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**Abstract**

**TOURIST ANIMATION IN VIEW OF SUBLIMATION OF  
INTRAPERSONAL INTO INTERPERSONAL COMMUNICATION**

During their tourist trip, every tourist is faced with various types, kinds and systems of communication, among which two kinds of communication can be considered as the most important: intrapersonal and interpersonal communication. Intrapersonal communication is of closed type, because it means turning to oneself, as a "conversation with oneself", while interpersonal communication is open and refers to orientation to another or others for the purpose of mutual exchange of energy. These two types of communication, although apparently opposed, may be connected and united through animation activities, and it is very likely that the synergistic effect of their unification will result in significant outcomes in terms of direct interpersonal communication of tourists. Through adequate tourist animation programs intrapersonal communication is sublimed into interpersonal and their harmonization is achieved, which makes tourists feel happy and satisfied. It is therefore necessary to include tourist animation programs in the established Serbian resorts into the price of what is currently offered, just like in Western countries with developed tourism.

**Keywords:** *tourist animation, intrapersonal and interpersonal communication, sublimation.*