

ABSTRACT

The master's thesis explores the process in which tourist interactions between hosts and guests develop and sheds some light on tourism imaginaries by which these interactions are constructed and produced in an Istrian pension. The ethnography of hosts and guests presented here illustrates how the global and the local are closely intertwined through the process called glocalization (Salazar, 2005) and shows that „the global not only affects, but becomes the local, and vice versa“. (Leite, Graburn in Jamal, Robinson ed., 2009: 53) The thesis shows how both the global and the local can take an active part in the process of new meaning-making in the context of tourism. In the pension, there is an ongoing local struggle over tourism imaginaries seeking to redefine the place and people. (Salazar, 2012) The thesis reveals that hosts cannot be viewed as passive victims of their hosts' expectations. They rather can be viewed as active negotiators, negotiating their position in the field of tourism.

Key words: globalization, truism, global, local, glocalization, hosts/guests, tourism imaginaries, identity, cosmopolitanism, tourist development