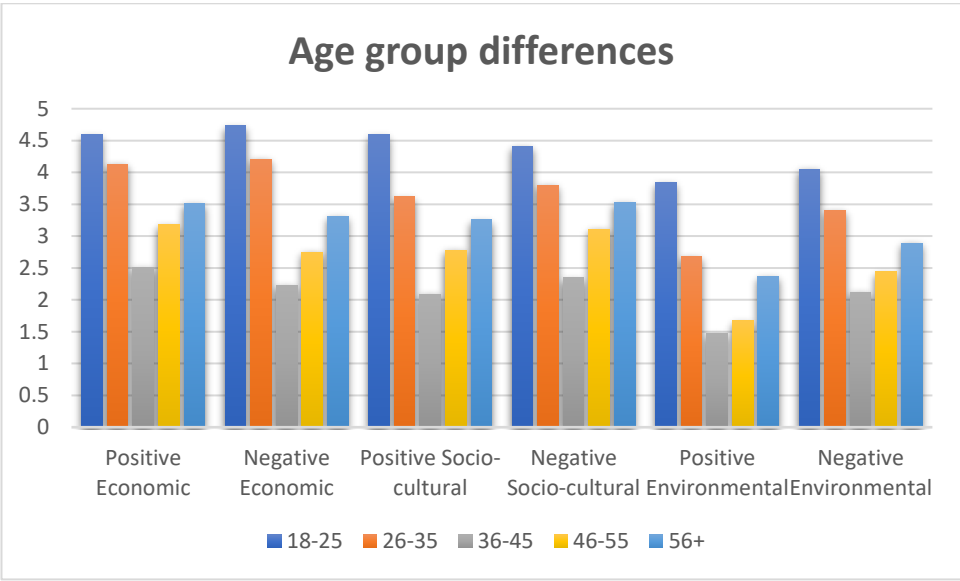
Economic	1	2	3	4	5
High number of tourists visiting the city during Christmas Advent event brings additional income to Zagreb	1	3	11	57	32
Christmas Advent contributes to the revitalization of the city	2	0	8	33	61
Christmas Advent event creates new job opportunities in my community	0	3	31	49	21
Christmas Advent event brings more customers to the businesses in the city center and encourages production and sales of local products	0	0	14	39	51
Christmas Advent event has provided economic benefits for me as a local resident	15	29	44	16	0
Christmas Advent event has enhanced the image of Zagreb as a touristic destination	0	1	37	54	12
Christmas Advent event results in increased prices of goods and services in Zagreb	0	0	2	34	68
Christmas Advent event increases the overall cost of living in Zagreb (e.g., real estate prices)	11	16	18	33	26
Christmas Advent event causes more public expenses in my community	0	3	46	34	21
The money spent to organize the event could have been better spent	9	13	28	42	12
Socio-cultural	1	2	3	4	5
Christmas Advent event creates an enhancing ambiance (e.g., joyous atmosphere) in the city	0	6	24	49	25
During the Christmas Advent there are more cultural features, giving me an opportunity to attend them, and be involved in planning, special projects and similar	11	14	41	22	16
Christmas Advent is an event that brings me and other participants together, enhancing social interactions and relationships	3	0	43	37	21
Christmas Advent event has brought positive impacts for the cultural identity of my community (sense of belonging, community pride)	0	0	17	68	19
Christmas Advent event improves the availability of services and leisure activities in the city	6	8	56	18	16

Quality of public services improves in the period of Christmas Advent event duration	0	17	48	31	8
Christmas Advent event increases vandalism, delinquent activity, and crime (e.g., pick pocketing) in the city	1	0	22	67	14
Christmas Advent event causes traffic congestions and makes it harder for me to find free parking space	0	2	6	67	29
Christmas Advent event results in crowding of central square and other public spaces	1	0	15	69	19
I am disturbed by the noise caused by the high number of tourists gathering on locations of the Christmas Advent	8	29	45	19	3
Christmas Advent event causes a disruption in my daily life / schedule	8	1	29	59	7
Environmental	1	2	3	4	5
I consider Christmas Advent to be a “Green event” – an event that implements sustainable practices (like recyclable materials and similar)	29	43	9	17	6
Christmas Advent event manifestation encourages the creation and maintenance of parks and leisure areas	7	29	38	27	3
Christmas Advent event manifestation makes the city invest in the sustainable infrastructure	0	21	68	14	1
Tourists visiting the Christmas Advent are not behaving respectfully towards the environment, causing the litter to pile up on the streets of Zagreb and increased waste production	0	4	38	37	25
Christmas Advent event manifestation damages the natural environment (trees, green areas) in Zagreb	7	19	46	29	3
Due to additional traffic and overuse of transport, I can feel the air quality diminishing	0	19	61	24	0
Due to increased tourism activity at the time of Christmas Advent, there have been cases of water shortages and water pollution	2	42	51	7	2
Christmas Advent event manifestation encourages over usage of local services and infrastructure	0	4	35	59	6
General	1	2	3	4	5
I support the Christmas Advent event manifestation	1	1	22	59	21

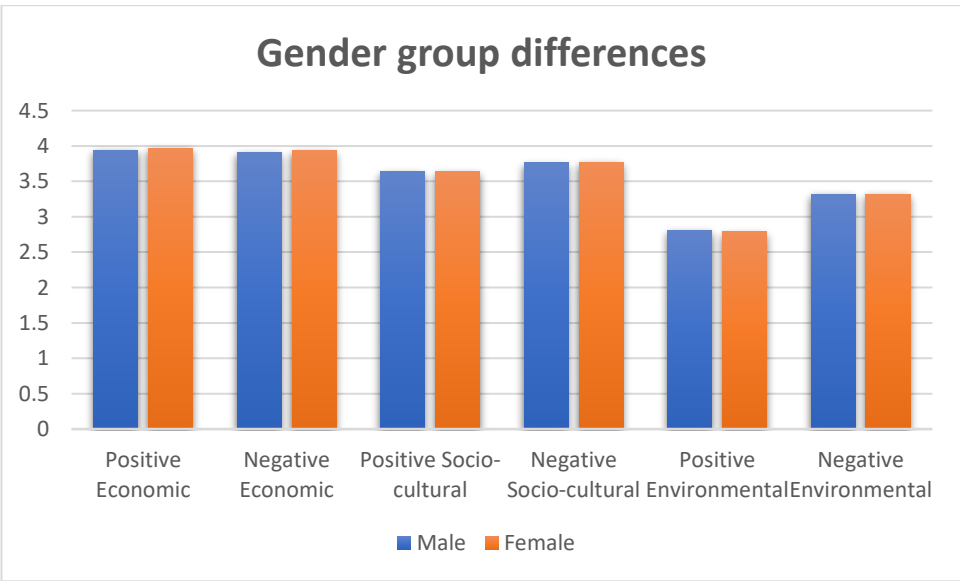
I want the event to continue developing and become even bigger	0	2	19	77	6
In general, I support the development of tourism in Zagreb	0	0	18	57	29

Source: Own work.

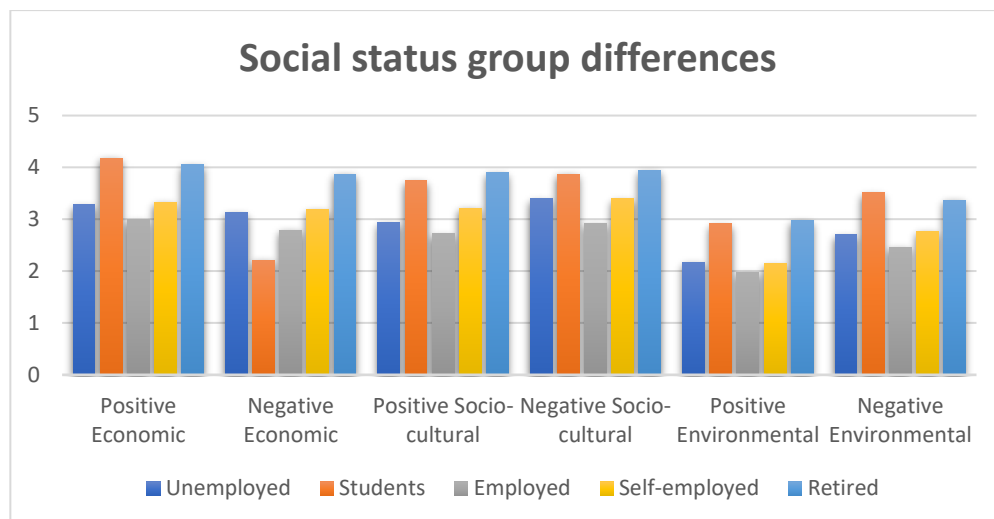
Appendix 4: Average answers per socio-demographic categories



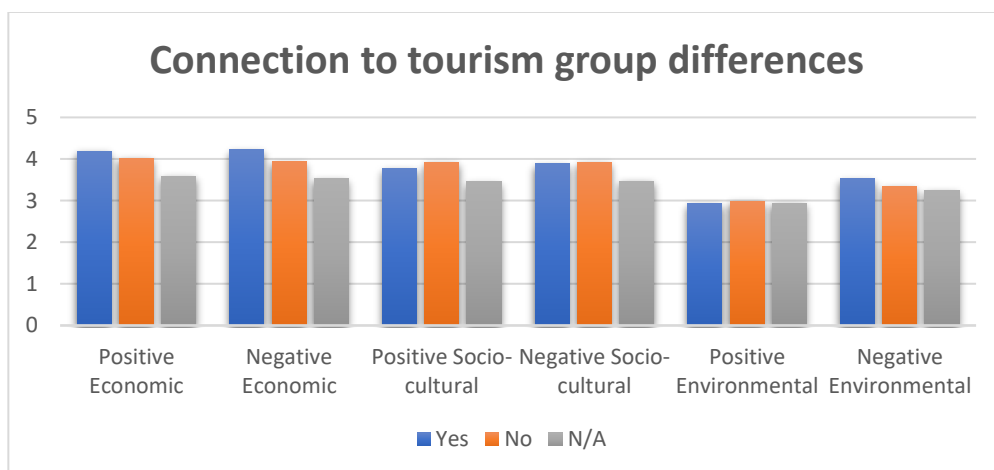
Source: Own work.



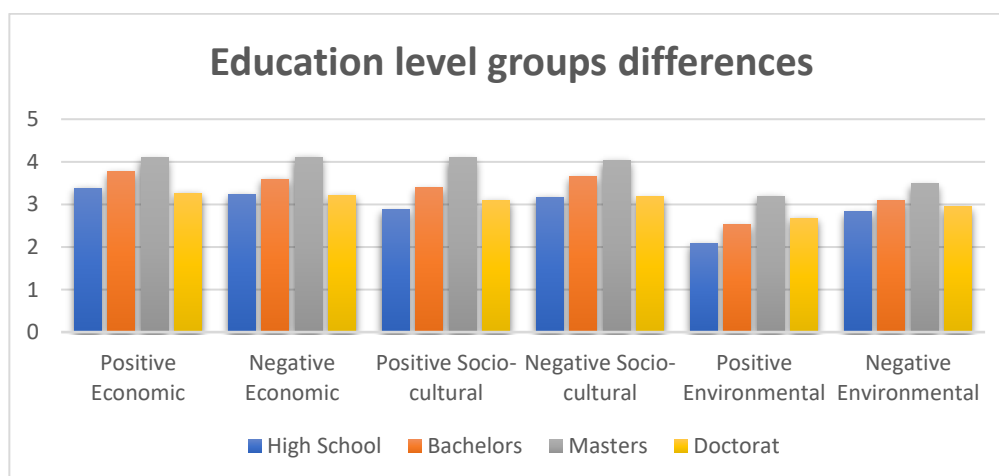
Source: Own work.



Source: Own work.



Source: Own work.



Source: Own work.

Appendix 5: Statistical results of socio-demographic categories

SUMMARY – Age category				
Groups	Count	Sum	Average	Variance
18-25	32	140.745	4.39828	0.23264
26-35	32	119.251	3.72658	0.41642
36-45	32	70.0394	2.18873	0.59925
46-55	32	88.53	2.76656	0.57549
56+	32	104.372	3.26163	0.48585

Source: Own work.

ANOVA – Age category						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	92.9322	4	23.233	50.2956	4.44E-27	2.43
Within Groups	71.5991	155	0.46193			
Total	164.531	159				

Source: Own work.

T-test – Gender category		
	Variable 1	Variable 2
Mean	3.499291	3.642083
Variance	0.392116	0.366769
Observations	32	32
Pooled Variance	0.379443	
Hypothesized Mean Difference	0	
df	62	
t Stat	-0.92724	
P(T<=t) one-tail	0.178699	
t Critical one-tail	1.669804	
P(T<=t) two-tail	0.357398	
t Critical two-tail	1.998972	

Source: Own work.

SUMMARY – Social status category				
Groups	Count	Sum	Average	Variance
Unemployed	32	97.3333	3.04167	0.5
Students	32	122.318	3.82244	0.35605
Employed	32	88.5298	2.76656	0.48372
Self-emp	32	101.286	3.16518	0.54129
Retired	32	120.906	3.7783	0.30476

Source: Own work.

ANOVA – Social status category						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	27.843	4	6.96075	15.9224	6.1147E-11	2.43
Within Groups	67.7607	155	0.43717			
Total	95.6037	159				

Source: Own work.

SUMMARY – Sub-groups of social status category				
Groups	Count	Sum	Average	Variance
Em-UE-SE	32	95.7163	2.991133433	0.47247
St-Re	32	121.612	3.800370896	0.31197

Source: Own work.

ANOVA – Sub-groups of social status category						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	10.4778	1	10.47784437	26.7143	2.66931E-06	3.99589
Within Groups	24.3176	62	0.392218836			
Total	34.7954	63				

Source: Own work.

SUMMARY – Education level category				
Groups	Count	Sum	Average	Variance
High School	32	93.5987	2.92496	0.58963
Bachelor's degree	32	108.459	3.38934	0.4414
Master's degree	32	123.009	3.84403	0.3429
Doctorate degree	32	87.868	2.74588	0.39071

Source: Own work.

ANOVA – Education level category						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	23.3529	3	7.78433	17.6451	1.332646E-09	2.6776
Within Groups	54.7038	124	0.44115			
Total	78.0568	127				

Source: Own work.

SUMMARY – Connection to tourism category				
Groups	Count	Sum	Average	Variance
Yes	32	122.202	3.8188	0.36157
No	32	117.016	3.65676	0.37725
N/A	32	97.0274	3.0321	0.25806

Source: Own work.

ANOVA – Connection to tourism category						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	11.0437	2	5.52183	16.6173	6.8E-07	3.09434
Within Groups	30.9034	93	0.33229			
Total	41.9471	95				

Source: Own work.

Appendix 6: T-test analysis of Likert scale statements

n = 104

df = 103

Hypothesis Mean = 3

Alpha = 0.05

Economic	μ	σ	σ error	t-test	p-val	t.crit	sig
High number of tourists visiting the city during Christmas Advent event brings additional income to Zagreb	4.02	0.83	0.08	7.53	0.00	1.66	Yes
Christmas Advent contributes to the revitalization of the city	4.34	0.83	0.08	12.71	0.00	1.66	Yes
Christmas Advent event creates new job opportunities in my community	3.76	0.77	0.08	4.56	0.00	1.66	Yes
Christmas Advent event brings more customers to the businesses in the city center and encourages production and sales of local products	4.29	0.71	0.07	12.35	0.00	1.66	Yes
Christmas Advent event has provided economic benefits for me as a local resident	2.39	0.95	0.09	-9.85	1.00	1.66	No
Christmas Advent event has enhanced the image of Zagreb as a touristic destination	3.68	0.70	0.07	3.50	0.00	1.66	Yes
Christmas Advent event results in increased prices of goods and services in Zagreb	4.60	0.57	0.06	20.34	0.00	1.66	Yes
Christmas Advent event increases the overall cost of living in Zagreb (e.g., real estate prices)	3.12	1.37	0.13	-0.36	0.64	1.66	No
Christmas Advent event causes more public expenses in my community	3.61	0.97	0.09	2.13	0.02	1.66	Yes
The money spent to organize the event could have been better spent	3.09	1.28	0.13	-1.30	0.90	1.66	No

Socio-cultural	μ	σ	σ error	t-test	p-val	t.crit	sig
Christmas Advent event creates an enhancing ambiance (e.g., joyous atmosphere) in the city	3.79	1.08	0.11	3.71	0.00	1.66	Yes
During the Christmas Advent there are more cultural features, giving me an opportunity to attend them, and be involved in planning, special projects and similar	2.91	1.45	0.14	-2.30	0.99	1.66	No
Christmas Advent is an event that brings me and other participants together, enhancing social interactions and relationships	3.57	1.27	0.12	1.62	0.05	1.66	No
Christmas Advent event has brought positive impacts for the cultural identity of my community (sense of belonging, community pride)	3.98	1.14	0.11	4.65	0.00	1.66	Yes
Christmas Advent event improves the availability of services and leisure activities in the city	3.10	1.52	0.15	-1.42	0.92	1.66	No
Quality of public services improves in the period of Christmas Advent event duration	3.18	1.49	0.15	-1.45	0.92	1.66	No
Christmas Advent event increases vandalism, delinquent activity, and crime (e.g., pick pocketing) in the city	3.83	1.43	0.14	2.80	0.00	1.66	Yes
Christmas Advent event causes traffic congestions and makes it harder for me to find free parking space	4.13	1.48	0.15	4.70	0.00	1.66	Yes
Christmas Advent event results in crowding of central square and other public spaces	3.94	1.60	0.16	3.25	0.00	1.66	Yes
I am disturbed by the noise caused by the high number of tourists gathering on locations of the Christmas Advent	2.63	1.91	0.19	-3.69	1.00	1.66	No
Christmas Advent event causes a disruption in my daily life / schedule	3.35	1.94	0.19	0.20	0.42	1.66	No

Environmental	μ	σ	σ error	t-test	p-val	t.crit	sig
I consider Christmas Advent to be a “Green event” – an event that implements sustainable practices (like recyclable materials and similar)	2.02	2.27	0.22	-5.36	1.00	1.66	No
Christmas Advent event manifestation encourages the creation and maintenance of parks and leisure areas	2.72	2.18	0.21	-2.79	1.00	1.66	No
Christmas Advent event manifestation makes the city invest in the sustainable infrastructure	2.89	2.14	0.21	-2.61	0.99	1.66	No
Tourists visiting the Christmas Advent are not behaving respectfully towards the environment, causing the litter to pile up on the streets of Zagreb and increased waste production	3.70	2.24	0.22	1.36	0.09	1.66	No
Christmas Advent event manifestation damages the natural environment (trees, green areas) in Zagreb	2.84	2.42	0.24	-2.02	0.98	1.66	No
Due to additional traffic and overuse of transport, I can feel the air quality diminishing	2.98	2.42	0.24	-1.90	0.97	1.66	No
Due to increased tourism activity at the time of Christmas Advent, there have been cases of water shortages and water pollution	2.57	2.57	0.25	-3.31	1.00	1.66	No
Christmas Advent event manifestation encourages over usage of local services and infrastructure	3.58	2.56	0.25	0.57	0.28	1.66	No
General	μ	σ	σ error	t-test	p-val	t.crit	sig
I support the Christmas Advent event manifestation	3.86	2.65	0.26	1.70	0.05	1.66	Yes
I want the event to continue developing and become even bigger	3.79	2.71	0.27	1.27	0.10	1.66	No
In general, I support the development of tourism in Zagreb	4.05	2.80	0.27	2.20	0.01	1.66	Yes

Source: Own work.