

THE IMPACT OF CULTURAL EVENTS ON REDUCING THE SEASONALITY OF TOURISM

Arvydas Razma, Rimantas Stašys

Abstract

The article analyses the issue of the seasonality of tourism, and examines whether cultural activities could mitigate this problem in the famous Lithuanian resort of Neringa. Research results from other countries indicate that this is quite an effective strategy for reducing seasonality. The study aims to explore the region's seasonal challenges and identify cultural events that could help alleviate the seasonality of tourism in Neringa. It employed a quantitative survey and descriptive statistics for data analysis. The findings reveal that the seasonality of tourism in Neringa can be reduced by increasing the number of festivals and concerts, creating tourism packages that include cultural events, and organising these events to leverage the connection between nature and culture.

KEY WORDS: tourism, seasonality, cultural events, cultural tourism.

Anotacija

Stripsnyje analizuojama turizmo sezoniškumo problema, bandoma nustatyti, ar kultūriniai renginiai sumažintų šią problemą Lietuvoje gerai žinomame Neringos kurorte. Kitose šalyse atliktų tyrimų rezultatai rodo, kad tai gana veiksmingas sezoniškumą mažinantis būdas. Tyrimo tikslas – identifikuoti sezoniškumo problemą nagrinėjamame regione ir nustatyti, kurie kultūriniai renginiai padėtų mažinti turizmo sezoniškumą Neringos kurorte. Atliekant tyrimą taikytas kiekybinis apklausos metodas, o duomenų analizei pasirinkta aprašomoji statistika. Tyrimo rezultatai atskleidė, kad turizmo sezoniškumą Neringoje galima sumažinti didinant festivalių ir koncertų skaičių, kuriant turizmo paslaugų paketus, į kuriuos būtų įtraukti kultūriniai renginiai, šiuos renginius organizuojant taip, kad būtų išsaugotas gamtos ir kultūros ryšys.

PAGRINDINIAI ŽODŽIAI: turizmas, sezoniškumas, kultūriniai renginiai, kultūrinis turizmas.

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Introduction

The effects of seasonality are significant for any organisation operating in the market, but they are particularly crucial for companies in the tourism sector. Strong seasonal fluctuations impact the sales of tourism businesses, complicate the mana-

Arvydas Razma – MA, Department of Management, Faculty of Social Sciences and Humanities, Klaipėda University. H. Manto g. 84, LT-92294 Klaipėda. E-mail: arvydasrazma@gmail.com
Rimantas Stašys – dr., professor, Department of Management, Faculty of Social Sciences and Humanities, Klaipėda University. H. Manto g. 84, LT-92294 Klaipėda. E-mail: rimantas.stasys@ku.lt

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gement of physical, technological, human and other resources, and hinder operational efficiency. Neringa is a seaside resort in Lithuania with a unique landscape and natural environment. The Curonian Spit captivates tourists with its picturesque pine forests and dunes, spacious and uncrowded soft white sandy beaches, and unique ancient fishermen's homesteads.

Despite the significant increase in the flow of tourists and holidaymakers to the Curonian Spit in recent years, challenges persist, not only due to the influx of visitors but also concerning the seasonality of tourism services, which has long been recognised as an inherent issue in the tourism industry. Therefore, a solid understanding of seasonality in tourism is essential for operating tourism facilities and infrastructure efficiently (Corluka, 2019). Although the seasonality of tourism can relate to positive aspects, such as job opportunities for those who do not seek permanent work, opportunities for the recuperation of certain natural environments, and incentives for infrastructure renewal, it is primarily associated with various negative effects (Rosselló, Sansó, 2017). Seasonality impacts both the supply of and demand for tourism services, as well as the regional economy. The phenomenon affects every aspect of tourism, including the performance of hospitality firms, tourists' behaviours, and destination market choices (Senbeto, Hon, 2019).

Seasonality has been studied in various ways, but the concept of seasonality concerning tourism activities relates primarily to time and space. Ferrante, Lo Magno and De Cantis (2018) propose a comprehensive approach to analysing and measuring seasonality in tourism, focusing on patterns of seasonal swings as a preliminary step for assessing seasonal amplitude. SooCheong (2004) proposes a method for obtaining quantitative solutions that can ultimately assist marketers in mitigating seasonal effects. The study applied financial portfolio theory, which is commonly used to make decisions regarding securities allocation. Coshall, Charlesworth and Page (2015) examine seasonality patterns in international tourism to Scotland's regions. Visits to friends and relatives primarily represent an urban phenomenon and tend to be less seasonal than vacation tourism. The lower seasonal concentration of tourism visiting friends and relatives varies inconsistently across regions.

Modern research methods are also used to study the seasonality of tourism. Mobile positioning data has great potential for tourism studies and monitoring, but it is a sensitive issue due to the fear of surveillance. The study analysed the seasonality of foreign tourists' space consumption in Estonia using a mobile positioning dataset with anonymous roaming data. The method that uses mobile phone positioning coordinates in space-time movement studies in Estonia is called the social positioning method (Ahas et al., 2007).

Culture and tourism have always been closely intertwined. Cultural sites, attractions and events serve as primary motivations for travel, while travel itself fosters culture. However, in recent decades, the relationship between culture and tourism has been increasingly recognised as a distinct form of consumption: cultural tourism (Richards, 2018). Cultural tourism is being explored more as a factor in reducing the seasonality of regional tourism (Cisneros-Martínez, Fernández-Morales, 2015; Liu, Chen, 2015; Mai et al., 2023; Richards, 2018; Stankova, Vasenska, 2015; Vergori, Arima, 2020; Zhang et al., 2022). While foreign literature provides a wealth of information on the role of cultural tourism in mitigating seasonality, limited research of this nature has been conducted in Lithuania. Thus, the question arises: could cultural events lessen the seasonality of tourism activities in Neringa?

This study aims to identify which cultural events and when would help reduce tourism seasonality in Neringa.

1. The theoretical framework of the seasonality of tourism

Cooper (2008) describes tourism as a multidimensional and multifaceted activity that includes various individuals and economic activities. The factors that impact the development of tourism most significantly are: economic, political, security/insecurity, demographic, technological, cultural and fashion (Baležentis, Žuromskaitė, 2012). However, as an integral part of global business, tourism is greatly influenced by seasonal changes in weather patterns, economic activity, and the behaviour of people and society in general (Baum, Lundtorp, 2001).

The causes of seasonality lie within the generating and receiving areas, influencing tourist demand to exhibit seasonal behaviour (Corluka, 2019). Ferrante, Mango and De Cantis (2018) stress that two main aspects of tourism seasonality are essential: the demand pattern's shape, and the phenomenon's intensity or amplitude.

Seasonality is closely linked to the characteristics of the tourist destination, such as climatic conditions, events and physical attractions. However, it also depends on factors related to the tourists themselves and their place of origin, including inertia, institutionalised holidays, and changing tastes (see Fig. 1). Furthermore, distinct seasonal patterns are associated with various types of tourism (Vergori, Arima, 2020).

Weather-related variables, such as temperature, rainfall, precipitation, daylight and sunlight, are among the natural factors that influence seasonal variation. Special events, festivals and holidays (i.e. public, school and industrial holidays), along with inertia, traditions, social pressures, sporting seasons and fashion activities, exemplify the institutional factors shaping seasonal tourism patterns (Senbeto,

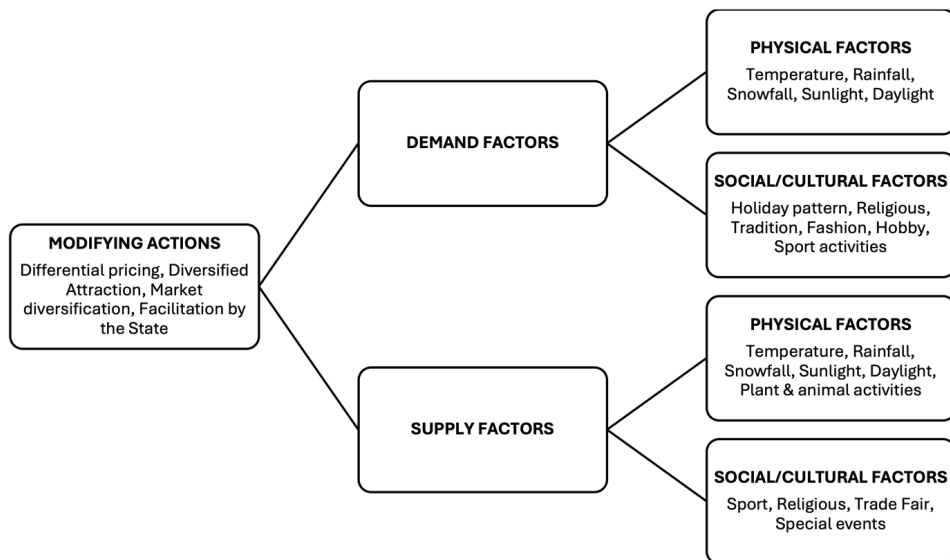


Figure 1. Factors of seasonality in tourism (Lee et al., 2008)

Hon, 2019). Festival tourism is one of the fastest-growing and most popular branches of tourism. Together with special events, it focuses on cultural exchange on international, national and local scales (Stankova, Vassenska, 2015).

Liu and Chen (2015) believe that the cultural tourism system in different areas will evolve. Meanwhile, the overall system consists of three sub-systems. In cultural tourism, these sub-systems will be influenced over time by several significant factors, such as the value of the local cultural heritage, the state of local human resources, and the conditions for capital investment.

Planned events in tourism are created for specific purposes, and what was once the domain of individual and community initiatives has essentially transitioned to the sphere of professionals and entrepreneurs. Getz (1991) proposed the most widely recognised classification of tourism events: Cultural, Artistic, Entertainment, Sports, Educational, Recreational, Political, Personal and Occasional. Getz and Page (2016) present a typology of the four main categories of planned events within an event-tourism context, highlighting the primary venues associated with each.

Business events require convention and exhibition centres, and various smaller private parties and functions held in restaurants, hotels or resorts. Sports events also need specialised facilities, including athletics parks, arenas and stadiums. Festivals and other cultural celebrations are less dependent on designated venues and can take place in parks, streets, theatres, concert halls, and numerous public or

private spaces. Entertainment events, such as concerts, are generally organised by the private sector and utilise various venues (Getz, Page, 2016).

The typical hallmark event is a large, periodic celebration that has become a permanent institution in its community. On that scale, they are undoubtedly co-branded with the city or destination. Getz et al. (2012) argue that the desired roles of hallmark events require permanence and periodicity, and that one-time events cannot achieve all the pertinent goals. Therefore, three principles are articulated, the first being a foundation for the second, and the third being optional:

1. A hallmark event refers to the role of events in achieving specific goals that benefit both tourism and the host community, including attracting tourists, creating and enhancing a positive image co-branded with the destination or community, and delivering multiple benefits to residents.

2. Over time, the hallmark event as a tourist attraction evolves into an institution, and its permanence is often taken for granted. Its traditions foster a stronger sense of community and place identity. The event and the city's images become inextricably linked.

3. Hallmark events can also exist within social worlds and for special interest groups as iconic tourist attractions that promote *communitas* and identity building.

The model by Ritchie and Crouch (Ritchie, Crouch, 2003) represents the most detailed and comprehensive work on tourism competitiveness, serving as a foundational reference for many researchers developing their models. They categorised 36 determinants into five components based on the diamond of national competitiveness: supporting factors and resources, core resources and attractors, destination management, destination policy, and planning and development, along with qualifying and amplifying determinants (Papp, Raffay, 2011).

2. Research methods

Analysing cultural events in Neringa is essential to understanding which are popular, which attract the most visitors, and which are the most profitable. This insight would help local authorities and event organisers identify which events to host and the best ways to organise them for optimal results. Although the resort is appealing in every season, the tourist season in Neringa is often limited, typically lasting only from June to September.

To understand how cultural events influence the seasonality of tourism in Neringa, tourists' attitudes towards cultural events during the off-season were examined. A quantitative research method was selected for the study. The survey utilised a structured approach to gather information from respondents through a question-

naire. The reliability of the information obtained from the analysis depends on the respondents' honesty and their understanding of the survey's subject matter.

Random sampling was employed to select potential respondents. In June and July 2023, 28,426 holidaymakers visited Neringa, including 23,996 local tourists and 4,430 from foreign countries (Ubartaitė, 2023). The study included a survey of 158 tourists who travelled to Neringa. The margin of error, or confidence interval, indicates a 95% chance that the actual value lies within $\pm 7.62\%$ of the measured value. The survey questionnaire was distributed via the <https://apklausa.lt> online platform. The collected data were analysed using JASP software.

A ratio of 54.8% of women and 45.2% of men participated in the study. This distribution indicates that women are more inclined to attend various cultural events and are more interested in culture, art and history. The highest percentage of respondents was found in the middle age group (41 to 60 years), comprising 45.9% of participants. The next largest age group was those aged 26 to 40 (33.1% of respondents). Meanwhile, 10.8% of the respondents were under 25 years old. The smallest share of participants belonged to the older age group of 61 years and above (10.2% of respondents).

Most tourists visiting Neringa are working individuals, comprising 54.4% of respondents. Entrepreneurs account for 28.5% of respondents, students make up 5.1%, retirees represent 4.4%, unemployed individuals constitute 1.3%, and others tally 6.3%. Neringa is a popular tourist destination for those who can afford the higher travel costs and have sufficient time for a holiday. A significant proportion consists of entrepreneurs.

Based on the data, the highest tourist income ranges from €1,001 to €2,500 per month, accounting for 45.6% of respondents. More than €2,500 per month represents 29.1% of respondents, while those earning up to €1,000 per month make up 25.3%. Most tourists visiting Neringa have a medium-high income, indicating that Neringa is a popular tourist destination among upper-middle and high-income socio-economic groups.

3. Results

Climate plays a crucial role in travel planning. Neringa is located in the mid-latitudes, transitioning from a maritime to a continental climate zone. This zone features seasonal variations, including moderately warm summers with low rainfall and moderately cold winters. Neringa enjoys clearer days than central and eastern Lithuania.

The largest share of tourists arrives in the summer, accounting for 70.3% of all visitors (see Table 1). The spring and winter seasons attract similar numbers of

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visitors, with 12.7% and 10.8% of respondents respectively. The fewest tourists visit in autumn, representing only 6.3% of respondents. This indicates significant seasonality and considerable potential for the development of tourism on the Curonian Spit during the winter and autumn.

Table 1. Percentage distribution of respondents' opinions by the season of their visit to Neringa

Socio-demographic characteristics		Winter	Spring	Summer	Autumn
Total		10.8	12.7	70.3	6.3
Gender	Male	11.3	12.7	67.6	8.5
	Female	10.3	12.6	72.4	4.6
Age group	Up to 25 years	0	11.8	88.2	0
	26 to 40 years	11.5	21.2	65.4	1.9
	41 to 60 years	12.3	5.5	74	8.2
	61 and over	12.5	18.8	50	18.8
Occupation	Entrepreneur	15.6	20	55.6	8.9
	Working	10.5	9.3	74.4	5.8
	Student	0	12.5	87.5	0
	Unemployed	0	0	100	0
	Retired	14.3	14.3	57.1	14.3
	Other	0	10	90	0
Income	Up to €1,000 per month	2.5	12.5	82.5	2.5
	Between €1,001 and €2,500 per month	15.3	11.1	65.3	8.3
	More than €2,500 per month	10.9	15.2	67.4	6.5

The data in Table 1 also show that Neringa attracts more female tourists, except in autumn, with most aged between 41 and 60. Only in spring do more young people, aged 26 to 40, arrive. The typical Neringa tourist has a job or runs a business. During the low season in autumn, Neringa is typically visited by people of pensionable age. Tourists with a monthly income of between €1,000 and €2,500 spend their holidays in Neringa.

Most tourists visit Neringa four or more times yearly, making up 31% of the respondents (see Table 2). This indicates that many visitors to Neringa enjoy the area so much that they have purchased real estate here. Only a small percentage visit once a year, representing 29.7% of respondents. A relatively smaller group, 23.4% of respondents, visits Neringa two or three times a year, while less than once a year is chosen by 15.8% of respondents.

Table 2. Percentage distribution of respondents' opinions based on frequency of visits to Neringa

Socio-demographic characteristics		Less than once a year	Once a year	2 or 3 times a year	4 or more times per year
Total		15.8	29.7	23.4	31
Gender	Male	14.1	36.6	25.4	23.9
	Female	17.2	24.1	21.8	36.8
Age group	Up to 25 years	23.5	29.4	29.4	17.6
	26 to 40 years	13.5	36.5	25	25
	41 to 60 years	15.1	24.7	20.5	39.7
	61 and over	18.8	31.3	25	25
Occupation	Entrepreneur	11.1	26.7	22.2	40
	Working	18.6	30.2	23.3	27.9
	Student	25	37.5	12.5	25
	Unemployed	0	100	0	0
	Retired	14.3	28.6	42.9	14.3
	Other	10	20	30	40
Income	Up to €1,000 per month	25	42.5	15	17.5
	Between €1,001 and €2,500 per month	12.5	30.6	25	31.9
	More than 2.500 euros per month	13	17.4	28.3	41.3

Table 2 indicates that tourists earning up to €1,000 per month are the least likely to visit Neringa. Table 3 shows that most tourists come to Neringa for short visits of less than a week. The most popular duration of a visit is two or three days, which accounts for 29.1% of respondents. Those who choose to visit for a day represent 25.9% of respondents. Only 20.3% of respondents visit for more than a week.

Table 3. Percentage distribution of respondents' opinions based on visit duration to Neringa

Socio-demographic characteristics		For 1 day	For 2-3 days	For 1 week	For more than a week
Total		25.9	29.1	20.3	24.7
Gender	Male	23.9	28.2	28.2	19.7
	Female	27.6	29.9	13.8	28.7
Age group	Up to 25 years	35.3	35.3	17.6	11.8
	26 to 40 years	34.6	26.9	17.3	21.2
	41 to 60 years	20.5	24.7	23.3	31.5
	61 and over	12.5	50	18.8	18.8

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Socio-demographic characteristics		For 1 day	For 2-3 days	For 1 week	For more than a week
Occupation	Entrepreneur	22.2	28.9	20	28.9
	Working	25.6	30.2	23.3	20.9
	Student	62.5	25	0	12.5
	Unemployed	0	50	50	0
	Retired	28.6	42.9	14.3	14.3
	Other	20	10	10	60
Income	Up to €1,000 per month	45	22.5	12.5	20
	Between €1,001 and €2,500 per month	25	33.3	22.2	19.4
	More than €2,500 per month	10.9	28.3	23.9	37

Most respondents cited its outstanding nature as a reason for visiting Neringa, with 80.4% strongly agreeing or agreeing with this statement (see Fig. 2). In recent years, summers have been marked by high temperatures, which possibly explains why respondents rated the climate factor positively, with 60.7% in strong agreement or agreement. Thirdly, cultural events emerged as a significant factor influencing the choice to visit the Curonian Spit, which 52.5% of survey partici-

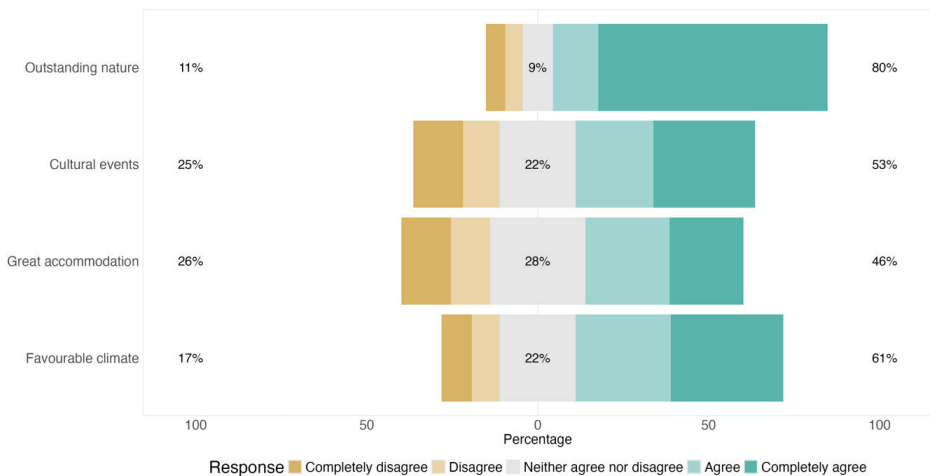


Figure 2. Distribution of respondents' opinions on the importance of visiting Neringa (Likert Plots)

pants mentioned as an essential reason for travelling to Neringa. Among the four options for respondents' opinions, the least cited reason for visiting Neringa was the quality of accommodation.

Neringa's beaches are perfect for relaxation, sunbathing and boating. The white sandy beaches are ideal for both children and adults. There are also many cultural and artistic events, such as concerts, festivals, exhibitions, etc. Some of the biggest and most popular cultural events include Stintapūkis, Žiobrinės, the international folklore festival Tek saulužė ant maračių, the Baltic film festival Baltijos banga, the international painting plein air festival Nidos ekspresija, Neringa's birthday, and the New Year's Eve celebrations. The survey shows that most tourists in Neringa (84.8%) are interested in cultural events as an attractive and vital element of their trip.

When selecting cultural events, individuals are typically influenced by their hobbies, interests and available leisure time. The genre, location, date, price and other factors can also affect their decision (see Fig. 3).

As is illustrated in Fig. 3, the reasons holidaymakers choose cultural events do not vary significantly by income. Tourists select cultural events in Neringa based on the genre and the date, while the time and location are less significant. When asked if they are satisfied with the locations of cultural events in Neringa, most res-

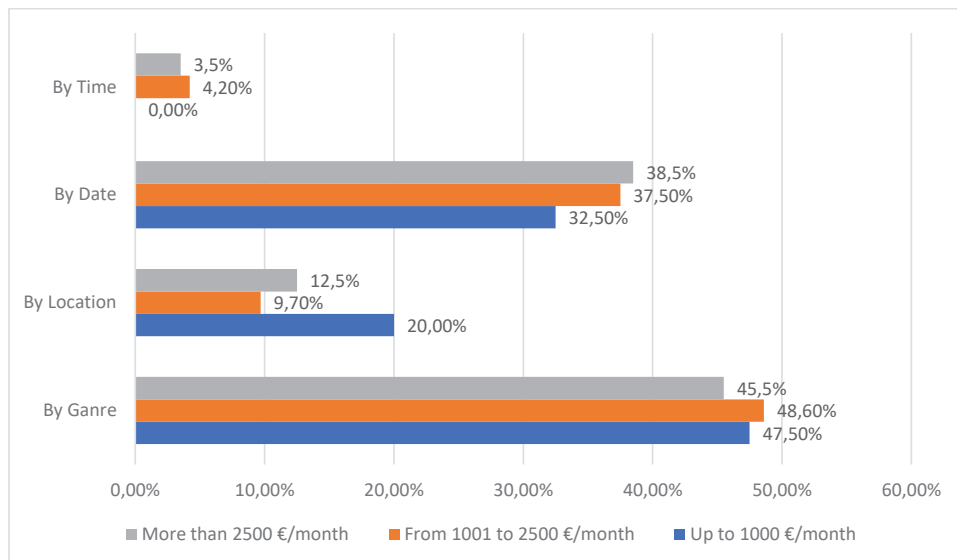


Figure 3. A comparison of respondents' preferences regarding cultural events and income

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pondents replied positively, with 72.8% of women and 70.4% of men expressing their satisfaction.

More than half of the respondents, specifically 66.5%, indicated that they learned about cultural events in Neringa from the Internet (see Table 4). Given the rapid development of technology, people are increasingly seeking information online, making accessibility through website translation into the languages of target markets crucial for enhancing the visibility of tourism products in foreign markets. The website of the Nida Tourist Information Centre claims to be translated into four foreign languages, English, German, French and Russian. Still, the translated content is often incomplete, with only basic information in many cases. Additionally, 14.6% learn from relatives (friends, family and neighbours), 9.5% from outdoor advertising, and 3.8% from television, radio and newspapers, while the smallest group, at 1.9%, learn from flyers.

Table 4. Percentage distribution of respondents' opinions regarding sources of information about cultural events in Neringa

Socio-demographic characteristics		From relatives (friends, family)	Newspapers	Internet	Television, radio	Outdoor advertising	Flyers
Total		14.6	3.8	66.5	3.8	9.5	1.9
Gender	Male	16.9	4.2	62	4.2	8.5	4.2
	Female	12.6	3.4	70.1	3.4	10.3	0
Age group	Up to 25 years	11.8	0	82.4	5.9	0	0
	26 to 40 years	19.2	0	61.5	5.8	9.6	3.8
	41 to 60 years	12.3	5.5	68.5	1.4	11	1.4
	61 and over	12.5	12.5	56.3	6.3	12.5	0
Occupation	Entrepreneur	22.2	8.9	53.3	2.2	11.1	2.2
	Working	11.6	0	72.1	3.5	10.5	2.3
	Student	25	0	62.5	12.5	0	0
	Unemployed	0	0	100	0	0	0
	Retired	0	14.3	57.1	14.3	14.3	0
	Other	10	10	80	0	0	0
Income	Up to €1,000 per month	7.5	2.5	70	7.5	12.5	0
	Between €1,001 and €2,500 per month	15.3	2.8	69.4	2.8	6.9	2.8
	More than €2,500 per month	19.6	6.5	58.7	2.2	10.9	2.2

The most frequent recipients of information about cultural events from relatives are students aged 26 to 40 and individuals with businesses who earn more than €1,001 per month. Newspapers continue to serve as a source of information for

older pensioners. While the Internet is very popular among younger tourists for finding information, it has also become an essential resource for older and senior tourists seeking event information. Television and radio serve as more significant sources of information for pensioners and students.

The fourth figure illustrates the preferences of Neringa tourists regarding cultural events. Based on the respondents' answers, two types of related events are the most popular: festivals (mean score of 2.5 out of a possible 3) and concerts (mean score of 2.4 out of a possible 3). Another category of less popular events can also be identified, which includes fairs (mean score of 2 out of a possible 3) and sports events (mean score of 1.9 out of a possible 3).

Neringa boasts a rich cultural heritage, featuring numerous historical and architectural monuments and museums. Visitors can explore the history of the Curonian Spit, the lifestyle and culture of its ancient inhabitants, and the legacy of Nida Art, among other attractions. According to a survey, most respondents (28.9%) indicated that their primary motivation for attending cultural events is to enjoy a great way to spend their leisure time. Additionally, 16.1% appreciate the atmosphere of cultural events and the opportunity for free participation. Exclusive events and premières attract 15.0% of respondents, 13.6% cite their field of interest as a reason for attending cultural events, and 8.2% seek to enhance their knowledge.

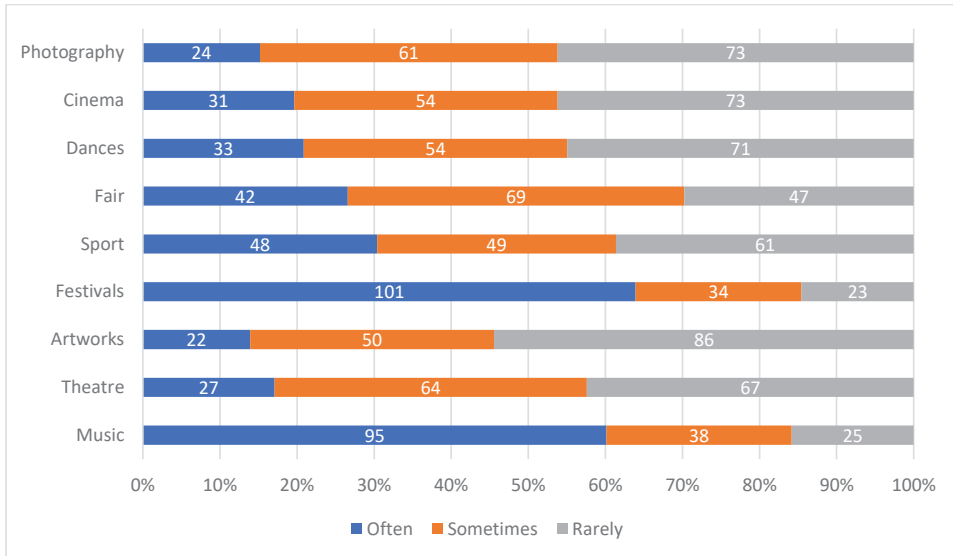


Figure 4. Preferences of Neringa tourists when selecting a cultural event

When asked what would encourage people to attend cultural events in Neringa, 29.5% of respondents indicated that easy accessibility to the venue is important. Additionally, more activities are essential to 17.4% of respondents. The educational aspect of a cultural event and the presence of friends and associates matter less to tourists. The factors perceived as least significant for tourists attending a cultural event were lower ticket prices (12.1%) and the helpfulness of the event organisers (9.6%).

A greater variety and quantity of events are necessary to enhance cultural life during the off-season. A total of 47.5% of respondents agreed with this statement. Additionally, 28.9% support the availability of convenient public transport, while 19.8% favour more effective advertising. Opinions were also expressed that a more affordable accommodation sector and a comprehensive range of infrastructure during the off-season would encourage more visits.

Conclusion

Seasonality, or seasonal variation, is a key characteristic of tourism. It refers to the tendency for tourism flows to concentrate in specific time segments, and is closely tied to the development of tourism. Seasonality is linked to a tourist destination's climatic conditions, events and physical attractions. Its effects can be mitigated in several ways: by increasing demand during off-peak periods, reducing demand during peak times, and spreading demand more evenly.

A substantial body of research indicates that reducing tourism's seasonality can be accomplished by organising a broader range of tourism events, categorised as cultural, artistic, recreational, sporting, educational, political, personal and casual.

The typical Neringa tourist falls within the middle age group (41 to 60 years old), working or running a business. They can afford higher travel costs, as their earnings range from €1,001 to €2,500 per month, and they have sufficient time for a holiday.

The survey found that Neringa receives the highest number of tourists in the summer (70.3%), while only 12.7% and 10.8% of tourists visit in the spring and winter seasons respectively. The lowest number of tourists arrive in the autumn, with only 6.3% of visitors. This data indicates the significant seasonality of Neringa as a tourist destination, and highlights the potential for the development of tourism during the winter and autumn periods.

Analysing the frequency of tourists' visits to Neringa revealed that about 30% can be classified as regular tourists, meaning those who visit Neringa more than four times a year. These individuals probably do not live permanently in Neringa but have purchased real estate there. A similar percentage of tourists visit Neringa

approximately once a year. This group includes working or studying individuals with an income typically up to €1,000 per year.

Regarding the duration of tourists' visits to Neringa, most come for two or three days (29%). Unemployed individuals, students and pensioners tend to visit Neringa for shorter periods. In contrast, people who work or own businesses and earn more than €2,500 per year typically have longer stays.

Most respondents cited the outstanding nature (80%) and the climate (60%) as reasons for visiting Neringa. Cultural events were mentioned only in third place as a reason to visit. Tourists choose a cultural event in Neringa based on the genre and the date, while the time and place are less important. The most effective way to promote cultural events in Neringa is through Internet sites. Additionally, word of mouth from acquaintances also encourages people to attend cultural events.

Neringa's tourists are primarily attracted to two types of event: festivals and concerts. The majority of respondents indicated that their main motivation for attending cultural events is that these events provide a great way to spend their leisure time. Respondents noted that it was important that the venue be easily accessible, and that as many different activities as possible be held during the event.

According to the research conducted, to reduce the seasonality of tourism in Neringa, it is suggested to expand the number of festivals and concerts, create tourism packages for organisers that include cultural events, utilise the connection between nature and culture in organising these events, improve Neringa's infrastructure and the quality of tourism services, and disseminate information about cultural events in the Neringa resort through web pages.

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