

**Mladen  
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GRADA, ILI O TOME KAKO  
SE TURISTI OSJEĆAJU NA  
TURISTIČKOJ DESTINACIJI****WOMAN'S FACE OF  
CITY BEAUTY, OR HOW  
TOURISTS ARE FEELING IN  
A TOURIST DESTINATION**

**SAŽETAK:** Turizam je kao privredna djelatnost u dobroj mjeri ukotvjen u mnoge elemente, kako kulture receptivnih destinacija, tako i kulturnih tradicija emitivnih okolina. Jedan dio pristupa turizmu kao društvenom procesu polazi od potrebe čovjeka za odmorom, za uspostavljanjem nove emocionalne ravnoteže narušene repetitivnom svakodnevicom neoliberalnog društva i, posebno, gospodarstva. Takav je pristup stvorio neku vrstu stereotipa, po kojemu se turist "sigurno osjeća dobro" u nenadmašnoj arhitekturi srednjevjekovnog Dubrovnika. Istraživanje je, međutim, pokazalo da moderni turizam, sa skraćivanjem turističkog boravka, jurnjavom od destinacije do destinacije, zapravo ne dovodi do osjećaja sreće, da ima daleko više projiciranih negativnih emocija, koje dovode u pitanje relaksirajuću prirodu turističke djelatnosti.

**KLJUČNE RIJEČI:** kulturni kapital, socijalni kapital, oporavak, eksperimentalna metoda, turizam

**ABSTRACT:** Tourism, as an economic activity is incorporated in various elements of the culture of receptive destinations, but also in elements of cultural traditions of emitting regions. One part of the approach to observing tourism as a social process lies in the human need for rest, and for establishing emotional balance, which is damaged through repetitive everyday life of neoliberal society and economy, in particular. This kind of approach has created certain stereotypes, where a tourist "must feel good" in the architecture of Dubrovnik, which is larger than life. However, researches have shown that modern tourism, with shortened stay, rushing from one destination to another, does not, in reality, bring the feeling of happiness. There are far more negative emotions being projected, which are questioning if the tourism as business activity is relaxing at all.

**KEY WORDS:** cultural capital, social capital, recovery, experimental method, tourism

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## UVOD

*Imati ili biti* je bezvremensko pitanje, odnosno prijetnja kulturnom i socijalnom kapitalu društva. “Moderno društvo postaje sve više materijalističko, važnije je imati nego biti. Ogroman paradoks pa i tragičnost ljudskog položaja nastaje iz činjenice da je sve to što čovjeka danas muči, tlači i ugrožava, djelo njega samog.” (Fromm, 2004).

Djelovanje prirode, prema Kaplanu, ima blagotvoran utjecaj na čovjeka. Boravak u prirodi pomaže obnovi psihičkih resursa te unutarnjoj (emocionalnoj) ravnoteži čovjeka. Redovita socijalna interakcija je također preduvjet za unutarnju ravnotežu i zdravlje pojedinca, a turizam, kao globalni društveni fenomen, u svojoj biti je susret kultura – socijalni kontakt. Turističko putovanje je, zbog uvećanja kulturnog i socijalnog kapitala pojedinca te ugleda u zajednici, visoko na piramidi ljudskih motiva i potreba (Maslow) te pridonosi unutarnjoj ravnoteži pojedinca. Osim toga, postoji neki psihološki mehanizam zbog kojeg se putovanje smatra dijelom samoaktualizacije – samoostvarenja, prirodne potrebe za stjecanjem iskustava, dojmova (obrazovna funkcija turizma). Turizam je samo više ili manje organizirana posljedica te ljudske težnje (de Botton, 2005).

Kao globalni društveni fenomen, turizam razotkriva procese koji se odvijaju u modernom društvu. Krajnost našega vremena je “masovni turizam” koji pogubno djeluje na prirodu, kulturnu baštinu, ali i na socijalnu interakciju. Umjesto potrage za autentičnošću, koja se pripisuje turizmu, i pozitivnog utjecaja na očuvanje kulturne baštine, jačanje ekološke svijesti kod lokalne zajednice i socijalnu interakciju između kultura, masovni turizam ima suprotan učinak. Socijalni kontakt čini površnim, a osobe bezličnim. “Putovanje iz zadovoljstva” pretvara se u antagonizam između emitivnog i receptivnog društva te se od početne euforije (Doxey, 1975) i prilike za uvećanje socijalnog kapitala pojedinca i društva, turizam pretvara u svoju suprotnost i stvara antagonizme i stereotipe koji štete i lokalnoj zajednici i globalnom

## INTRODUCTION

*To have or to be* is a timeless question, a threat to the cultural and social capital of a society. “Modern society is becoming increasingly materialistic, it is more important to have than to be. There is a huge paradox, but also the tragedy of the position humans found themselves in, which arises from the fact that all the things which bother, torture and jeopardize a human, are his act.” (Fromm, 2004).

The nature’s effect is very beneficial for a human, says Kaplan. Being in nature helps us restore our psychological resources and our internal (emotional) balance. Social interaction on regular basis is another prerequisite to obtain inner balance and health of an individual. Tourism, as a global social phenomenon, is, in its essence, an encounter of cultures – a social contact. A tourist travel is, due to the increased cultural and social capital of an individual and their reputation in the community, positioned high on the hierarchy of human needs (Maslow) and it contributes to the inner balance of an individual. Besides, there is a psychological mechanism, which makes a travel part of the self-fulfillment, natural need for acquiring experience and impressions (educational function of tourism). Tourism is merely a more or less organized consequence of this human aspiration (de Botton, 2005).

Being a global social phenomenon, tourism reveals the processes, which are going on in the modern society. The extreme point of the times we live in is “mass tourism”, which has devastating effects on nature, cultural heritage, but on social interaction, as well. Instead of a search for authenticity, attributed to tourism, and the positive effect it has on the preservation of cultural heritage, on fostering environmental awareness in a local community and on social interaction among cultures, mass tourism has got an adverse effect. It makes the social contact superficial, and people impersonal. “Travelling for pleasure” turns into antagonism between emitting and receptive society. What started as euphoria (Doxey, 1975) and an opportunity to increase the social capital of an individual and the whole society,

društvu. Odabrano lice žene može imati izgled nezadovoljstva jer turist u uvjetima masovnog turizma nema osjećaj odmora i fascinacije okolinom te se osjeća prevareno.

Stvaranje stereotipa temelji se na pojednostavnjivanju, pretjerivanju ili iskrivljavanju, generalizaciji te predstavljanju kulturalnih atributa kao prirodnih. Turisti na licu mjesta uče o drugoj kulturi, dakle unutar društvenog konteksta, koliko je to moguće, što je u sociologiji važno. U svome mišljenju često robujemo predrasudama. Francis Bacon ih naziva predrasudama plemena, špilje, trga i kazališta. Predrasude trga su primjer preuzimanja mišljenja glasne većine, iako nemamo vlastitih iskustava. "Rušenje" stereotipa je primjer pozitivnog utjecaja turizma na društvo. Koliko su turisti opterećeni stereotipima pri dolasku u receptivno društvo?

Jedna od društvenih promjena, kojoj svjedočimo, jest prenošenje socijalne dinamike u virtualni prostor, odnosno virtualno društvo. Robert Putnam u svome djelu "Bowling alone" ukazuje na sve manju povezanost među pripadnicima američkog društva od 60-ih godina prošlog stoljeća (u obitelji, među susjedima, prijateljima...). "Socijalni kapital podrazumijeva da odnosi među ljudima mogu također biti resurs, odnosno kapital. Nije dovoljno imati najbolju tehnologiju, treba imati i ljude koji će je moći koristiti, a socijalni kapital kaže da nisu dovoljne ni tehnologije ni ljudi ako odnosi među tim ljudima nisu kvalitetni" (Putnam, 2000). Činjenica o sve manjoj povezanosti unutar društva, sve manjoj socijalnoj gustoći, osiromašuje socijalni kapital pojedinaca i čitavog društva. To (povremeno) jedinstvo i povezanost su i turistički zanimljivi i ostavljaju jaki dojam na turiste. Primjer je doček sportaša nakon velikih uspjeha na natjecanjima. Tu prazninu popunjava virtualno društvo.

U virtualnom društvu "biramo" svoje lice, sliku gdje "izgledamo bolje", možemo čak posuditi tuđe lice. U virtualnom svijetu računalno stvorena lica imaju osobine i lica stvarnih ljudi. Imaju instagram profile (Lil Miquela), reklamiraju automobile (Liv

tourism converts it into its own opposite, creating antagonisms and stereotypes which do damage to both local community and global society. The selected face of a woman can express dissatisfaction because a tourist, in terms of mass tourism, does not feel rested or fascinated by what they saw, and eventually, feel cheated on.

Stereotypes are based on simplifying, exaggerating, distorting or generalising and presenting cultural properties as natural. Tourists learn about a different culture there, on the spot, within a social context, as much as possible. This is important in sociology. Our opinions are frequently slaves to prejudice. Francis Bacon calls them Idols of the Tribe, Idols of the Cave, Idols of the Marketplace, and Idols of the Theater. Idols of the Marketplace are an example of people whose opinion is equal to the opinion of loud majority, even though they have no personal experience on the subject. "Breaking" of stereotypes is a positive impact that tourism has on the society. To which extent are tourists plagued with stereotypes as they arrive to a receptive society?

One of the social changes we are witnessing today is conveying social dynamics into virtual society. In his work "Bowling alone" Robert Putnam speaks about the members of American society in 1960s who suffered from social detachment (in their families, among neighbours, friends...). "Having social capital means that relationships among people can also be a resource, or in other words, a capital. Having the best technology is simply not enough. There should be people who are going to use it, and social capital says that not even technologies or people are enough if interpersonal relationships among these people are not good" (Putnam, 2000). The fact that there is an increase in social detachment, lower social density, deteriorates the social capital of individuals and the society as a whole. (Temporary and sporadic) unity and connection are also touristically interesting and leave a strong impression on tourists. A good example are welcoming parties organized for athletes after they achieve major successes at various competitions and championships. The void is filled by virtual society.

– Renault), hologrami održavaju koncerte (Hatsune Miku, Japan)... Kako tada vidjeti sebe u očima drugih? Gdje je to “zrcalno ja” (Charles Cooley) u društvu koje se mijenja? Odvija li se sekundarna socijalizacija velikim dijelom pred ekranom? U nedostatku vremena i sredstava, internet je najbrži i najdostupniji odmak od stvarnosti. To je razlog više za cijeliti turizam kao neposredni susret kultura, neposrednu komunikaciju koja pomaže međusobnom razumijevanju različitosti. Osim toga, i turistička fascinacija se često, naročito u nekim kulturama, događa posredno, putem fotoaparata, mobitela, kamera, a onda se naknadno stvara turistički doživljaj.

Globalno društvo karakteriziraju društvene mreže. *Online booking* u turizmu, *online shopping*, *online dating*... život se događa na internetu. U konačnici nedostaje ne samo “živa riječ” već i neverbalna komunikacija, ono neizrečeno, a na što otpada veći dio socijalne interakcije i što je u socijalnom kontaktu jednako važno. Izraz lica, glas, pokret, društveni kontekst... daju potpunu sliku društvene interakcije. Uspomene s putovanja su stvarne, doživljene... Društveni život (socijalna interakcija) ima blagotvoran utjecaj na čovjeka, suprotno otuđenju od društva i osjećaju pripadanja zajednici. “Putujemo iz zadovoljstva” jer nas privlače novi pejzaži i gradovi, ali socijalna interakcija i upoznavanje novih kultura je motiv sam po sebi. Pripadnost zajednici i traženje potvrde vlastitog djelovanja i postojanja u očima drugih je u ljudskoj prirodi. Posjećujući nova mjesta, turisti obogaćuju vlastiti kulturni, ali i socijalni kapital. Istovremeno, istu priliku ima i lokalna zajednica. Zato je “divna ideja” okrenuti stvar i dati gradu lice žene.

Vide li turisti samo “kamen” Grada? Kada zastanu pred Gradom, na vratima od Ploča ili Pila, poviše Grada, dok im pogled ide s Minčete na Revelin pa prema Sv. Ivanu, osjećaju li kako iza svega kulturnog blaga i bogate povijesti stoji jednako veliki socijalni kapital Dubrovnika tog doba? Kultura znanja i povezanosti sa svojim zaledem i cijelim Svijetom te vještina diplomacije (socijalna

In a virtual society we can “select” our face, a photo in which we “look better”, we can even borrow somebody else’s face. In the virtual world the faces created by computers have got features and faces of actual people. They have profiles on Instagram (Lil Miquela), advertise cars (Liv – Renault), holograms hold concerts (Hatsune Miku, Japan)... How do you see yourself then in the eyes of others? Where is this “mirroring me” (Charles Cooley) in a society that keeps changing? Is the secondary socialisation mostly going on in front of a screen? In times of lack of time and resources, the Internet is the fastest and the most available step away from reality. This is why tourism should be appreciated as a direct encounter of cultures, direct communication, which assists mutual understanding of differences. Apart from that, tourists’ fascination frequently appears indirectly, via cameras, mobile phones, video cameras, and the tourist feeling is created afterwards.

Global society is determined by social networks. Online booking in tourist industry, online shopping, online dating... life is happening online. Finally, what lacks is not only “live communication”, but non-verbal communication, as well, the unsaid, which basically makes the larger part of social interaction. This is equally important in social contact. Facial gestures, voice pitch, movement, social context... all these elements complete social interaction. Memories from your trips are real, they are something you have experienced... Social life (social interaction) has a beneficial impact on people, in contrast to alienation from society and the feeling of not belonging to a community. “We travel out of pleasure” because we are attracted by new landscapes and new towns and cities, but social interaction and meeting new cultures is motivation by itself. The feeling of belonging to a community and seeking acknowledgement that this what you are doing is good, is a part of human nature. Visiting new places makes tourists enrich their own cultural, but also social capital. At the same time, this same opportunity is given to a local community. This is what makes the idea of turning this concept around and giving a town a face of a woman so great.

interakcija) Dubrovniku su dali prednost i vjetar u jedra. Činjenica da je mala državica tako dugo opstajala i isticala slobodu (Libertas) kao svoju najveću vrijednost, uz ljepotu grada i bogatu povijest (kulturni kapital) izaziva fascinaciju kod turista. Kaplan vidi “fascinaciju” kao centralnu komponentu odmora. Usklađenost između okoline i svrhe koju turist pridaje boravku u toj okolini je potpuna. Dubrovnik kao grad muzej ima jedinstvenu priču te je i fascinacija Dubrovnikom jedinstvena.

Kulturni kapital koji Dubrovnik baštini i koji nudi svojim stanovnicima, i turistima, je ogroman. Posve je jasno kako je za takva postignuća bio neophodan i velik socijalni kapital u to doba. Primjer je izgradnja vodovoda u Dubrovačkoj Republici: Dubrovnik je oduvijek imao živu vodu (za arheoloških istraživanja 1981.-1987. g. na Bunićevoj poljani otkriveni su pučevi /živa voda/). Tako je i Ulica od Puča dobila ime. Zbog sve većeg broja stanovnika javila se i veća potreba za vodom, osobito ljeti. Voda za piće dopremala se brodom iz Mlina i Rijeke dubrovačke. Potreba za vodom je bila sve veća pa je Veliko vijeće **1436.** sklopilo ugovor s dva majstora iz južne Italije o gradnji kanala s izvorskom vodom iz Šumeta, na n. v. od 109 metara do gradske kule Minčeta. Razlika u visini (20 m) bila je uvjet za dobivanje vode slobodnim padom. Vodovod je proradio **1438.** godine (16 mjeseci trajala je gradnja) i jedan je od najvažnijih i najvećih infrastrukturnih projekata Dubrovačke Republike. Danas je u planu, ponajviše zahvaljujući turizmu, izgradnja šetnice dijelom trase vodovoda. Koliko su turisti fascinirani bogatom poviješću grada i koliko će sud o sadašnjosti donijeti u odnosu na prošlost?

Promatrajući način života domicilnog stanovništva te donoseći vlastite norme i vrijednosti u jedan novi prostor, turisti će na licima svojih domaćina vidjeti odobravanje ili prijekor (socijalne sankcije) vlastitoj kulturi. Sto su razlike među kulturama receptivnog i emitivnog društva manje, to će interakcija i osjećaj pripadnosti tom privremenom turističkom društvu i turističkoj kulturi biti veći.

Do tourists only see the Old City’s “stone”? When they stop in front of the Walls of Dubrovnik, at the Gate of Ploče or the Gate of Pile, above the city, while their eyes are wandering from the Minčeta Tower to the Revelin Fortress all the way to Saint John Fortress, can they feel that, behind all this cultural treasure and rich history, there is equally tremendous social capital of Dubrovnik of that time? The culture of knowledge and link to its hinterland and the whole World, in addition to diplomacy skills (social interaction), has given Dubrovnik an advantage and wings to thrive. The fact that this tiny state managed to survive for such a long time, highlighting its freedom (Libertas) as its biggest value, is what makes tourists so fascinated, bearing in mind that there is also the city’s beauty and rich history (cultural capital), contributing to it, too. Kaplan considers this “fascination” to be the central component of the vacation. A tourist attaches their stay in this environment to its purpose and this is what makes it complete. Dubrovnik, being the city – museum, has its unique story and therefore, fascination by Dubrovnik is unique, too.

Cultural capital that Dubrovnik inherited and is now providing for its inhabitants and for the tourists is enormous. It is clear that immense social capital at that time was essential to achieve such accomplishments. A good example is the construction of water supply system in the Republic of Ragusa. Dubrovnik has always had living water (during archaeological researches between 1981 and 1987 on Bunićeva poljana puč /living water/ was discovered). The Street of Puč was named after it. Because of an increased number of inhabitants, there was a growing need for water, in particular in summer. Drinking water was transported by boat from Mlini and Rijeka dubrovačka. The need for water was on the increase continuously, so in **1436** the Major Council signed an agreement with two masters from the south of Italy, who would build a Šumet spring water canal, at the altitude of 109 m above the sea level, all the way to the Minčeta Tower. The height difference (20 m) was a prerequisite to get water through free fall. The



Dubrovnik je srednjvjekovni grad u kojemu se unutar zidina, uz turizam, odvija i svakodnevni život njegovih stanovnika, i to ga čini posebnim. Hoće li osjećaj jednakih ili sličnih vrijednosti presuditi koje lice žene predstavlja grad?

Izraz lica žene koji će turisti pridružiti svome doživljaju grada reći će nam jesmo li odabrali sredinu, put između krajnosti (održivi turizam).

## TURISTIČKO PUTOVANJE KAO OPORAVAK – O TEORIJSKOJ PODLOZI EMPIRIJSKOG ISTRAŽIVANJA

U istraživanju smo pošli od ideja Attention Restoration Theory (ART). Teoriju su u 1990-tima razvili i popularizirali Stephen and Rachel Kaplan, američki psiholozi, koji su se u velikoj mjeri bavili ekološkom psihologijom. U ovom radu neke temeljne ideje te teorije koristit ćemo da istražimo emocije turista koji posjećuju Dubrovnik i neko vrijeme borave u tom gradu. Turizam u cjelini nije, naime, usmjeren samo na ekonomsku djelatnost nositelja turističke djelatnosti. Iz perspektive turista, on predstavlja aktivnost koja mu omogućuje kroz uživanje u okruženjima koja posjećuje i očekivanu obnovu psihičkih resursa. Ta obnova psihičkih resursa odvija se prije svega kroz uravnoteženje i samo-iskustvo (Korpela, i dr., 2001). Pri tomu je ova psihološka strategija turista, kojom se postiže unutarnja ravnoteža, razrješavanje stresnih situacija svakodnevnog života i održavanje emocionalne ravnoteže, zapravo nešto slično održavanju tjelesne ravnoteže koju neki drugi ljudi pokušavaju steći trčanjem ili vježbanjem u teretanama (Korpela, i dr., 2001).

Kada je riječ o prirodi, mnoga su istraživanja pokazala da djelovanje prirode ima vrlo blagotvoran utjecaj na čovjeka u relativno kratkom vremenu (Kaplan, 1995). Pri tome su svakako, kada je riječ o djelovanju okoline na čovjeka, i posebno o djelovanju gradske okoline (kakva je Dubrovnik), u prvom planu

free-fall aqueduct was put in work in 1438 (the construction lasted for 16 months) and it represents one of the most significant and largest infrastructural projects of the Republic of Ragusa. The current plan is, thanks to tourism mostly, to build a promenade along one part of the aqueduct route. To which extent are tourists fascinated by the rich history of the city and which benefit will the judgement of the present bring in relation to the past?

Observing the lifestyle of local people and bringing their own standards and values into a new space, tourists can see either approval or reprimand of their own culture (social sanctions) cast on them by their hosts. The smaller the cultural difference between the receptive and the emitting society, the bigger the interaction and the feeling of belonging to this temporary tourist society and tourist culture. Dubrovnik is a medieval city, in which, along with tourism, everyday life goes on, and this is what makes it so special. Is the feeling of equal or similar values going to decide whose face is the one representing the city?

The facial expression of a woman, which tourists are going to attach to their experience and perception of the city, is going to indicate to us if we managed to choose the middle ground, a path between extremes (sustainable tourism).

## A TOURIST TRAVEL AS A RECOVERY – ABOUT THEORETICAL BACKGROUND OF EMPIRICAL RESEARCH

We initiated our research based on Attention Restoration Theory (ART). This theory was developed and popularized by Stephen and Rachel Kaplan, US psychologists in the 1990s, who mostly dealt with environmental psychology. We are going to use some of the basic ideas in this paper in order to examine the emotions of tourists visiting Dubrovnik and staying there for a while. Tourism, as a whole, is not exclusively directed to business activity of workers in tourism. From the tourists' perspective, tourism is an activity which enables them to enjoy the sights they are

pojmovi “dobrovoljne odluke” i “uloženog napora” (Kaplan, 1995), o kojima se vrlo široko raspravljalo u diskusijama oko blagotvornog utjecaja prirodne okoline na čovjeka koji je pod stresom svakodnevice. U ovom procesu Kaplan i drugi autori prije svega vide mogućnost blagotvornog djelovanja prirode ukoliko su uklonjene sve druge moguće distrakcije (što je danas moguće u dvije starosne skupine, onih mladih, koji još nemaju neke značajne pozicije u društvenim i privrednim sustavima, i onih starijih, koji te pozicije više nemaju pa su u miru mirovinskih sustava).

Fascinacija je centralna komponenta iskustva odmora. Ona, naime, omogućuje da se odmara onaj dio našeg psihičkog aparata koji osigurava našu pozornost (Kaplan, 1995). Ako je tome tako, kako je ustvrdio Kaplan, onda fascinacija gradom, urbanom turističkom destinacijom kakva je Dubrovnik, svakako spada u taj fenomen. Kaplan je fascinaciju kao centralnu točku iskustva povezo s još tri čimbenika koji imaju značaj u tom procesu i sva tri važni su elementi boravka na nekoj turističkoj destinaciji: a) udaljenost, b) bogatstvo sadržaja i c) usklađenost između okoline i svrhe koja se pridaje boravku u toj okolini (Kaplan, 1995:173). Sva ova tri elementa svakako se mogu naći među zidinama Dubrovnika.

Kaplanova istraživanja pokazuju da vrlo sličnu ulogu u uspostavljanju unutarnje ravnoteže, uspostavljanju unutarnjeg mira, imaju na primjer i muzeji i njihovi postavi (Kaplan, i dr., 1993). Iz te je perspektive Dubrovnik, koji se u cijelosti može promatrati kao grad-muzej, vjerojatno odlična prilika za obnavljanje unutarnjih resursa ljudi koji su doživjeli umor radeći cijele godine vrlo naporno pa sada doživljavaju neke od rezultata tog umora koji po svojem sadržaju i intenzitetu mogu biti vrlo različiti. Dubrovnik kao grad-muzej ima sve potrebne preduvjete za odmaranje koje su dosadašnja istraživanja utvrdila kao potrebne: dolazak u njega znači odvajanje od svakodneve okoline, u nekom vremenskom trajanju i intenzitetu podražava čula posjetitelja, izaziva fascinaciju

visiting and to recuperate their mental resources, according to their expectations. This recuperation of mental resources is done mostly through establishing balance and self-experience (Korpela, et al., 2001). Tourists' psychological strategy has internal balance, stressful situation management and emotional balance as a result, and can easily be compared to keeping physical balance, which some people are trying to accomplish through jogging or working out in a gym (Korpela, et al., 2001).

When it comes to nature, numerous researches have shown that nature has a beneficial effect on human in a relatively short period of time (Kaplan, 1995). Firstly, there are the terms such as “arbitrary decisions” and “efforts invested”, if we talk about how environment influences humans, city in particular (like Dubrovnik) (Kaplan, 1995). These terms are thoroughly discussed regarding positive effects that natural environment has on people, who are stressed out by their everyday life. In this process, Kaplan and other authors see primarily the benefits of nature, provided that all other distractions are eliminated (which is possible to conduct nowadays, in two age groups – the young who still don't have important positions in social or economic systems, and the elderly - who no longer have these positions, they are part of retirement systems).

Fascination is the central component of vacation experience. It allows a part of our mental apparatus to rest, which provides our alertness (Kaplan, 1995). If this is so, says Kaplan, then being fascinated by a city, urban tourist destination like Dubrovnik, most definitely classifies as this kind of phenomenon. Kaplan associated fascination, being the central point of this experience, to three relevant elements of staying in a tourist destination: a) distance, b) versatile repertory and c) harmony of the environment and the purpose of stay in this environment (Kaplan, 1995:173). All of these elements can certainly be found among the walls of Dubrovnik.

Kaplan's researches show that museums and their exhibitions play a similar role in achieving inner

svojim izgledom, i na koncu pruža posjetitelju ono što želi (vidjeti iz blizine kulturne spomenike) i što mu je bila namjera napraviti (Kaplan i dr., 1993). U tim Kaplanovim istraživanjima, međutim, vrlo je važan čimbenik kontinuitet takvih iskustava. Naime, ustanove kao što su muzeji imaju ovakav blagotvorni utjecaj samo na one osobe (turiste) koji su na neki način konzistentni u stjecanju tih iskustava, što znači da na neki način redovito posjećuju muzeje odnosno galerije (Kaplan i dr., 1993:735). Ovakav nalaz iz ovog istraživanja upravo je na tragu onoga što turistička industrija želi postići, a to su ponavljajući posjeti, odnosno ono što se u turizmu naziva lojalnost destinaciji (Alrawadieh, i dr., 2019).

Ono što posebno pri tome treba istaknuti o potencijalu neke urbane sredine da izvrši dubok dojam na posjetitelja koji bi djelovao olakšavajuće i blagotvorno jest da je taj utjecaj u gradu u znatnoj mjeri ovisan o aktivnosti posjetitelja (turista), što nije tako u prirodi, koja ima ovu "rehabilitativnu" moć sama po sebi (Laumann, i dr., 2001:40). Ovaj nalaz Laumannove i suradnika je vrlo jasna poruka turističkoj industriji da gradovi kao što je Dubrovnik imaju, naravno, potencijal za pozitivan utjecaj na posjetitelje svojom arhitekturom i vanjskim izgledom, ali to svakako nije dovoljno. Turistima treba omogućiti da svojom aktivnošću sudjeluju u tom procesu.

Teorija kognitivne procjene, koju su sedamdesetih godina potaknuli Magde Arnold (1960) i Richard Lazarus (1966) upravo polazi od pretpostavke da evaluacija okolnosti u kojima se osoba nalazi igra ključnu ulogu za nastanak i diferencijaciju emocija. U skladu s ovim stajalištem, brojna korelacijska kao i eksperimentalna istraživanja dosljedno su pokazala da osobe procjenjuju objekte i događaje u svojoj okolini na seriji dimenzija te da specifična kombinacija ishoda procjene determinira kvantitativna i kvalitativna svojstva emocionalnog iskustva osobe.

Darwin (1872/1965), koji se primarno zanimao za funkcionalne aspekte ekspresivnog ponašanja (na

balance and inner peace (Kaplan. et al., 1993). From this standpoint, Dubrovnik, which can be seen as a city-museum, perhaps presents an exquisite opportunity for people to restore their inner resources, as they feel tired, due to working hard all year round. Now they might be experiencing results of this overwork, which may be very different in their contents and intensity. Dubrovnik, as a city-museum has got all the necessary prerequisites for a holiday in which you will rest. All previous researches have found it to be necessary. Arriving to Dubrovnik means you will be separated from your everyday environment. It stimulates visitor's senses for some time and at certain intensity, its appearance evokes fascination, and eventually, it gives the visitor exactly what he/she wanted to see (see cultural monuments) and enables them to do what they intended to do (Kaplan et al., 1993). What really matters in these researches conducted by Kaplan, is the factor of continuity of such experiences. To be more precise, institutions like museums have this kind of beneficial effect only on the people (tourists) who consistently gather this experience, or in other words, who go to museums and galleries on regular basis (Kaplan et al., 1993:735). This kind of findings is the sign of what tourist industry is trying to accomplish, and that is repetitive visits, or what is called destination loyalty (Alrawadieh, et al., 2019).

One of the urban environment potentials is to leave a strong impression on a visitor and be relieving and beneficial experience. This impact depends largely on how active a visitor (tourist) is in a city, which is not the case in nature, since nature has "rehabilitational" power by itself (Laumann, et al., 2001:40). This finding reached by Laumann and her associates represents a very clear message for tourist industry, saying that cities like Dubrovnik have the potential of having a positive influence on its visitors because of its architecture and its looks, but it is not enough. Not nearly. Tourists must be assisted to participate in this process by taking an active role in it.

Cognitive appraisal theory, composed by Magda Arnold (1960) and Richard Lazarus (1966) in the



primjer, uloga facijalnih ekspresija u komunikaciji s drugima), između ostalog je sugerirao da prikazivanje facijalne ekspresije vezane za određenu emociju može dovesti do pobuđivanja odgovarajućeg mentalnog stanja. Na temelju ovih promišljanja kasnije je proizašla ideja da funkcija facijalne ekspresije nije isključivo u službi neverbalne komunikacije emocija, već i u socijalnoj interakciji istovremeno šalje povratnu informaciju, koja posljedično može utjecati na pojačanje odgovarajuće emocije.

U primarne (osnovne) emocije spadaju, strah, bijes, sreća, tuga i gađenje. Ove emocije javljaju se rano tijekom razvoja, situacije koje ih izazivaju su relativno jednostavne, lako se identificiraju na osnovi izraza lica i kulturalno su univerzalne. Emocije su nešto što je zajedničko svim ljudima. One karakteriziraju naš unutarnji život i velikim dijelom uvjetuju naše ponašanje.

U podlozi nastajanja emocija nalazi se svjesno/nesvjesno vrednovanje osobnog iskustva i prošlih događaja i to na način da sve što pridonosi osjećaju koristi dovodi do emocije sreće, sve što je bilo važno, a izgubljeno je, izaziva emociju tuge, a sve što odstupa od naših ustaljenih pravila, očekivanja i predodžbi nas ljuti. U svakom ponašanju ima emocija i to je ono što usmjerava i potiče određeni oblik ponašanja.

## METODE

Istraživanje je bilo eksperimentalnog tipa, test samo jedne grupe. Sudionici su bili turisti koji su bili u posjetu Dubrovniku u travnju 2018. godine. Istraživanje je provedeno tako da je svakom sudioniku pokazan set od 13 fotografija lijepih mladih žena. Fotografije je izabrao iskusan profesionalni fotograf i one su odražavale različita emocionalna stanja, od sretne, zaljubljene i sexy, do bijesne, ljute i tužne. Fotografije su bile instalirane na pametne telefone koje su nosili eksperimentatori. Svaka fotografija prikazivana je u trajanju od 500 milisekundi, što je prema mnogim istraživanjima dovoljno vremena

1970s, presumes that evaluation of circumstances a person finds themselves in, plays a crucial role in how emotions are created and differentiated. In accordance with this view, numerous correlational and experimental researches have consistently been proving that people evaluate objects and events around them on dimension series and that specific combination of the evaluation outcome determines quantitative and qualitative features of person's emotional experience.

Darwin (1872/1965), who was primarily interested in the functional aspects of expressive behaviour (e.g. the role of facial expressions in communication with others), suggested, among other things, that showing facial expressions can lead to evoking a corresponding mental state. Based on this cognition, an idea was created – that the role of facial expressions is not only non-verbal communication of emotions, but a feedback in social interaction, which can consequently intensify the corresponding emotion.

Primary (basic) emotions are fear, anger, happiness, sadness and disgust. These emotions appear very early in childhood, situations which cause them are relatively simple, they are easily identified, based on facial expressions and they are culturally universal. Emotions are common to all people. They qualify our internal lives and greatly stipulate our behaviour.

In the background of emotions is the conscious/unconscious valorization of our personal experience and past events. Everything that contributes to the feeling of benefit or gain leads to the feeling of happiness; everything that mattered and is now lost provokes sadness; and everything that deviates from our rules, expectations and presumptions makes us angry. Every type of behaviour contains emotions and this is what directs and provokes a particular type of behaviour.

## METHODS

The research was experimental, one group was tested. Participants were tourists, visiting

da se uoče emocionalne karakteristike osobe na fotografiji. Respondenti su zamoljeni da ocijene u kojoj mjeri fotografija, prema njihovu mišljenju i osjećajima, odražava Dubrovnik, grad u kojemu se sada nalaze na turističkom putovanju. Upotrijebljena je ocjenska ljestvica od 1 do 10.

U terenskom radu sudjelovalo je 7 studenata koji su prije izvođenja temeljito educirani. Opisan im je koncept istraživanja, ali su upoznati i s osnovama eksperimentalne metodologije, načinima prikupljanja podataka. Istraživanje su trebali izvoditi na ulicama Dubrovnika, u kafićima, restoranima i na svim drugim mjestima na kojima se nalaze skupine turista. Upozoreni su na činjenicu da su respondenti na odmoru, turističkom putovanju i da možda neće biti sretni zbog zamolbe da sudjeluju u istraživanju. Pokazalo se, međutim, da je bilo vrlo malo posjetitelja koji su odbili suradnju, pretpostavljamo zbog toga jer su se studenti predstavili kao studenti Međunarodnog sveučilišta Libertas i da je ovo njihov praktični rad u okviru kolegija metodologije istraživanja. Osim ocjene kojom se uspoređivala fotografija s destinacijom Dubrovnika, respondenti su zamoljeni da odgovore na pitanja koliko imaju godina, iz koje države dolaze i koliko dugo vremena ostaju u gradu. Ukupno ispitivanje uglavnom nije bilo duže od desetak minuta, zajedno s predstavljanjem studenta, uvodom i zaključnim dijelom.

## REZULTATI I RASPRAVA

U eksperimentu je sudjelovalo 276 turista koji su se tog dana našli na ulicama Dubrovnika na turističkom putovanju. Među njima su bile 152 žene i 124 muškarca. Raspon dobi je bio od 16 do 76 godina. Prosječna dob bila je 36,08 godina. Dob žena bila je 36,66 godina, a muškaraca 35,35. Respondenti su imali namjeru ostati u gradu od nekoliko sati (uglavnom je riječ o gostima s kruzera) pa do 15 dana. Prosječan boravak iznosio je 4,83 dana. Prema nacionalnosti, turisti su bili raspoređeni kao što je prikazano u Tablici 1.

Dubrovnik in April 2018. Each participant was shown a set of 13 photographs of beautiful young women. The photographs were chosen by an experienced professional photographer. The photos showed various emotional states, ranging from happy, in love and sexy to furious, angry and sad. The photos were installed on smart phones, carried by the experimentators. Each photo was shown for 500 milliseconds, which is, as the researches have confirmed, sufficient time to spot emotional characteristics of the person in a photo. Respondents were asked to evaluate to which extent the photo, according to their opinion and feelings, reflects Dubrovnik, the city in which they are staying at that moment, being on a tourist trip. A scale form 1 to 10 was being used.

7 students, who were thoroughly educated prior to this, assisted in this field work. The research concept was presented and described to them, they were acquainted with the basics of experimental methodology, and manners of data collection. The research was supposed to be done in the streets of Dubrovnik, cafés, restaurants and other tourist places. They were warned that the tourists were on vacation, which means that they might not be too cooperative. It turned out, though, that very few tourists refused to respond. We assume it is because the students introduced themselves as the students of the Libertas International University, saying that they were doing this as field work, as a part of their module on methodology of research. Beside grading the photo of Dubrovnik, respondents were asked to state their age, say which country they came from and how long they were staying in the city. The entire questioning took 10 minutes, including students introducing themselves, the introduction and the concluding part.

## RESULTS AND DISCUSSION

The experiment incorporated 276 tourists, who found themselves in the streets of Dubrovnik that day, on their tourist trip. There were 152 women

**TABLICA 1. TURISTI PREMA DRŽAVI PORIJEKLA**  
**TABLE 1. TOURISTS AND THEIR COUNTRY OF ORIGIN**

DRŽAVA / COUNTRY	BROJ POSJETITELJA NUMBER OF VISITORS	%
SAD / USA	36	13,0
Australija / Australia	28	10,1
Velika Britanija / Great Britain	31	5,8
Kanada / Canada	22	8,0
Hrvatska / Croatia	16	5,8
Francuska / France	17	6,2
Njemačka / Germany	17	6,2
Italija / Italy	7	2,5
Norveška / Norway	12	4,3
Južna Koreja / South Korea	7	2,5
Drugi / Other	83	30,1
Ukupno / Total	276	100,0

U kategoriji “drugi” nalaze se predstavnici niza svjetskih nacija, koji su predstavljeni s manje od 7 predstavnika. Kada je riječ o nacionalnosti posjetitelja, naš uzorak dobro prezentira nacionalni sastav posjetitelja Dubrovnika tijekom cijele godine.

Set od 13 fotografija koje su poslužile kao eksperimentalni predložak prema kategorizaciji dizajnera koji je izabrao fotografije sadržavao je sljedeće izraze: 1. sreću; 2. razočaranje; 3. zaljubljenost; 4. bijes; 5. ljutnju; 6. povrijeđenost; 7. ravnodušnost; 8. “sexy” izgled i 9. razočaranje.

Uz pomoć programa SPSS izračunate su aritmetičke sredine i standardne devijacije za sve predviđene varijable (Tablica 2).

Ovakva je distribucija rezultata do izvjesne mjere predstavljala iznenađenje. Prema tradicionalnim mišljenjima (možda je sada bolje reći stereotipima), očekivalo bi se da su se pozitivni osjećaji grupirali u gornjem dijelu ljestvice. Kako je vidljivo iz tablice, na prvom mjestu doduše jest osjećaj sreće, ali ga

and 124 men. They were between 16 and 76 years of age. Their average age was 36.08. The average age of women was 36.66, and of men 35.35. The length of their stay in the city was from a couple of hours (these were mostly tourists from cruisers), up to 15 days. Their average stay was 4.83 days long. Distribution according to their nationalities is shown in Table 1.

In the category Other, there are representatives of numerous world nations, but with fewer than 7 representatives per nation. When it comes to visitors' nationalities, our sample is a faithful presentation of visitors in Dubrovnik throughout the whole year.

The 13 photo set, which is an experimental sample, according to the categorization of the designer who chose them, contained the following expressions: 1. happiness; 2. disappointment; 3. being in love; 4. fury; 5. anger; 6. being hurt; 7. indifference; 8. “sexy” looks and 9. sadness.

**TABLICA 2. ARITMETIČKE SREDINE I STANDARDNE DEVIJACIJE PONUĐENIH FOTOGRAFIJA**  
**TABLE 2. ARITHMETIC MEAN AND STANDARD DEVIATIONS OF THE PHOTOGRAPHS SHOWN TO TOURISTS**

	ARITMETIČKA SREDINA ARITHMETIC MEAN	STANDARDNA DEVIJACIJA STANDARD DEVIATION
1. sretna / 1. happy	7,47	2,13
2. povrijeđena / 2. hurt	7,30	2,53
3. ravnodušna / 3. indifferent	7,24	2,51
4. razočarana / 4. disappointed	5,44	2,12
5. sexy / 5. sexy	4,88	2,30
6. zaljubljena / 6. in love	4,80	2,47
7. bijesna / 7. furious	4,59	2,41
8. ljuta / 8. angry	4,43	2,13
9. tužna / 9. sad	4,41	2,79

slijede čak tri osjećaja koja ne odražavaju pozitivne nego negativne osjećaje. Kako je spomenuto, set fotografija, onako kako je upotrijebljen u ovom istraživanju, predstavlja projekciju (Stedman, i sur., 2018.) unutarnjih osjećaja na povezani objekt, koji je ovdje grad Dubrovnik. Analizom varijance (ANOVA), razmotrili smo razlike između pojedinih projiciranih osjećaja s obzirom na dob. Turisti su podijeljeni u četiri skupine (1 do 23 godine starosti; 24 do 32 godine; 33 do 44 godine i 45 godina i više). S obzirom na dobne skupine, postoji statistički značajna razlika u projekciji sreće, gdje se razlikuju dobne skupine 1, 2 i 4 ( $p = .05$ ). Pri tomu najvišu razinu sreće pokazuju turisti u najstarijoj skupini (1.  $\bar{x} = 6,65$ ; 2.  $\bar{x} = 7,81$ ; 3.  $\bar{x} = 7,59$ ; 4.  $\bar{x} = 7,71$ ). Kako je vidljivo, najslabije sreću ocjenjuje najmlađa skupina turista, a najviša je razina kod druge skupine. Ako bismo tu razliku mogli pripisati karakteristikama dobi, razlike koje se pojavljuju u drugoj i četvrtoj dobnoj skupini očito nisu samo pitanje socijalne i emocionalne zrelosti. Vjerujemo da je ovo iznenađenje moguće pripisati fenomenu prezasićenosti turističkom djelatnošću (u engleskoj stručnoj literaturi upotrebljava se odnedavna termin *overtourism*). Taj je problem

With an assistance of SPSS programme, arithmetic mean and standard deviations were calculated, for all variables (Table 2).

This type of distribution of results was surprising, to a certain extent. According to traditional thinking (better yet, stereotypes), it would be expected to find positive feelings in the upper part of the scale. As the table shows, the feeling of happiness is in the first place, though, but it is followed by three emotions that do not express positive, but negative emotions. As we have already mentioned, the photo set, the way it is used in this research, is a projection (Stedman, et al., 2018) of the inner feelings associated to the object – Dubrovnik. Through analysis of variance (ANOVA), we have analysed the differences among individual projected feelings in relation to respondents' age. Tourists have been divided into four groups (from 1 to 23; 24 – 32; 33 to 44; 45 and older). With regards to the age groups, there is a statistically significant difference in the projection of happiness, where age groups 1, 2 and 4 display differences ( $p = .05$ ). The highest level of happiness is expressed by the oldest tourists (1.  $\bar{x} = 6,65$ ; 2.  $\bar{x} = 7,81$ ; 3.  $\bar{x} = 7,59$ ; 4.  $\bar{x} = 7,71$ ). As shown, the happiness is ranked lowest by the



trenutno vrlo intenzivno razmatran u turističkoj literaturi, a Svjetska turistička organizacija ove je godine o tome izdala studiju koja je nedavno predstavljena na turističkoj burzi u Berlinu (Puljić i sur., 2018.) i u kojoj su opisani i problemi u vezi s preopterećenošću brojem turista u Dubrovniku.

Analizirane su razlike u projekciji pojedinih osjećaja glede na duljinu boravka u Dubrovniku i pregled analize varijance pokazao je značajne statističke razlike. Dani boravka u Dubrovniku podijeljeni su u 4 kategorije: 1. 0-3 dana; 2. 3-5 dana; 3. 5-7 dana i 4. 7 i više dana. Statistički značajne razlike pojavljuju se na terminima zaljubljena (kategorije 1 i 3), sexy (kategorije 1 i 2, te 1 i 3), te u terminu bijesna (1 i 3). Sve su razlike statistički značajne na razini 5%. Vrlo je zanimljivo da skupina turista koji ostaju najduže u Dubrovniku ne pokazuje statistički značajne razlike ni s jednom drugom skupinom turista koje ostaju daleko kraće vrijeme. Skupina koja ostaje najkraće pokazuje najviše razlika. Riječ je najvjerojatnije o turistima koji su došli u grad na kruzerima i ostaju samo par sati. Aritmetičke sredine i standardne devijacije na ovim terminima ukazuju na to (Tablica 3).

Kako je vidljivo iz tablice, riječ je upravo o tome. Najniže su svoje osjećaje ocjenjivali turisti koji su najkraće boravili (u kategoriji 0 do tri dana ostaje više od 34% turista koji su sudjelovali u ispitivanju), a samo jedan dan ostaje čak 11% svih koji su dio svog tako kratkog boravka u gradu poklonili našem istraživanju. Zbog toga je logično da su oni u vrevi i metežu prevelikog broja turista

youngest group of tourists, and the highest by the second group. If we tried to attach this difference to age-relatedness, the differences, which appear in the second and fourth age group, are, evidently, not only a matter of social and emotional maturity. We believe that this surprise can be attached to the phenomenon of overcapacity in tourism (recently there has been a word in English literature, called overtourism). This problem is currently being explored very intensively in tourist-related literature, and the World Tourism Organization has published a study this year, which was presented at the Travel Trade Show in Berlin (Puljić et al., 2018). The study describes the issue of overtourism in Dubrovnik.

We have analysed differences in projections of particular feelings in relation to the length of stay in Dubrovnik and the analysis of variance has shown significant statistical differences. The length of stay in Dubrovnik was divided into 4 categories: 1. 0-3 days; 2. 3-5 days; 3. 5-7 days and 4. 7 days or longer. Statistically significant differences appeared in terms in love (categories 1 and 3), sexy (categories 1 and 2, 1 and 3), and in the term furious (1 and 3). All differences are statistically significant at 5% level. It is particularly interesting that the group of tourists who are staying longest has not displayed statistically significant differences compared to any group of tourists who were staying for a shorter period of time. The group staying the shortest showed most differences. These are, most probably, tourists, who arrived on cruisers and were staying for a few hours only. Arithmetic means and standard deviations in these terms are the indicators of that (Table 3).

**TABLICA 3. TURISTI PREMA DULJINI BORAVKA – SLABIJE OCIJENJENI OSJEĆAJI**  
**TABLE 3. TOURISTS, LENGTH OF STAY – FEELINGS WITH LOWER RANKING**

IZRAŽENI OSJEĆAJI EXPRESSED FEELINGS	BORAVAK 0 – 3 DANA 0 – 3 DAY STAY	BORAVAK 3 – 5 DANA 3 – 5 DAY STAY	BORAVAK 5 – 7 DANA 5 – 7 DAY STAY	BORAVAK 7 I VIŠE DANA 7 OR MORE DAY STAY
zaljubljena / in love	3,86	4,79	5,86	4,69
sexy / sexy	3,92	5,17	5,44	4,91
bijesna / furious	4,00	4,75	5,27	4,44

imali relativno malo zadovoljstvo svojim boravkom i u toj su skupini najizraženiji osjećaji koji ukazuju na nezadovoljstvo. Kako je pretpostavljeno, turisti koji ostaju najduže, više od 7 dana, su umjereniji od procjena sve tri skupine koje kraće ostaju, tako da oni ne pokazuju statističku značajnost razlika. U ovom ispitivanju nije prikupljen taj podatak, ali je za pretpostaviti da su to i oni turisti koji vjerojatno grad najbolje poznaju i koji su, možda, već bili u posjeti Dubrovniku.

## ZAKLJUČCI

Turizam je privredna grana koja se razvija izuzetnom dinamikom, pri čemu snažno raste broj turista i gotovo u istoj mjeri snažno opada duljina boravka na destinaciji. Današnji turisti zadržavaju se na destinacijama do tri dana. Takva dinamika znači daleko manje duboku povezanost s destinacijom, destinacija se doživljava kao "kulisa" za odmor, a ne mjesto kulturnog i osobnog doživljaja. To je vjerojatno posebno izraženo na destinacijama kao Dubrovnik, koje nude arhitektoniku srednjeg vijeka i relativno malo tradicionalnih doživljaja opuštanja (disko klubovi i slični oblici zabave). Vjerojatno je to jedan od razloga relativno niskih ocjena vlastitih doživljaja u skupini najmlađih turista, čije potrebe na putovanju vjerojatno ne zadovoljava samo šetnja po gradskim zidinama. Najvažniji zaključak ovog istraživanja vjerojatno bi se mogao sažeti u sljedeće: stereotip o tome da se gost osjeća sretan i zadovoljan što je došao u prelijep grad kao što je Dubrovnik svakako treba nadomjestiti intenzivnim traganjem za onime što turisti doista očekuju od grada i što im on može ponuditi osim svoje izuzetne arhitektonike i ljepote. Vjerojatno je turističko putovanje kao koncept "oporavka" dublje i šire od grada samog.

## OGRANIČENJA U ISTRAŽIVANJU I PRIJEDLOZI ZA BUDUĆA ISTRAŽIVANJA

Kao i u svakom istraživanju, i u ovom možemo govoriti o određenim ograničenjima, prije svega

As we can see from the table, this is exactly it. The tourists with the shortest stay ranked their feelings with the lowest grade (more than 34% participants belong to the category 0 to 3 days). Only one day was the length of stay of even 11% of those who were kind enough to invest some of their time in our research. So, it makes perfect sense that their level of satisfaction was relatively low, due to the crowds, and this is what makes this group least satisfied. As assumed, those tourists who stay longest, more than 7 days, are more moderate in their estimates than the three groups with shorter stays, so they showed statistically significant difference. It is to be assumed that these are the tourists who know the city best and who have already visited Dubrovnik, even though this research has not been gathering these data.

## CONCLUSIONS

Tourism is a branch of economy, which is developing extremely rapidly, the number of tourists is growing fiercely, and the length of their stay in a destination is decreasing at almost the same pace. Tourists nowadays stay in their destinations up to three days. This dynamic means a far less deep connection to the destination, the destination is identified as a holiday setting, rather than the place of cultural and personal experience. This is probably more obvious in destinations such as Dubrovnik, which offer medieval architecture and not too many traditional relaxing sensations (disco clubs and similar). The youngest tourists were probably the ones who rated their experience with the lowest grades, since walking along the city walls does not meet their needs. The most important conclusion of this study could probably be summarised like this: The stereotype which says that a tourist is happy and satisfied because they came to a beautiful city like Dubrovnik, should definitely be substituted by intensive search for what tourists are really expecting from a city and what it has to offer to them apart from its exquisite beauty and architecture. A tourist travel as a concept of "recovery" is probably deeper and wider than the city itself.

temeljenim na korištenju “projektivnog materijala”, međutim, ako se prisjetimo da je projektivna percepcija rezultat interakcije između podražaja i osobnosti, odnosno u ovom slučaju prepoznavanja temeljnih emocija, onda nedostaci s psihometrijskog stajališta nisu dovoljan razlog da ovo istraživanje ne uzmemo kao relevantan doprinos u području.

## RESEARCH CONSTRAINTS AND PROPOSALS FOR FUTURE RESEARCHES

As in every research, here also we can speak about particular constraints and limitations, which can primarily be based on how the “projective material” was being used. However, if we think that projective perception is the result of the interaction between a sensory input and personality, or in this case identification of basic emotions, then the disadvantages, looking from the psychometric perspective, are not a sufficient reason not to consider this research a relevant contribution to the field.

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