

ORGANIZATION OF EVENTS AS A FACTOR OF EFFECTIVENESS OF TOURISM ON THE PRESIDENT OF "PRŠUTIJADE"

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***Abstract:** Events have a major impact in spreading the positive impression and image of Zlatibor as a tourist destination. On the tourist market Zlatibor is recognized as a destination that, in order to successfully develop tourism, organizes a large number of events, especially those related to tradition, culture, entertainment. One of the most significant events is now the traditional Prosciutto in Mačkat, which has a huge importance for the development of the meat industry, but also tourism in Zlatibor.*

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