

THE ROLE OF EMOTIONS IN THE PROCESS OF KNOWLEDGE OF TOURISM PRODUCTS

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*“Our thoughts determine the thoughts that we experience”
Richard Lazarus*

Abstract

The intermediate results of this study complete the rather limited specialist research in the field, which, based on theoretical and practical foundations, attempts to contribute to elucidating the mechanisms underpinning modern practices regarding the principles and role of emotions in the process of knowledge of tourism products, taking into account the progress towards a liberal knowledge-based economy. The research conducted as part of this study has identified the current need for creative practices emphasising the personal capacity to identify and manage effectively one's emotions in relation to one's goals (career, family, education, etc.) and the major importance of emotional intelligence, which represents a modern technique of becoming aware of one's feelings.

Keywords: tourism product, emotional intelligence, feeling, disposition, empathy, ability