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"My first impression is never wrong": Dubrovnik Residents' Reactions to Unusually Dressed Guests

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"My first impression is never wrong": Dubrovnik Residents' Reactions to Unusually Dressed Guests

First impression is a term that all of us constantly use the moment we step into the world and with more individuals expressing their own individuality through clothing, societies will form some first impressions towards them. This experiment investigated whether individuals with higher tourist contact are more tolerant and open minded towards individuals that carry an unusual look with them. The findings suggest that there is no necessary prerequisite when it comes to Dubrovnik residents' judgments and first impressions towards tourists that express themselves through clothing in an unusual way.

Keywords: social contact theory, tourism, travel, physical appearance, social norms, image management

Judgments and Reactions to Appearance:

Clothing is one of the most influential drivers when it comes to the judgment of others. According to Holman (1980), clothing has always been used as a way to present oneself to the public, as well as used to communicate with other individuals. Clothing, as a product, has often been viewed by society as a tool used as means to promote oneself to other individuals. In the author's words, one's clothing is "saying something about a person". According to Maneva-Chuposka (2020), the way one expresses themselves and freely represents oneself has been especially encouraged during the twentieth century. The freedom of self-expression through one's style of clothing, hairstyle, makeup, etc. started first in the 1960s, and it is still relevant in the present time. Because of the freedom of self-expression, designers from that time were inspired to create new and unique fashion styles that completely encourage one to freely express themselves and their identity to the rest of the world. The new fashion included everything from street fashion, and avant-garde clothes, all the way to one of the most extreme influences, such as the punk movement.

The research done by Oh et al. (2018) focuses on the possibility that clothing influences people's perceptions of other individuals. Pictures of people wearing expensive and cheap clothing were presented to students. Students were assigned to judge those people's competence while ignoring their choice of clothing style. As a result, more than 83% of people that were dressed in clothes perceived as expensive, were rated as more competent than those dressed in clothes perceived as cheap. Students reported that it was challenging to ignore additional features of people, such as clothing while rating their competence. It is concluded that is extremely complex to develop and express the deliberate opinions of individuals, without paying attention to their dress appearance. Research done by Riggio et al. (2010) suggests that physical appearance contains two main components. Those two are static and dynamic components. The static component includes each aspect of individuals' way of presenting themselves (clothing style, hairstyle, makeup, etc.). Dynamic aspects are related to individuals' behavior (posture, facial expression, etc.). Their research is significantly different in results than the research done by Oh. The data of participants that were a part of the research done by Riggio, which was focused mainly on components of attractiveness, provided results that indicated that the most effective components of assessment of attractiveness are mostly dynamic components of physical appearance. As previously mentioned, these dynamic components of physical appearance include one's beauty, facial expressions, and posture.

Tourist Stereotyping:

First impressions are one of those aspects of our lives that we constantly do without even knowing it. Before an individual gets to know another individual, they will, subconsciously, already form an opinion of one another based on their outward appearance. Ever since the freedom of clothing has started, it has had a number of positive sides, as well as some downsides. As people have been given the freedom of self-expression, unfortunately, that has started a major wave of individuals stereotyping others by their own beliefs about what is considered to be a norm of expressing oneself (Wing Sun Tung et al., 2019). Negative stereotyping can have a major effect on one's physical and mental state. While self-expression and self-representation are exceptionally good, it leads to a number of assumptions of an individual in the first moments of crossing paths with other individuals. The appearance of mass tourism and the rise of cross-cultural communication, it has sparked the importance of stereotyping, especially in the case of popular tourist destinations. As previously mentioned, each individual has their own way of expressing and representing themselves to the public eye, the way they dress, style their hair, do their makeup, etc. In short, all of the components that the wearer is in full control of. It is very important to pay attention to stereotyping in tourist destinations because the communication between a tourist and a local will, in most cases, arise. The result of those stereotypes then affects one's opinion on individuals who don't follow the norm of dressing and other ways they can express themselves, and completely connect those stereotypes to those individuals. An individual can have a bad experience with another individual that is dressed in an unusual way, their hair colored in an unnatural color, etc., and from that interaction, stereotypes about similar individuals that look similar will most likely arise. All the stereotypes that are born because one opinion about norms does not match the other ultimately can lead to a number of serious consequences such as abuse, harassment, and other disturbing actions towards those individuals.

Image Management:

When we say terms such as “unusual” or “provocative”, we mean specifically the outward appearance, aspects of oneself that are completely under wearers' control. The way one dresses, styles their hair, the way they do their makeup, and any other way that an individual can express themselves. Goffman et al. (1959) argue that impression management, or in other words, self-presentation is used by individuals to attempt to control how they are perceived by other individuals. When attending a job interview, individuals will dress appropriately for the

occasion in order to present themselves as intelligent and professional. But, when such “norms” are purposefully challenged, unwanted consequences occur. The individual might give an impression that they are not respectful of their employers and the overall company; potentially present themselves as unprofessional, uncultured, shallow, arrogant, and unethical. Impression management is viewed by Goffman as theatre. Theatre is presented as everyday life, while people are presented as actors and their self-presentation as performance. Their self-presentation in exceptional situations may adapt depending on a specific situation, event or overall community that they are currently in. This adaptation of self-presentation can be relevant in circumstances such as weddings, funerals, and civic parades amongst others.

As previously stated, impression management is the process of regulating and monitoring one's own self-presentation. In accordance with Small (2008), individuals constantly try to influence how others see them. The preferred way for others to perceive them is in a “good light”. But, human creatures are designed in a way that they will try to form opinions about other individuals as soon as possible. Instant judgments are fairly easy to apply because we are focused on identifying the other human being as fast and accurately as possible using a small number of hints that an individual subconsciously throws at us. Impression Management is a two-way street because it focuses on the impression left on the receiver and the impression left on the messenger from the receiver.

Social Contact Theory:

Social Contact Theory is most commonly used to describe the situation which explains what happens to judgments and prejudice when there is an encounter between any two groups of people. According to Chang & Chiang (2019), Social Contact Theory is a term that describes/characterizes interactions between residents and tourists. Participation under the correct conditions may significantly reduce undesirable social occurrences. Restrictions for international tourists in North Korea provide the most accurate example, such as restrictions on photo-taking, communication with local residents, and isolated accommodation locations among others. In general, all tourist freedom. However, even if encounter between residents and tourists occurs, North Korean people tend to be very cautious and speak very quietly. As a result, Social Contact Theory is used to explain the decrease in unfavorable sociocultural phenomena such as racial, ethnic, gender identity, nationality, age, language, and appearance stereotypes among residents and tourists from various/different cultural backgrounds. Residents and tourists are not the only ones who will engage. Under certain conditions, such

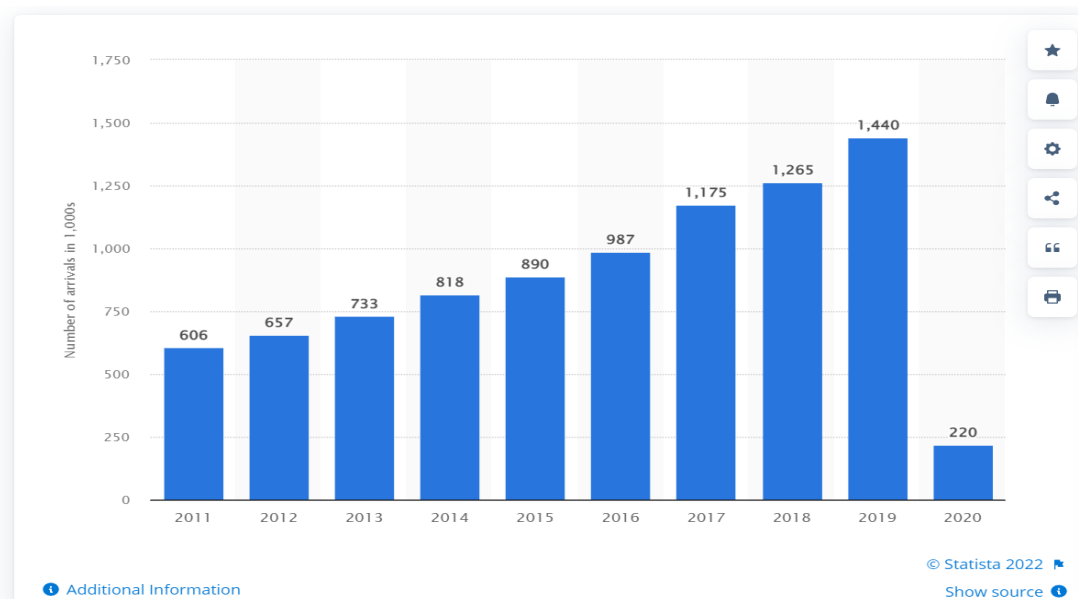
as equal status, common goals, intergroup cooperation, authority support, and personal interaction, social contact theory suggested that cross-cultural interaction could be an effective way to reduce prejudice between group members. This means that, if multiple individuals were all in one common location, they should be able to connect and communicate with one another and ultimately benefit from it. If residents of a certain tourist area have already established their way of expressing themselves, something that is considered to be “normal” and “tolerant” within that group of individuals/society; a tourist that chooses to dress differently and express their own self-individuality in their own way, they might not fit into the society they visited/came into.

But, because cultures are vastly different, one might conclude that tourists adopt a number of various strategies to avoid any type of conflict with one another. Cross-cultural interaction, according to social contract theory, could be an excellent way to minimize prejudice among group members. Pettigrew et al. (1998) argue that intergroup contact typically reduces prejudice and maximizes empathy between group members of society. The relationship between tourists and their hosts requires certain understandings that must be agreed upon and acted upon if it is to be kept.

Dubrovnik Views:

Dubrovnik has become one of the great tourist destinations because of its rich nature, mesmerizing city walls, and clean Adriatic Sea. Dubrovnik is widely known for the number of tourists it welcomes each year, especially during the season. For example, in 2019, according to *Statista* (2021), the number of tourists that arrived in Dubrovnik was almost 1.5 million. See Image 1.

Image 1. Statista 2022



According to Kesić & Pavlić (2011), current and new destinations are competing with each other in the means that each one of them tries to paint the best picture of their own location or city, which also includes their local residents and their behavior. The behavior of those local residents can impact and bring positive and negative stereotypes which also has a great impact on the picture that has been painted by its town or location.

This research paper poses the question of whether residents would be as open-minded and welcoming towards tourists that carry an unusual look with them. The hypothesis that this paper is posing is that individuals have become more open-minded and welcoming towards tourists that carry an unusual look with them (color of the hair, hairstyle, makeup, clothing etc.). This paper investigates whether the increased contact with international tourists makes local residents more open-minded, accepting, non-judgmental and tolerant towards unusual types of self-presentation.

Method Research:

The purpose of the qualitative experiment is to further examine the opinions of local individuals towards the dress style of individuals in ten provided pictures. Participants were offered a range of ten mixed up pictures of different clothed individuals. Five of those pictures were showing individuals dressed normally, while other five more unusual. Under each picture, participants were offered ten different adjectives (Intelligent, Lazy, Trustworthy, Full of himself/herself, Hardworking, Uncultured, Ambitious, Closed off, Open, Stubborn) which would be used to describe each individual in the picture. The adjectives were picked carefully. Five of those were positive and five negative, all mixed up differently for each picture. Based on participant's first

impression opinion, they would choose three adjectives that best fit the provided picture. At the end of each question, participants were offered to submit their own three adjectives in the column “Other”, if the ones provided wouldn’t match the picture based on participants first impression. There were, in total four hundred participants that participated in this experiment. All of the participants were local residents of Dubrovnik. There were ninety “male” participants, three hundred and eight “female” participants and two “other” participants. The age of the participants ranged from sixteen to eighty plus. The participants will be compared based on their high or low tourist contact. Participants that answered their contact with tourists is rather low is compared to those that answered their tourist interaction is high. The participants were reached via social media account Facebook. The experiment has been posted on two different Facebook groups that contained Dubrovnik locals. The informed consent was obtained, and to ensure anonymity and confidentiality, the statement at the beginning of the experiment was provided, ensuring participants safety, anonymity and confidentiality.

Results:

In the overall experiment, a picture with the most positive reactions and least negative reactions is picture number one. Picture number one contains usually dressed female. When looking through all ten adjectives, three adjectives with the most votes are open, ambitious and intelligent. An adjective “open” had 254 votes in total, “ambitious” had 221 votes in total and “intelligent” had 200 votes in total. Despite being the most positive viewed image in the experiment, most participants stated in the “other” section that they find the woman in the picture bring, designed and average.

In the overall experiment, a picture that got the most negative responses was picture six, the unusual male. When looking through all ten adjectives, three adjectives with the most votes are ambitious, open and full of himself. The adjective “full of himself” got 242 responses, “ambitious” got 183 responses, and “open” got 157 responses. Despite being the most negative viewed image in the experiment, participants had no additional negative comments in the “Other” section, and just one positive comment that said “Independent”. See Figure 1.

Figure 1. The Total

PIC NR.	TYPE/GENDER	MOST POPULAR ADJECTIVE / NUMBER OF VOTES	TOTAL POSITIVE/TOTAL NEGATIVE	SAMPLE OTHER COMMENTS
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PICTURE 1	USUAL F	INTELLIGENT (200), AMBITIOUS (221), OPEN (254)	969/109	BORING, DESIGNED, AVERAGE
PICTURE 2	UNUSUAL M	AMBITIOUS (167), OPEN (267), FULL OF HIMSELF (177)	652/416	SOMEONE DRESSED HIM UP, LAME
PICTURE 3	USUAL M	AMBITIOUS (231), OPEN (138), FULL OF HIMSELF (211)	697/418	SNEAKY, RUDE
PICTURE 4	UNUSUAL F	INTELLIGENT (184), AMBITIOUS (164), OPEN (274)	787/288	JOYFUL, FULL, LOST, NO TASTE
PICTURE 5	USUAL F	INTELLIGENT (188), OPEN (185), TRUSTWORTHY (208)	886/219	SHY, UNSURE OF HERSELF
PICTURE 6	UNUSUAL M	AMBITIOUS (183), OPEN (157), FULL OF HIMSELF (242)	555/597	INDEPENDENT, NO NEGATIVE COMMENTS
PICTURE 7	USUAL M	INTELLIGENT (183), AMBITIOUS (220), FULL OF HIMSELF (161)	733/399	TRENDY, SCHEMING
PICTURE 8	USUAL F	INTELLIGENT (201), OPEN (165), TRUSTWORTHY (181)	867/255	BORING, TRIVIAL, GENTLE
PICTURE 9	UNUSUAL F	AMBITIOUS (161), OPEN (175), STUBBORN (166)	455/519	HERSELF, WANTS TO BE LIKES, EGOISTIC

When focusing on the overall score of individuals with high tourist contact and overall score of individuals with negative tourist contact, a picture with the most positive reactions and least negative reactions is picture number one. Picture number one contains usually dressed female. When looking through all ten adjectives, three adjectives with the most votes are open, ambitious and intelligent. An adjective “open” had 147 votes in total, “ambitious” had 127 votes in total and “intelligent” had 116 votes in total.

The picture that got the most negative responses was picture six, the unusual male. When looking through all ten adjectives, three adjectives with the most votes are ambitious, open and full of himself. The adjective “full of himself” got 138 responses, “ambitious” got 101 responses, and “open” got 92 responses. See figure 2.

Figure 2. High Tourist Contact

PIC NR.	TYPE/GENDER	MOST POPULAR ADJECTIVE / NUMBER OF VOTES	TOTAL POSITIVE/TOTAL NEGATIVE HIGH TOURIST CONTACT
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PICTURE 1	USUAL F	INTELLIGENT (116), AMBITIOUS (127), OPEN (147)	574/58
PICTURE 2	UNUSUAL M	AMBITIOUS (108), OPEN(153), FULL OF HIMSELF(89)	386/201
PICTURE 3	USUAL M	AMBITIOUS(135), FULL OF HIMSELF(122), OPEN(79)	399/224
PICTURE 4	UNUSUAL F	INTELLIGENT (105), AMBITIOUS (95), OPEN (170)	470/151
PICTURE 5	USUAL F	TRUSTWORTHY(115), OPEN(108), INTELLIGENT(106)	505/131
PICTURE 6	UNUSUAL M	AMBITIOUS(101), FULL OF HIMSELF(138), OPEN(92)	321/342
PICTURE 7	USUAL M	INTELLIGENT(106), AMBITIOUS(220), FULL OF HIMSELF(98)	517/232
PICTURE 8	USUAL F	INTELLIGENT(115), OPEN(100), HARDWORKING(100)	491/154
PICTURE 9	UNUSUAL F	STUBBORN(101), OPEN(99), AMBITIOUS(87)	337/317

When focusing on the overall score of individuals with positive low tourist contact and overall score of individuals with negative low tourist contact, a picture with the most positive reactions and least negative reactions is picture number one. Picture number one contains usually dressed female. When looking through all ten adjectives, three adjectives with the most votes are open, ambitious and intelligent. An adjective “open” had 49 votes in total, “ambitious” had 47 votes in total and “intelligent” had 38 votes in total.

The picture that got the most negative responses was picture six, the unusual male. When looking through all ten adjectives, three adjectives with the most votes are ambitious, open and full of himself. The adjective “full of himself” got 50 responses, “ambitious” got 38 responses, and “stubborn” got 29 responses. See figure 3.

Figure 3. Low Tourist Contact

TYPE/GENDER	MOST POPULAR ADJECTIVE / NUMBER OF VOTES	TOTAL POSITIVE/TOTAL NEGATIVE LOW TOURIST CONTACT
USUAL F	INTELLIGENT(38), AMBITIOUS(47), OPEN(49)	197/26
UNUSUAL M	INTELLIGENT(29), OPEN(56), FULL OF HIMSELF(39)	129/91
USUAL M	AMBITIOUS(46), FULL OF HIMSELF(35), TRUSTWORTHY(29)	155/56
UNUSUAL F	INTELLIGENT(37), OPEN(38), AMBITIOUS(29)	141/118

USUAL F	TRUSTWORTHY(44), OPEN(38), INTELLIGENT(35)	174/49
UNUSUAL M	FULL OF HIMSELF(50), AMBITIOUS(38), STUBBORN(29)	108/113
USUAL M	INTELLIGENT(35), AMBTIOUS(40), FULL OF HIMSELF(30)	141/84
USUAL F	INTELLIGENT(41), TRUSTWORTHY(42), AMBITIOUS(34)	183/43
UNUSUAL F	OPEN(38), AMBITIOUS(35), INTELLIGENT(32)	128/94

When focusing on the overall score of young individuals (ages 16-40), a picture with the most positive reactions and least negative reactions is picture number one. Picture number one contains usually dressed female. When looking through all ten adjectives, three adjectives with the most votes are open, ambitious and trustworthy. An adjective “open” had 141 votes in total, “ambitious” had 129 votes in total and “trustworthy” had 119 votes in total.

The picture that got the most negative responses was picture nine, the unusual female. When looking through all ten adjectives, three adjectives with the most votes are uncultured, intelligent, stubborn. The adjective “uncultured” got 94 responses, “intelligent” got 88 responses, and “stubborn” got 95 responses. See figure 4.

Figure 4. Young Participants

TYPE/GENDER	MOST POPULAR ADJECTIVE / NUMBER OF VOTES	TOTAL POSITIVE/TOTAL NEGATIVE YOUNG PARTICIPANTS
USUAL F	TRUSTWORTHY(119), AMBITIOUS(129), OPEN(141)	582/59
UNUSUAL M	AMBITIOUS(94), OPEN(156), FULL OF HIMSELF(94)	396/296
USUAL M	AMBITIOUS(123), FULL OF HIMSELF(130), INTELLIGENT(65)	353/263
UNUSUAL F	INTELLIGENT(105), OPEN(147), AMBITIOUS(94)	401/165
USUAL F	TRUSTWORTHY(112), OPEN(108), INTELLIGENT(105)	498/138
UNUSUAL M	FULL OF HIMSELF(135), AMBITIOUS(104), OPEN(88)	330/334
USUAL M	INTELLIGENT(106), AMBTIOUS(107), FULL OF HIMSELF(93)	400/256
USUAL F	INTELLIGENT(103), OPEN(100), AMBITIOUS(94)	487/162

UNUSUAL F	UNCULTURED(94), INTELLIGENT(88), STUBBORN(95)	336/376
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When focusing on the overall score of old individuals (ages 50-80+), a picture with the most positive reactions and least negative reactions is picture number one. Picture number one contains usually dressed female. When looking through all ten adjectives, three adjectives with the most votes are open, ambitious and intelligent. An adjective “open” had 61 votes in total, “ambitious” had 50 votes in total and “intelligent” had 47 votes in total.

The picture that got the most negative responses was picture six, the unusual male. When looking through all ten adjectives, three adjectives with the most votes are ambitious, open and full of himself. The adjective “full of himself” got 59 responses, “ambitious” got 47 responses, and “stubborn” got 41 responses. See figure 5.

Figure 5. Old Participants

TYPE/GENDER	MOST POPULAR ADJECTIVE / NUMBER OF VOTES	TOTAL POSITIVE/TOTAL NEGATIVE OLD PARTICIPANTS
USUAL F	INTELLIGENT(47), AMBITIOUS(50), OPEN(61)	221/33
UNUSUAL M	AMBITIOUS(40), OPEN(58), FULL OF HIMSELF(49)	136/113
USUAL M	AMBITIOUS(59), FULL OF HIMSELF(46), TRUSTWORTHY(46)	171/95
UNUSUAL F	INTELLIGENT(46), OPEN(69), STUBBORN(44)	178/71
USUAL F	TRUSTWORTHY(55), OPEN(41), INTELLIGENT(48)	215/45
UNUSUAL M	FULL OF HIMSELF(59), AMBITIOUS(47), STUBBORN(41)	130/146
USUAL M	INTELLIGENT(45), AMBTIOUS(60), FULL OF HIMSELF(38)	179/87
USUAL F	INTELLIGENT(61), TRUSTWORTHY(46), OPEN(37)	209/56
UNUSUAL F	OPEN(44), AMBITIOUS(42), STUBBORN(40)	142/115

When focusing on the overall score of female individuals that have participated in this experiment, a picture with the most positive reactions and least negative reactions is picture number one. Picture number one contains usually dressed female. When looking through all ten adjectives, three adjectives with the most votes are open, ambitious and intelligent. An

adjective “open” had 196 votes in total, “ambitious” had 169 votes in total and “intelligent” had 154 votes in total.

The picture that got the most negative responses was picture six, the unusual male. When looking through all ten adjectives, three adjectives with the most votes are ambitious, open and full of himself. The adjective “full of himself” got 187 responses, “ambitious” got 148 responses, and “open” got 125 responses. See figure 6.

Figure 6. Female Participants

TYPE/GENDER	MOST POPULAR ADJECTIVE / NUMBER OF VOTES	TOTAL POSITIVE/TOTAL NEGATIVE FEMALE PARTICIPANTS
USUAL F	INTELLIGENT(154), AMBITIOUS(169), OPEN(196)	758/81
UNUSUAL M	AMBITIOUS(127), OPEN(215), FULL OF HIMSELF(133)	513/409
USUAL M	AMBITIOUS(179), FULL OF HIMSELF(168), OPEN(103)	534/328
UNUSUAL F	INTELLIGENT(153), OPEN(215), STUBBORN(116)	616/210
USUAL F	TRUSTWORTHY(112), OPEN(108), INTELLIGENT(105)	680/177
UNUSUAL M	FULL OF HIMSELF(187), AMBITIOUS(148), OPEN(125)	438/450
USUAL M	INTELLIGENT(135), AMBTIOUS(176), FULL OF HIMSELF(130)	559/311
USUAL F	INTELLIGENT(156), TRUSTWORTHY(143), HARDWORKING(139)	668/193
UNUSUAL F	OPEN(144), INTELLIGENT(130), STUBBORN(127)	494/372

When focusing on the overall score of male individuals that have participated in this experiment, a picture with the most positive reactions and least negative reactions is picture number one. Picture number one contains usually dressed female. When looking through all ten adjectives, three adjectives with the most votes are open, ambitious and intelligent. An adjective “open” had 57 votes in total, “ambitious” had 51 votes in total and “intelligent” had 41 votes in total.

The picture that got the most negative responses was picture six, the unusual male. When looking through all ten adjectives, three adjectives with the most votes are ambitious, stubborn and full of himself. The adjective “full of himself” got 55 responses, “ambitious” got 35 responses, and “stubborn” got 33 responses. See figure 7.

Figure 7. Male Participants

TYPE/GENDER	MOST POPULAR ADJECTIVE / NUMBER OF VOTES	TOTAL POSITIVE/TOTAL NEGATIVE MALE PARTICIPANTS
USUAL F	INTELLIGENT(41), AMBITIOUS(51), OPEN(57)	221/35
UNUSUAL M	AMBITIOUS(39), OPEN(53), UNCULTURED(35)	144/130
USUAL M	AMBITIOUS(51), FULL OF HIMSELF(43), OPEN(35)	165/94
UNUSUAL F	INTELLIGENT(34), OPEN(59), AMBITIOUS(41)	176/81
USUAL F	TRUSTWORTHY(43), OPEN(42), INTELLIGENT(48)	207/48
UNUSUAL M	FULL OF HIMSELF(55), AMBITIOUS(35), STUBBORN(33)	121/146
USUAL M	INTELLIGENT(50), AMBTIOUS(44), HARDWORKING(34)	178/85
USUAL F	INTELLIGENT(47), TRUSTWORTHY(37), OPEN(54)	199/64
UNUSUAL F	FULL OF HERSELF(38), AMBITIOUS(34), STUBBORN(40)	114/128

Limitations:

As participants would take the experiment, the pictures would appear in the same order for everyone, so the amount of positive and negative comments could be affected by this limitation. The participants that decided to take this survey were mostly females (304), while there were (90) males. Limitations also include type of participant that decided to be a part of this experiment. Each individual in the picture posed differently, which can have a huge impact on participants first impression, and whether or not individuals in the pictures have glasses. Each individual in the pictures provided in the experiment had a different facial expression. Furthermore, the body language in each picture was also vastly different. It is possible that individuals who chose to take this experiment were more open minded in

general, and had higher tourist contact, along with those participants being mostly females, as it has been previously stated.

Discussion:

This experiment investigated whether individuals with higher tourist contact are more tolerant and open minded towards individuals that carry an unusual look with them. The findings suggest that there is no necessary prerequisite when it comes to Dubrovnik residents' judgments and first impressions towards tourists that express themselves through clothing in an unusual way. The future generations, younger generations will be more open minded towards unusually dressed individuals as time goes on. Local people of Dubrovnik are learning to accept each other. They value creativity and give more positive feedback to those who express their creativity. The comments at the end of this experiment prove that: "Through an outward appearance, we get to know someone's style, cleanliness, openness... People can stick out with their uniqueness and the way they wear it. It is lovely to see.", "Outward appearance is not important, but the way someone acts towards you and others around you", "The way people dressed affected the way I viewed them. The colorful and more expressive it was, I saw a creative, confident, ambitious individual that is not afraid to take risks.". There were few individuals who commented that looks matter to them "First impression is very important to me and I am usually never wrong.", and those individuals were the ones that were falling into the old, low contact with tourists group. But, they were overpowered with individuals that had high contact with tourists and/or somewhat contact with tourists (that refers to all ages of participants). In the literature, a term Social Contact Theory has been mentioned and explained by According to Chang & Chiang (2019), a term that describes/characterizes interactions between residents and tourists. This experiment furthermore proves that this is indeed correct. The more two or more different groups of people interact with each other, prejudices and possible conflicts will decrease rapidly. Overall, there is no significant difference between male/female, young/old, high tourist contact/low tourist contact, which leads to the conclusion that first impressions and opinions are all based on a matter on one's own views and beliefs.

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