Kulturno povijesni turizam u Washingtonu DC

MEĐIMURSKO VELEUČILIŠTE U ČAKOVCU

STRUČNI DIPLOMSKI STUDIJ MENADŽMENT TURIZMA I SPORTA

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CULTURAL AND HISTORICAL TOURISM IN WASHINGTON DC

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Mentor:

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Čakovec, 2024.

ABSTRACT

Washington D.C. is the capital of the United States of America. It is one of the most important centers of cultural and historical tourism in the USA. Through an overview of major historical and cultural landmarks, such as the White House, the Lincoln Memorial, the Smithsonian Institution, Capitol Hill and the Library of Congress, the paper highlights the role of Washington, D.C. in the development of cultural and historical tourism in the country. In order to be able to talk about the city itself, definitions of tourism, as well as cultural and historical tourism, are first given. Then there is an overview of general data about the city, the current situation, as well as a historical overview of the city's development. The main part of the paper describes the main historical and cultural monuments and their importance for the tourist offer. The tourist offer is statistically analyzed in relation to other important tourist destinations, mainly cities, in the USA.

At the end, an analysis of a survey conducted on the general population is given in order to determine how well Croatian citizens know the capital of the USA. At the same time, a survey among Croatian citizens reveals their level of knowledge of the main attractions and historical facts of the city. The paper concludes that, although Croats are aware of basic information about Washington D.C., there is room for improving knowledge about the rich cultural and historical heritage of this city.

Key words: *cultural tourism, historical tourism, the USA, tourism, Washington D.C.*

CONTENTS

1. INTRODUCTION

Tourism is nowadays the most important industry in the world and has a lot of different types. People mostly travel for vacation and entertainment, but in recent years also for education, learning about different cultures and history of destinations. It is Washington D.C. a city that can stand out for its rich cultural and historical heritage. Also, the most important industry in D.C. is tourism.

Washington D.C., formally known as the District of Columbia, is the capital city of the United States of America. As the capital of the country, it is one of the most visited places, primarily because of its cultural and historical heritage. Some of the most famous landmarks of the city are The White House, Lincoln Memorial, The Washington Monument and The World War II Memorial. It is Washington D.C., its attractive resourses (cultural and historical) and their importance for the tourist offer that are the subject of this paper. The tourist offer is also statistically analyzed and compared with tourist offers of other cities in the USA and Europe.

The paper covers the research problem which starts from the fact of how well Croatian citizens actually know the capital of the USA and its landmarks. The aim of this paper is to describe and reveal the importance of the main cultural and historical heritage monuments and landmarks in the overall tourist offer of the city.

The paper consists of 4 parts. First part of the paper provides definitions of tourism, as well as cultural and historical tourism. The first part also consists of general information about Washington D.C. The second part of the paper describes main cultural and historical landmarks and monuments and their importance in the tourist offer of the city. It also compares tourist offer with other cities offers in the USA. Third part refers to conducted research and its results and the fourth part includes the conclusion.

The data sources of this paper were secondary data, i.e. the websites of certain tourist attractions in Washington, UNWTO with its professional definitions of tourism, professional literature (books by authors in the field of geography and tourism) and research conducted on a sample of 107 respondents (in Croatia), using a survey questionnaire as a research instrument.

2. DEFINITIONS OF TOURISM

In this part of the paper, all terms and definitions related with tourism, as well as cultural and historical tourism, are defined. First, definition of tourism is given and its importance for the USA economy. The second part of this chapter refers to the definitions of cultural and historical tourism and the importance of these types of tourism for Washington as tourist destination.

Nowadays, there are a lot of definitions of tourism. A lot of different authors, encyclopedias and professional literature for tourism define tourism. Encyclopedia Britannica defines tourism as "the act and process of spending time away from home in pursuit of recreation, relaxation and pleasure, while making use of the commercial provision of services (https://www.britannica.com/topic/tourism)". Hunziker and Kraft (1942) defined tourism as "a totality of relationships and phenomena arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity." According to the U.N. World Tourism Organization (UNWTO), whose definition is the most used, "tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors and tourism has to do with their activities, some of which involve tourism expenditure (https://www.unwto.org/glossary-tourism-terms)." Today, there are a lot of different types and forms of tourism. In this paper, the emphasis is on cultural and historical tourism.

2.1 Cultural tourism

The term "cultural tourism" appeared as a "new" type of tourism in the 1970s, although looking back we see that trips motivated by visiting events, famous buildings and works of art existed in ancient times and continued until today when these trips (journeys) are recognized again as one of the subtypes of special interest tourism (https://www.kulturni-turizam.com/hrv/sadrzaj/okulturnomturizmu/). UN Tourism General Assembly adopted the definition of cultural tourism in 2017. According to them, "cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distincive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions (https://www.unwto.org/tourism-and-culture)."

In recent years, cultural tourism has experienced growth throughout the world (mostly in Europe). There are currently 933 cultural World Heritage Sites. Countries famous for its cultural tourism and attractions are Greece, Egypt, Spain, Italy and France, followed by Japan, Thailand, India, Mexico and China (https://www.usnews.com/news/best-countries/rankings/many-cultural-attractions).

2.2 Historical tourism

Historical tourism is a type of tourism connected with cultural tourism. The primary purpose of travels are exploring and learning about history and heritage of a place. It also includes visiting historical architecture and museums (https://www.etravel.com/explore/travel-industry/what-is-heritage-tourism/). When it comes to historical (heritage) tourism, the main destinations are Jordan (Petra), Peru (Machu Pichu), Italy (Colloseum), Egypt (Pyramids of Giza) and Greece (Acropolis) (https://worldwildschooling.com/best-historical-places-in-the-world/).

3. TOURISM IN THE USA

The United States of America is a country in North America that consists of 50 federal states. The country itself is located along the shores of the Pacific Ocean on the west and the Atlantic Ocean on the east. The capital city is Washington D.C. and the official language English. In terms of culture and tourism, it is one of the most developed countries in the world. Curić and colleagues divide the country into 9 regions:

1) "New England"
2) "Mid-Atlantic"
3) "South"
4) "Florida"
5) "West Central"
6) "Mountain West"
7) "Pacific"
8) "Alaska"
9) "Hawaii"

The most developed regions for tourism are Florida and Mountain West. Florida is one of the main destinations for seaside leisure and tourism industry because of its favourable climate. There are a lot of beaches (Miami Beach, Daytona Beach, Palm Beach), national parks (Biscayne, Dry Tortugas, Everglades) and cities such as Miami, Orlando (famous for its Disney World) and Cape Kennedy where The Kennedy Space Center of NASA is situated. Mountain West region is the most tourist attractive part of the USA with natural attractions in the foreground. It is a region famous for a large number of national parks, including Yellowstone and Grand Canyon. There are also famous ski centers, Salt Lake City and Aspen.

As for cultural and historical tourism, the Mid-Atlantic and South regions stand out the most, where the development of seaside leisure is not possible due to the cold sea currents. Natural attractions also do not stand out. Also, the Mid-Atlantic is a region famous for cities New York, Philadelphia and Washington D.C., known as the city with a unique cultural heritage in the world. As for the South region, the only real center for cultural tourism (and tourism itself) is the city of New Orleans, known for its jazz heritage.

Among other tourist attractions in other regions, New England should be singled out, where Vermont is located, known as a destination for sports and recreation, as well as universities

such as Harvard, Yale and Massachusetts Institute of Technology (MIT). Also, the USA is famous for Niagara Falls, located between the Erie and Ontario lakes, cities like Los Angeles, San Francisco, Seattle, Las Vegas (Sin City), Chicago, Indianapolis and many others, Hawaii with numerous sandy beaches and Pearl Harbour, Alaska with the highest peak in the USA, Mt. Denali and the Napa Valley, a famous California wine-growing region.

4. WASHINGTON D.C.

Washington D.C. is the capital city of the United States of America. It is often referred to simply as D.C. because it is coextensive with the District of Columbia. The city itself is a territory and not a part of any U.S. states situated between the state of Maryland and the state of Virginia. It covers 176 square kilometeres and according to American Community Survey (ACS) in 2023 Washington had 678 972 inhabitants. With 10 counties in Maryland and Virginia, it forms the area which covers more than 10 000 square kilometeres and has 6 373 829 inhabitants (https://www.britannica.com/place/Washington-DC).
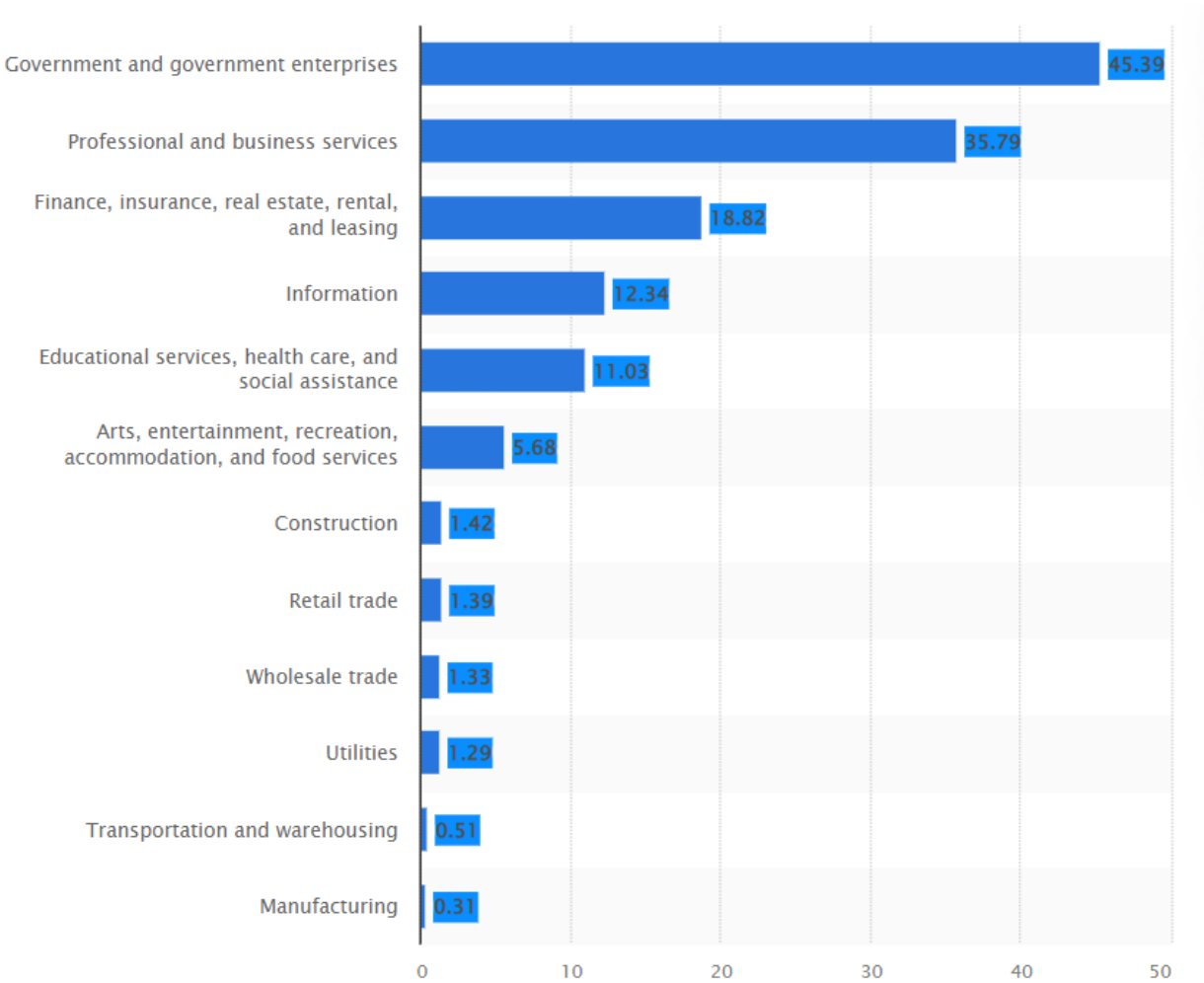
Picture 1 Position of Washington D.C. on the map of the USA

Source: https://washingtondcmap360.com/washington-dc-map (16.6.2024.)

Washington D.C. is one of the most diverse cities in the USA due to its characteristics. It is a working federal city, an international metropolis, tourist destination with rich cultural and historical heritage and a cosmopolitan centre with neighbourly ambience. The main industries, besides tourism, in Washington are government and government enterprises, followed by professional and business services. Figure 1 shows all of the industries which contribute the most to the gross domestric product of Washington, in billions of US dollars.

Figure 1 "GDP of the District of Columbia in 2022, by industry"

Source: https://www.statista.com/statistics/1065920/district-of-columbia-real-gdp-by-industry/ (17.6.2024.)

4.1 History of Washington D.C.

Washington D.C. is a city famous for its history and heritage. History of Washington D.C. can be divided in five eras. The first era refers to the founding of the city, followed by burning during the War of 1812. The third era speaks about retrocession and the Civil War and the fourth one about growth and redevelopment. The last, fifth era refers to the period from the 1950s to the present day.

4.1.1 Founding of the city

Washington D.C. was founded on July 16, 1790 by the Constitution of the United States of America as a nation's capital. Congress decided that the capital should not belong to any of the states. It was decided that the city would be located on the Potomac River. Location was chosen by president George Washington and both Maryland and Virginia ceded land for the new

"District of Columbia". The terittory was named after explorer Christopher Columbus and the city after George Washington (https://washington.org/DC-information/washington-dc-history).

The city was designed by engineer and designer Pierre Charles L'Enfant. Almost all government buildings (Capitol building, the White House) were built when Congress moved to Washington D.C. in 1800. The development and construction of the city was interrupted by the War of 1812 (1812-1815) when the USA declared war to the Great Britain in 1812. During the war, British general Robert Ross captured Washington in 1814 and burned government buildings with the city almost entirely destroyed (https://www.britannica.com/place/Washington-DC/History).

4.1.2   Burning during the War of 1812

The war between the USA and Great Britain started in 1812 when the British Royal Navy invaded American maritime rights and cut into American Trade (because of the conflict between France and Great Britain over who would be more dominant in Europe and world). In response to Britain's actions, Americans declared war to them on June 18, 1812 (https://ussconstitutionmuseum.org/major-events/war-of-1812-overview/).

Most of the war took place on a territory of Canada, until 1814, when Britain started to implement new strategies. In August, they began to raid eastern shores of the USA to try to win the war. Two cities were targeted: Baltimore and Washington D.C. British soldiers won the Battle of Bladensburg outside of Washington and that allowed them to enter the capital on August 24th. Washington's burning was the British response to the actions of Americans who burned Canadian capital York (today Toronto). Government buildings (the White House, Capitol Building, the Library of Congress, the Treasury and other buildings) were burned, but not private residences and Patent Office (https://www.battlefields.org/learn/articles/burning-washington-dc).

Although a storm put out the fires (August 25th), a tornado formed and destroyed the city. The burning was not on a large scale, so the city was quickly rebuilt (https://www.battlefields.org/learn/articles/burning-washington-dc).

4.1.3   Retrocession and the Civil War

Third era of the history of Washington D.C. refers to the retrocession and time during the Civil War. When Maryland and Virginia ceded the land for the foundation of District of Columbia (Washington), the town of Alexandria was absorbed into the District with its residents losing their citizenship of Virginia state. That meant that they could no longer vote in any of the

elections. In additon to that, Alexandria was kept as a rural farmland and was prohibited to construct and build public buildings with Maryland getting all the benefits. Alexandria was also the center of slavery which they wanted to abolish. A series of bills were proposed to Congress to return the land of Alexandria to Virginia. It all started in 1804 with abolitionists and pro-slavery advocates conflicting over that teritory. Conflicts continued for several years, until February 1846 when The Virginia General Assembly passed the retrocession bill. Three weeks after, the Congressional body approved that act and Alexandria was returned to Virginia in July 1846 (https://boundarystones.weta.org/2016/07/08/alexandria-retrocession-1846).

American civil war was a four year period from 1861 to 1865 where the USA clashed with 11 Southern states that separated from the Union and formed Confederate States of America. The main reason that caused the war was the issue of slavery. Northern states and its economy were modernizing and diversifying with Southern based on plantations and slaves as main labour force. When Northerners wanted to start implementing an anti-slavery policy, Southerners (including Virginia) seceded from the Union. With Washington D.C. being the Union capital and Virginia separated from the Union, there was a threat that the capital would be surrounded by Confederate states if Maryland also decided to separate (from Union). New president Abraham Lincoln imprisoned rebels in that federal state and prevented their secession. Civil war changed Washington. During the war, the number of inhabitants in the city increased from 75 000 to 200 000. The power of Federal government was also increased with new laws (prohibiton laws, military policing…). Fortifications were also built and the city was not millitary battleground. It was more an area of political conflicts during the war (beacuse of the anti-slavery policy). At the end of the Civil war (with the Union's victory in April 1865), Washington became a major city on the eastern coast of the USA. The war actually helped Washington to become the big city it was planned to be (https://www.battlefields.org/learn/articles/washington-dc-during-civil-war).

4.1.4   Growth and redevelopment

After the Civil war, and following the assasination of president Abraham Lincoln, the capital started to grow as a city and expanded its territory. There are two factors which are considered as a key to Washington's development. The first one is self-government, which was appointed in 1871. Although it lasted only three years (due to bankrupcy of government for financing projects), a large number of projects were realised: modern schools, markets, paved streets with outdoor lighting, sewers… The second factor is increase in

population. From 1880s, a lot of newcomers arrived in the city, most of whom were intellectuals, forming the new elite in Washington (https://www.britannica.com/place/Washington-DC/History).

In the following years, the character of Washington was additionally strengthened by construction of Washington Monument in 1884, the Library of Congress in 1897 and the proliferation of social organizations, art societies and private clubs. Washington was further developed by the McMillan Commision of 1901, although it did not take effect immediately. In the coming years, Washington became world-famous, culturally, socially and economically, with the construction of grand homes for embassies, today known as Embassy Row. In 1917, Washington also got involved in world political affairs during the World War I (WWI). After the WWI, culture overflows the city. Museums, concert halls, art galleries and the Lincoln Memorial are being built. The Commision of Fine Arts was also established for the purpose of advising urban planners and designers on the city plan (https://www.britannica.com/place/Washington-DC/Washington-since-1900).

In the period after the Great Depression in 1930s (run-down buildings, neglected neighbourhoods), a large number of workers were employed in Washington in the construction of new federal buildings such as Supreme Court and Federal Triangle, but also in government offices. During World War II (WWII), Washington recorded a population of 950 000, an airport was built in 1941, and the Pentagon soon after, establishing Washington as the US military headquarters (https://www.britannica.com/place/Washington-DC/Washington-since-1900).

4.1.5   1950s and the present

This era refers to the period from the 1950s to the present. Washington experienced an exodus of the middle class at the beginning of the second half of the 20th century. Nevertheless, it continued to develop, government buildings sprung up all over the city with public buildings built in the poorer part. This caused citizens' dissatisfaction, which was further deepened by the planned construction of the highway network. The neglect of the city's beauty was recognized in the 1960s during President Kennedy's time when great interest in the city's history began to emerge. In 1964, Washington residents were allowed to vote in presidental elections for the first time. 9 years later, in 1973, the city was allowed to elect the mayor. However, race riots and protests over Vietnam War kept people from moving to the capital until the construction of the subway (1970s) and the real estate boom which prevented the further deterioration of

neglected parts of the city (1980s) (https://www.britannica.com/place/Washington-DC/Washington-since-1900).

From its founding in 18ᵗʰ century until today, Washington D.C. has become a real metropolis. With the arrival of the 21st century, the city, primarily the city life, has been revitalized again and new residental buildings were built in the neglected areas, such as the city center itself, Chinatown, Anacostia etc. Bicycle routes were also built with low-fare crosstown buses created. Also, so-called "street-ambassadors" were hired whose task was to welcome and guide tourists. Today, Washington is one of the cities that prides itself on its diversity, which contributes to the constant development of tourism in the city area. As the city is very diverse today, it is possible to have the best of both worlds, a visit to the National Mall and other museums that cover the entire history and culture of the USA, but also adventures through the modern districts of the city (https://www.britannica.com/place/Washington-DC/Washington-since-1900).

4.2 Culture of Washington

Washington is a city rich in culture and heritage. The city is home to many world-famous museums, galleries, theatres and libraries, the most famous of which is the Library of Congress. Also, many cultural heritage festivals are held in the city. Main cultural arts in Washington are literature, music, theatre and cultural institutions (museums and galleries).

Washington's literature is linked to history. The most important books were written about national issues, politics and government, but also the society of the capital. Some of the most famous written works related to Washington D.C. are: Democracy[1], Reveille in Washington[2], Washington, D.C.[3], The Public Burning[4] and Primary Colors[5] (https://www.britannica.com/place/Washington-DC/Cultural-life).

Washington also contributes to world music and has a rich musical history. Many musical styles were fostered in the capital, the most prominent of which are jazz, punk and go-go. Go-go is a style of funk that originated in D.C. in the 1970s and today it is the official music of the city.

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[1] Written by Henry Adams, American historian and author.
[2] Author Margaret Leech (American novelist, biographer and historian) won the Pulitzer Prize for History with Reveille in Washington and In the Days of McKinley.
[3] Written by Gore Vidal, American novelist and essayist known for his clear political belief and satire.
[4] The work of an American avant-garde writer known for mixing reality and illusion
[5] Written by Joe Klein, a journalist and correspondent for Time Magazine and author of seven books

Washington also played significant role in development of hardcore punk in 1980s and 1990s (https://www.britannica.com/place/Washington-DC/Cultural-life).

Theater and theatrical performances in Washington have been valued since the city's beginnings. The first theater in the city was opened in 1800 under the name The United States Theater. Then The Washington Theater opened soon after, and in 1835 The National Theater (the most respected in the entire country). Another important Washington theater is Ford's Theater, today known not only as a theater, but also as a memorial to Abraham Lincoln. Many artists perform in theaters today, from jazz and opera singers to dancers and theater actors (https://www.britannica.com/place/Washington-DC/Museums-and-galleries).

Washington is also a city known for a large number of museums and galleries. More than 114 museums, exhibitions and galleries are situated in the capital. Some of the most famous ones are: American Art Museum, the Renwick Gallery, Corcoran Gallery of Art, the U.S. Holocaust Memorial Museum and the Smithsonian, the world's largest museum and research complex, with 21 museums and 9 research centers. Some of the museums located within that complex are "National Air and Space Museum, National Museum of American History, National Museum of Natural History and National Portrait Gallery" (https://www.britannica.com/place/Washington-DC/Museums-and-galleries).

4.3   Tourist attractions in Washington D.C.

Washington is a city that exudes history and culture and stands out from other cities in the USA. Its tourist position is further strengthened by the headquarters of the US government. All the mentioned characteristics attract tourists who are interested in culture and history. However, Washington offers much more than just culture and history. The city is also known for its numerous parks and preserved nature, as well as its rich gastronomic offer. In the rest of the paper, the most famous and most visited tourist attractions of the US capital are highlighted (https://hr.bestattractions.org/usa/dc/stvari-koje-treba-uciniti-u-washingtonu/?utm_content=cmp-true).

4.3.1   Cultural tourist attractions

Since Washington D.C. is a city known for its culture and cultural heritage, the main cultural tourist attractions of the city are listed below and briefly explained.

4.3.1.1 Smithsonian Institution

The Smithsonian is the world's most famous complex of musems, education and research, consisting of 21 museums and a zoo. The complex was founded in 1846 as a legacy of the Englishman James Smithson under the name "Smithsonian Institution, an establishment for the increase and diffusion of knowledge". Today, the Institution is known for preserving heritage, discovering and sharing new knowledge and introducing and sharing its own resources with the world (https://www.si.edu/about).

Although the Smithsonian was planned to be established as a university, the institution became a complex that included a research center, an observatory, a library and a museum. The building itself (where the institution is located), began construction in 1846, and was completed 9 years later, in 1855. It was designed by James Renwick. As part of the Institute itself, there are also the remains of James Smithson, which were placed in a crypt in the building, today known as the Castle. Over the years, the Institute continued to expand and today it houses more than 15 museums and research centers that preserve more than a million artefacts, as well as many national treasures (https://www.britannica.com/topic/Smithsonian-Institution).

As already mentioned, there is a total of 21 museums in the Institute. Some of them are the National Museum of American History, where it is possible to find inventions such as "the Bell's telephone, the Morse's telegraph, Muhammad Ali's boxing gloves, Duke Ellington's notes" and many other artefacts, the National Museum of Natural History (collection of natural history specimens and human artefacts), the National Air and Space Museum (world's largest collection of historic aircraft and spacecraft), Hirshhorn Museum and Sculpture Garden (art and culture – outdoor sculptures, temporary exhibitions of major artists, important trends…), National Portrait Gallery, Smithsonian Gardens and The Castle, signature building which is currently closed due to its renovation. It is the Institute's first and oldest building which opened in 1855 (https://www.si.edu/about/museums).

There are also 14 education and research centers with the National zoo in the Smithsonian Institution helping to attract various visitor profiles. The institut itself is one of the world's leaders in science, humanities and arts. Its research centers carry out research related to the whole world and even space. Some of those centers are Archives of American Art where they collect and preserve papers and primary records of the visual arts, Smithsonian Astrophysical Observatory (education in astronomy and astrophysics), Smithsonian Environmental Research Center, Smithsonian Conservation Biology Institute, Smithsonian Tropical Research Insitute

and a lot more (including culture centers) where researchers try to save wildlife and understand biodiversity and climate changes. National zoo is a leader in those efforts of saving wildlife, with its conservationists working in field stations over the world trying to protect and recover habitats of endangered animal species (https://www.si.edu/researchcenters).

Picture 2 Smithsonian Institution

Source: https://www.britannica.com/topic/Smithsonian-Institution (20.6.2024.)

4.3.1.2 Library of Congress

The Library of Congress is the national library of the United States of America, and also the largest library in the world. In its collection, which in 2020 consisted of more than 170 million items, it has books, films, audio recordings, photographs, newspapers, maps and manuscripts. The library was founded in 1800 and was located in the Capitol Building (National Mall). Although its collections were destroyed by fire in 1814 and 1851, they were successfully restored. Today, the library and its collections are spread over 3 buildings, the Thomas Jefferson Building, where the Main Reading Room is located, the James Madison Memorial Building and the John Adams Building (https://www.britannica.com/topic/Library-of-Congress).

Every day, the Library receives about 22,000 items, of which 10,000 are added to its large collection. The library acquires these items mostly through the copyright deposit process, but also through gifts, purchases, donations, government agencies, the library's Cataloging in Publication program and exchanges with libraries in the US and around the world. Things that

the library does not decide to put in its collection, it gives to other libraries or educational institutions. About 460 languages are represented in the collection itself. In addition to English, there are many collections in Arabic, Portuguese and Spanish, but also in many Slavic and Asian languages. In total, there were "more than 25 million cataloged books, 74,5 million manuscripts, 5,6 million maps, 8,2 million items of sheet music, 4,2 million audio materials and 17,3 million visual materials." In addition to the collections themselves, it is also possible to find the largest law library in the world. Also, the library makes its resources and things available to members, committees and staff of Congress, other libraries, numerous scientists, researchers and artists. The library also offers various concerts and exhibitions (with lectures) to the public and tourists (https://www.britannica.com/topic/Library-of-Congress).

Picture 3 Library of Congress

Source: https://www.britannica.com/topic/Library-of-Congress (25.6.2024.)

4.3.1.3 The Wharf

The Wharf is a waterfront[6] neighborhood in Washington, worth $3,6 billion. It is one of the newest tourist attractions, that is, an area whose first phase of construction was completed in 2017, and the entire area in 2022. The neighborhood itself consists of a mile-long array of restaurants, shops, hotels, residences and businesses. Also, there are facilities for entertainment

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[6] Stretch along the Potomac River

and culture, as well as promenades and piers. In favour of the waterfront neighborhood as a tourist attraction is its favorable location. As the Wharf is located south of the National Mall, the area with the most tourist attractions in Washington, it is close to the main tourist attractions of the city (https://www.wharfdc.com/wharf/).

The area itself is known for many events and programs. Some of them are concerts which take place in a 6000-seat music venue, training sessions along the coast, boat parades, various fireworks during the festival. In addition, there is also an ice rink over water, the Wharf Ice Ring, the only one in the whole city, open during Winter, from November to February. In addition to skating, other activities are also organized, from playing arcade games, sailing, bowling, kayaking, playing mini golf, golf and tennis to shopping and rich gastronomic offer for food lovers (https://www.wharfdc.com/things-to-do/).

Picture 4 The Wharf

Source: https://www.tripadvisor.com/Attraction_Review-g28970-d13007321-Reviews-The_Wharf_DC-Washington_DC_District_of_Columbia.html (28.6.2024.)

4.3.1.4 Washington DC Parks

Although Washington is primarily known as a city of culture and history, numerous public gardens and parks spread throughout the city. There are 12 parks in the city that can be distinguished, starting with Rock Creek Park, founded in 1890. It is known for its paths that provide peace and quiet from the city noise. In addition, within the park there is also a zoo, a planetarium and a nature center and the Carter Barron Amphitheater, as well as the possibility of horseback riding or playing golf. The next two parks are located on the National Mall, namely

the US Botanic Garden and the Tidal Basin. Known for their locations, the Botanic Garden is called a living museum of plants, available to visitors year-round with free admission, while the Tidal Basin, located right on the banks of the Potomac River, is known for its cherry blossoms. The fourth park is the US National Arboretum, home to "the largest collection of bonsai trees in North America, the National Herb Garden, the National Bonsai and Penjing Museum, and the Flowering Tree Collection." The next park is Dumbarton Oaks in Georgetown, full of walking and running trails (https://www.trolleytours.com/washington-dc/12-best-parks-dc).

Among other parks there are Meridian Hill Park (with tiered fountain), The Yards Park (a waterfront park with dancing fountains), Anacostia park, known as the largest recreation area in D.C., Lincoln Park on Capitol Hill, Kenilworth Park and Aquatic Garden (part of Anacostia Park specific for bird watching), Georgetown Waterfront Park and Chesapeake and Ohio Canal National Historic Park (https://www.trolleytours.com/washington-dc/12-best-parks-dc).

Picture 5 Washington Park

Source: https://www.tripsavvy.com/guide-to-washington-dc-parks-4175427 (3.7.2024.)

4.3.2   Historical tourist attractions

Washington D.C. is a city rich in history. This is evidenced by numerous tourist attractions, the most recognizable of which are listed below in this part of the paper.

4.3.2.1 National Mall and memorial parks

The National Mall is a green belt better known as America's front yard that stretches through the very center of the city, from the U.S. Capitol Building to the Potomac River. The promenade (and greenery) is bounded by Constitution Avenue and Independence Avenue. There are monuments and memorials to American forefathers and heroes in this area. Some of the most famous monuments there are "the Washington Memorial, the Martin Luther King, Jr. National Memorial, Thomas Jefferson Memorial and the Lincoln Memorial with Reflecting Pool." Along the promenade, there are numerous institutions and buildings: "the National Gallery of Art, the National Museum of Natural History, the National Museum of African American History and Culture, the National Museum of American History, the Freer Gallery of Art, the Smithsonian Institution" (https://www.britannica.com/topic/the-Mall)…

The Mall is also the stage for various celebrations and events, but also movements in which people gather to make their voices heard. In addition, the area is open 24 hours a day and also offers opportunities for various sports activities such as cycling, golf (three courses with varying levels of difficulty), tennis (indoor and outdoor courts), fishing along the banks of Potomac River and Tidal Basin and paddling around the Tidal Basin (https://www.nps.gov/nama/planyourvisit/outdooractivities.htm).

As already mentioned, the area is home to the Lincoln Memorial, a monument built in honour of Abraham Lincoln, the US president who saved the Union during the Civil War. The monument was designed by Henry Bacon based on the Greek Parthenon. Construction began in 1915 and was completed 7 years later, in 1922. It consists of 36 columns that are 13,4 meters (44 ft) tall, symbolizing the number of American states that were united at the time of Lincoln's death in 1865. The names of all federal states are inscribed on the colonnade (a series of columns connected by arches that support the roof or porch of the building) of the monument, with dates of their access to the Union. As Hawaii and Alaska later joined the Union, their names appear on a plaque located at the entrance steps of the monument. Inside the monument itself, that is, the building, there is a 5,8 meter (19 ft) high seated statue of Lincoln and two of his speeches inscribed on the walls of the building. The Lincoln Memorial is one of the most important symbols in the American civil rights movement, so Martin Luther King, Jr. gave his famous speech "I Have a Dream" in front of the monument on the centenary of the Emancipation Proclamation (https://www.britannica.com/topic/Lincoln-Memorial-monument-Washington-DC).

Picture 6 National Mall

4.3.2.2 The White House

The White House is the official office and residence of the US president, but also the headquarters of the presidental staff, located on Pennsylvania Avenue. It is the most famous house in the world, whose surroundings cover 18 hectares of land. It is also the oldest federal building in the capital. The very name of the building (house) was derived from the white-gray sandstone used for construction, which was whitewashed in 1798 to prevent the appearance of moisture and cracking during the winter. Throughout history, the White House changed names (President's Palace, Executive Mansion) and although it was known to everyone by the name of White House, it only became official in 1901 during the presidency of Theodore Roosevelt (https://www.britannica.com/topic/White-House-Washington-DC).

The White House is a complex of 132 rooms, 35 bathrooms and 6 levels. It was designed by James Hoban and it is the residence of the US president since John Adams (the 2nd president of the United States). Over the years, the White House was constantly expanded and became the complex it is today. Some of the famous parts of the house are: North Portico, South Portico,

West Wing (which houses the Oval Office[7], Cabinet, press rooms…), East Wing (which houses other offices) and the Eisenhower Executive Building. Some parts of the house are open to the public and tourists, and inside the White House there is also a museum of American history, which together with the house itself is the most recognizable building, but also a tourist attraction in Washington D.C. (https://www.whitehouse.gov/about-the-white-house/the-grounds/the-white-house/).

As the White House is also a tourist attraction, there are organized tourist tours through the building. Tourist tours "include the public rooms of the East Wing (Blue Room, Red Room, Green Room), the State Dining Room, the China Room and a view of the White House Rose Garden." Also, in each room during the tour there are members of the Secret Service who are available to tourists for all the questions about the history and architecture of those rooms (https://washington.org/DC-faqs-for-visitors/how-can-i-tour-white-house).

Picture 7 White House

Source: https://www.britannica.com/topic/White-House-Washington-DC (7.7.2024.)

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[7] The main office (oval shaped room) of the President of the USA since 1909, where he addresses the american public and consults with his staff and diplomats.

4.3.2.3 Capitol and Capitol Hill

Capitol Hill is a part of Washington where some of the most important state and cultural institutions of the United States of America are located: Congress, which sits in the Capitol (one of the most famous and significant national buildings, a symbol of freedom and political power of the American people), the Library of Congress and The Supreme Court (https://www.enciklopedija.hr/clanak/capitol-hill). Capitol Hill is also the oldest residental community in Washington. Today, it is one of the most popular places to live, dominated by houses from the 19th century and a farmer's market (built in 1873), as well as a lively and urban nightlife and a rich gastronomic offer. It is for these reasons that Capitol Hill is one of the favourite places to visit, both for tourists, as well as for young people and politicians who visit various government buildings, as well as nearby historic buildings and walkable, restaurant-filled blocks (https://washington.org/dc-neighborhoods/capitol-hill).

The Capitol is the most important building, historically and culturally, in Washington, where the US Congress meets. It has been the home of Congress since 1800. The building itself is located on the eastern part of Pennsylvania Avenue. Architecturally, the building is one of the most symbolic in the world. The design itself originates from ancient Greece and Rome, and is known for the fact that its function does not destroy the aestetics itself. Although its construction began in 1793, throughout history it has been burned, rebuilt, expanded and restored. The building itself is a centerpiece of the entire area of Capitol Hill. In addition to the actual sessions and meetings of Congress, the building also serves as a museum of American art and history. Today, the building has about 540 rooms, 658 windows and about 850 doors, which are divided into 5 levels. On the first floor, there are "committee rooms and spaces allocated to congressional officials. The areas available for tourists on the first floor are: the Hall of Columns, the Brumidi Corridors, the Old Supreme Court Chamber and the Crypt beneath the Rotunda. The second floor includes the Chambers of the House of Representatives and the Senate with the offices of the congressional leadership." There are also 3 public areas for tourists: the Rotunda, the semicircular chamber and the Old Senate Chamber. On the thrid floor there are galleries which allow tourists to watch the proceedings of the House and the Senate. On the last, fourth floor, as well as in the basement (and terrace), there are offices, rooms with machines, workshops and other areas (https://www.aoc.gov/explore-capitol-campus/buildings-grounds/capitol-building).

Picture 8 Capitol Hill


Source: https://www.uscp.gov/visiting-capitol-hill (8.7.2024.)

4.4 Tourist offer comparison of Washington D.C. with other cities

Due to its benefits, tourism has today acquired the status of an extremely important component of the national economy of many countries. In the report by the International Monetary Fund (IMF) from 2023, tourism has been identified as a key driver of economic recovery and growth after the COVID-19 pandemic. Statistical data confirming those evaluations are presented by the UNWTO World Tourism Barometer and Statistical Annex, January 2024. It is stated that over 1.2 billion international tourists were recorded in 2023, 34% more than in 2022. The region which recovered the most is The Middle East, followed by Africa, Europe and Americas (https://www.e-unwto.org/doi/abs/10.18111/wtobarometereng.2024.22.1.1). Figure 2 shows the growth of number of international tourist arrivals worldwide from 1950 to 2023 (in millions). Tourism has reached its peak in 2019 with more than 1.4 billion tourists recorded. The sudden drop in the number of tourists (2020) is also visible due to the impact of the COVID-19 pandemic as well as recovery in 2022 and 2023 which has almost reached the number recorded in 2019. It is also expected for international tourism to reach pre-pandemic levels in

2024. Figure 3 shows regions and their number of international tourists recorded from 2005 to 2023.

Figure 2 Number of international tourist arrivals worldwide
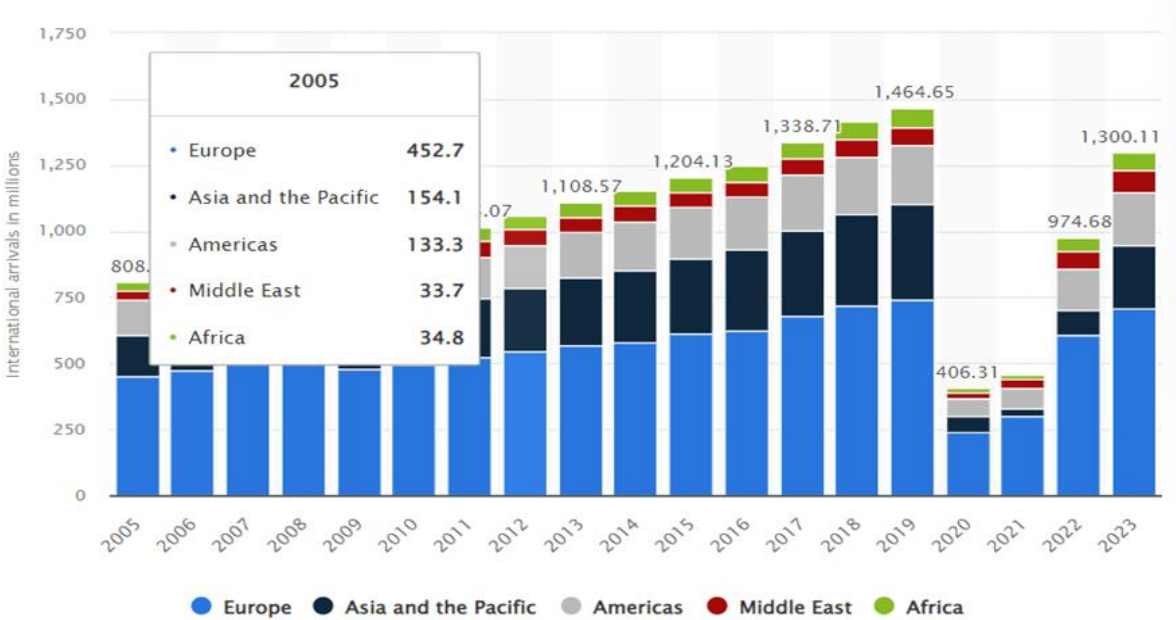
Source: https://www.statista.com/statistics/209334/total-number-of-international-tourist-arrivals/ (12.6.2024.)

Figure 3 Number of tourist arrivals worldwide (2005-2023)
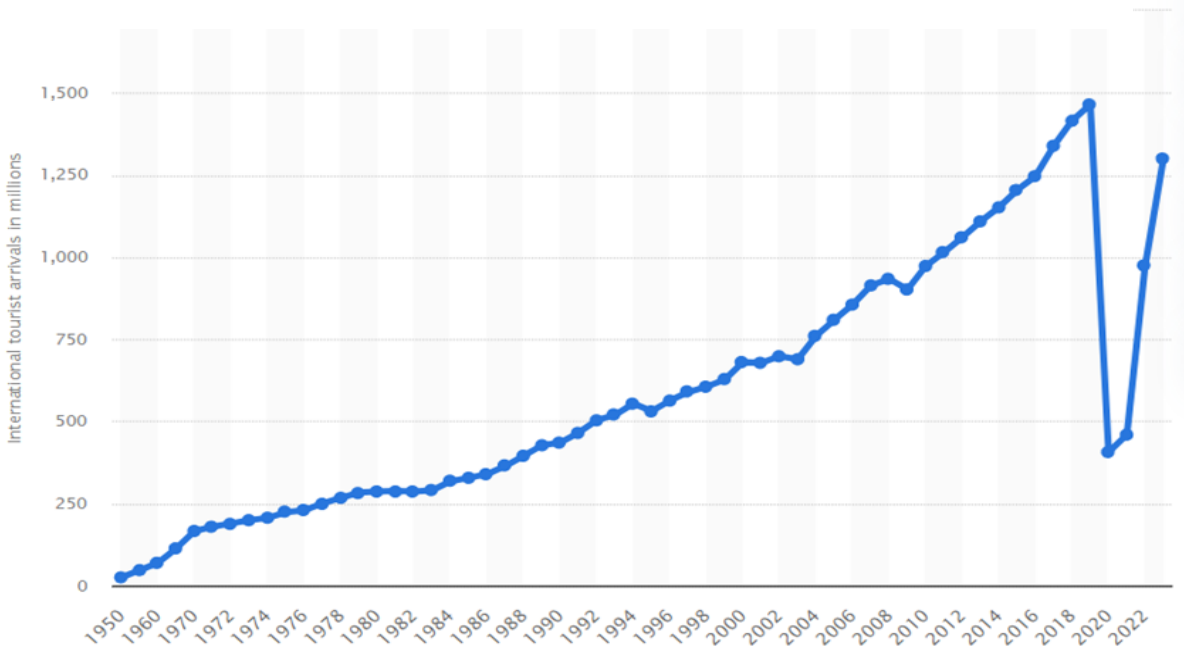
Source: https://www.statista.com/statistics/186743/international-tourist-arrivals-worldwide-by-region-since-2010/ (12.6.2024.)

US tourism is one of the most developed in the world. According to UN Tourism from May 2024, the USA was the third country in the world in terms of the number of international visitors (66,5 million) with only France (100 million) and Spain (85,2 million) better. Although in third place in terms of the number of visitors, the USA is in the first place in terms of revenue generated from international tourism with 175,9 USD billions earned, followed by Spain (92 billion USD) and the United Kingdom (73,9 billion USD). If we look at the total revenue generated from the Travel and tourism market, according to the data of the German company Statista, the USA is also in first place with more than 190 billion US dollars earned, with China second and Germany third (Figure 4). Tourism in the United States of America has a share in GDP of approximately 3%.

Figure 4 Revenue generated from international tourism in 2023
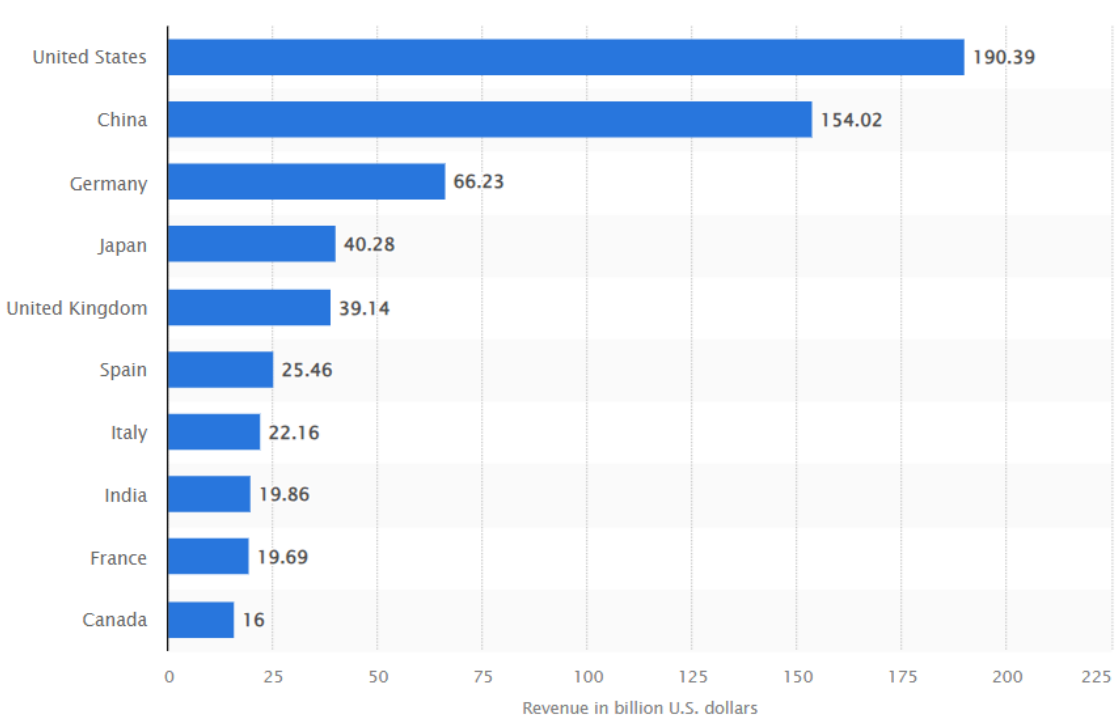
Tourism is one of the most important and largest industries in District of Columbia. According to a study from WalletHub, Washington is, with its metropolitan area, the second best summer destination to visit in the USA in 2024 with only Atlanta in front. In the last 2 years, tourism in Washington D.C. recorded increase in the number of tourists and visitors. In 2022, the city recorded total of 21,9 million visitors in 2022, an increase in 14.6% over 2021. Compared to the pre-pandemic 2019, almost 12% less tourists visited the city. 20,7 million visitors (95%)

were domestic. Top domestic market was New York, followed by Virginia and Pennsylvania. International visitors had only 5% (1,2 million) share in total number of visitors with UK, Germany, Canada, India and France representing top international markets. Washington's tourism revenue in 2022 was $8,1 billion, a 50.8% increase over 2021 (https://washington.org/sites/default/files/2023-09/2022_DCFactSheet_9.19.23.pdf).

In 2023, Washington recorded a record of 25,95 million visitors, 17% more than in 2022. The number also surpassed the pre-pandemic 2019. 92.5% of visitors were domestic with 7.5% international visitors. We can see that there is an increase in the number of international tourists who stay longer and spend almost twice more than domestic visitors. Top international markets are same as in 2022, only in different order. The majority of international tourists in 2023 come from Canada which is followed by the United Kingdom, India, Germany and France. There is also an increase in a total revenue achieved by tourism. If we compare the year 2023 with 2022 and 2019, we can see that in 2023, Washington D.C. generated more income (revenue) than in previous years. The year 2023 has become a record year for Washington in terms of tourism revenue. Table 1 shows the tourism figures that Washington D.C. recorded between the last four years (https://www.exhibitoronline.com/news/article.asp?ID=23838).

Table 1 Number of tourists in Washington (2019-2023)

Year	Number of visitors			Revenue
	Domestic	International	Total	
2019	22.8 million	2 million	24.8 million	$8.15 billion
2020	13.1 million	0.3 million	13.4 million	$3.7 billion
2021	18.8 million	0.3 million	19.1 million	$5.36 billion
2022	20.7 million	1.2 million	21.9 million	$8.1 billion
2023	24 million	1.95 million	25.95 million	$10.2 billion

Source: Author's creation with available data of washington.org (17.6.2024.)

According to data from The International Trade Administration, Washington D.C. is in the top 10 most visited cities in the USA, taking the 7th place (in 2023). If we compare tourist offer of Washington D.C. with other cities in the US, such as New York, and in Europe (London, England and Rome, Italy), we can conclude that D.C. is more tourist oriented towards domestic tourists, i.e., they record a higher number of arrivals of domestic tourists compared to foreign ones, the reverse of the mentioned cities.

If we compare Washington D.C. and its tourism with New York, we can say that Washington leads the way in the cultural aspect of tourism (although New York is world famous for top

theaters and theater performances) thanks to the large number of museums that stand out more than those in New York (e.g. Smithsonian Institute). As for other tourist aspects, it should be pointed out that according to tourists, New York is at a level above, that is, they prefer visiting New York (regardless of the fact that accomodation prices and all other prices are lower in Washington) (https://www.budgetyourtrip.com/compare/washington-vs-new-york-city-4140963-5128581#pros-cons).

The similar situation is if we compare Washington with London and Rome. Washington and London have a lot in common. Both are capital cities of English-speaking countries whose tourist offer is primarily based on a rich culture and historical heritage. If we compare the entire tourist offer of the cities, and above all the historical legacy and heritage, London leads because of its earlier origin compared to Washington. Because of its richer (and longer) history and regardless of Washington's world famous museums and theaters which show a different history than those in London, London has an edge over Washington among cities known for its diversity (https://ubalt.pressbooks.pub/businessdiscoursecommunity/chapter/compare-contrast-essay-example/). On the other hand, if we compare Washington and Rome, i.e. their tourist offers, we can conclude that actually Washington can hardly compete with Rome in terms of attracting tourists, although it leads in the cultural aspect as far as the theater is concerned. When it comes to other aspects, such as gastronomy, nightlife, music and general tourist offer, Rome is still a level above, and the prices in Rome are even lower than those in Washington (https://www.budgetyourtrip.com/compare/rome-vs-washington-3169070-4140963).

We can conclude that compared to other cities, Washington leads the way with its rich cultural and historical heritage, but still lags behind the most popular cities, both in the USA and in the world, in terms of overall tourist offer.

5. THE RESEARCH

This final part of the paper refers to the research and its results. The survey questionnaire was directed and conducted on the general population in order to determine how well Croatian citizens know the capital of the USA and its sights. The conducted research was empirical with a survey questionnaire as a research instrument that was created using the Google Forms program and consists of 18 questions. The research was conducted online on the social network platform, Facebook. Respondents needed ten minutes to successfully complete the survey, with their answers completely anonymous, for the purpose of this research. The questionnaire was filled out by people who have and have not visited Washington D.C., and a total of 107 respondents participated.

The questionnaire is divided into 4 parts. The first part, which consists of 2 questions, refers to the history of the city. The second part of the questionnaire is directed towards the city's tourist attractions and its rich culture. The largest number of questions in the questionnaire in the first half were of the multiple choice type with the exception of two questions to which respondents had to answer with their own answer. The third part of the questionnaire refers to their subjective assessment of their own knowledge of Washington and how much a particular factor of the city would motivate them to visit it. In this part, a Likert scale was used where respondents used a scale from 1 to 5 to provide answers. The last, fourth part refers to socio-demographic characteristics in which respondents answer questions related to their gender, age and level of education. Multiple choice questions were used.

5.1 Results of the research

In this part of the paper, the results obtained by the anonymous questionnaire are interpreted graphically and descriptively. The first two questions (out of a total of 18) are focused on the history of Washington D.C. The first question of the survey was related to the founding of the city.

As can be read from the Figure 5, out of a total of 107 respondents, 54 of them, or 50.47%, knew the correct answer to the question whether they knew the founding year of Washington D.C. The other 49.53% did not offer the correct answer to the mentioned question, with 29.91% (32 respondents) choosing the year 1776 as a correct answer. Of the other respondents, 15.89% (17 of them) chose 1800 and 3.74% (4 respondents) 1812 as the correct answer.

Figure 5 Founding year of Washington D.C.
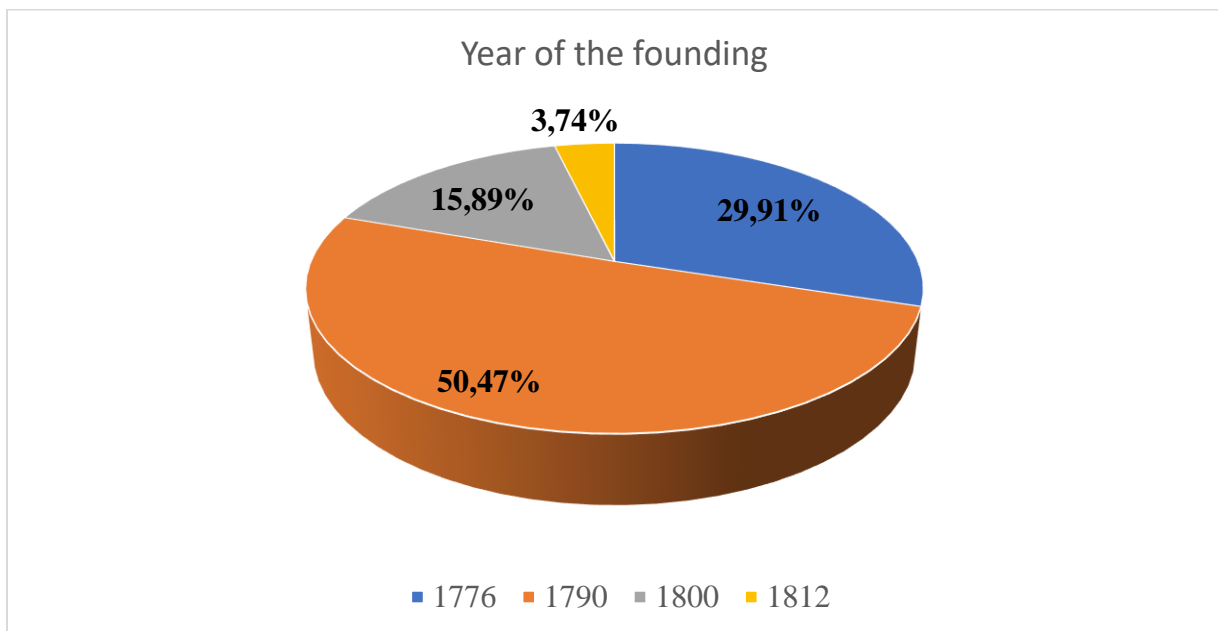
Source: Research of the author

The second question refers to the the year Washington D.C. became the capital of the USA. Figure 6 shows the results, that is, the answers to the mentioned question. The largest number of respondents chose the correct answer to the question, as many as 55, or 51.4%. Of those respondents who did not offer the correct answer (48.6%), the largest number of them, i.e. 24.3% (or 26 respondents) chose the year 1812, considering it the correct answer. It is followed by the answer 1790 with 18.69% answers (20 respondents) and finally 1776 with 5.61% answers (6 respondents).

Figure 6 Year of becoming the capital city
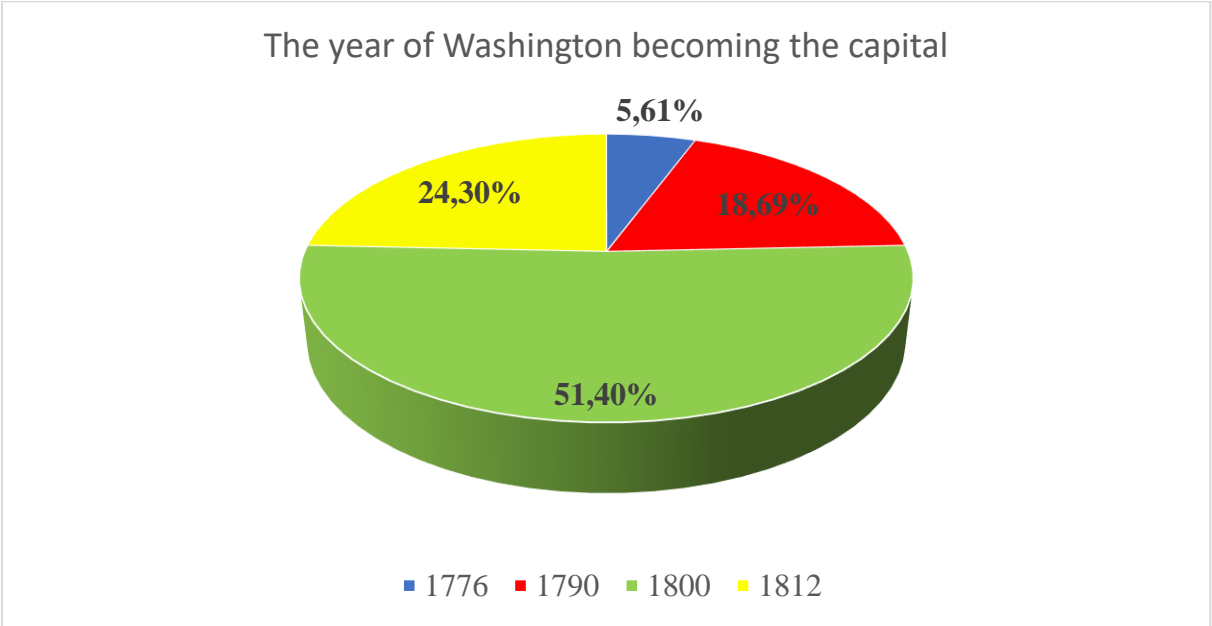
Source: Research of the author

Questions from number three to number thirteen refer to the city's tourist attractions and its culture. Most of these questions are multiple choice questions with the exception of two of them in which respondents had to provide their own answer. The third question asked respondents if they had visited Washington D.C. The answers to the above-mentioned question could already indicate how familiar the respondents are with the facts about the city of Washington. Figure 7 shows that 92.52% (99 respondents) did not visit, while the remaining 7.48% (8 of them) visited the city.

Figure 7 Visit to Washington D.C.
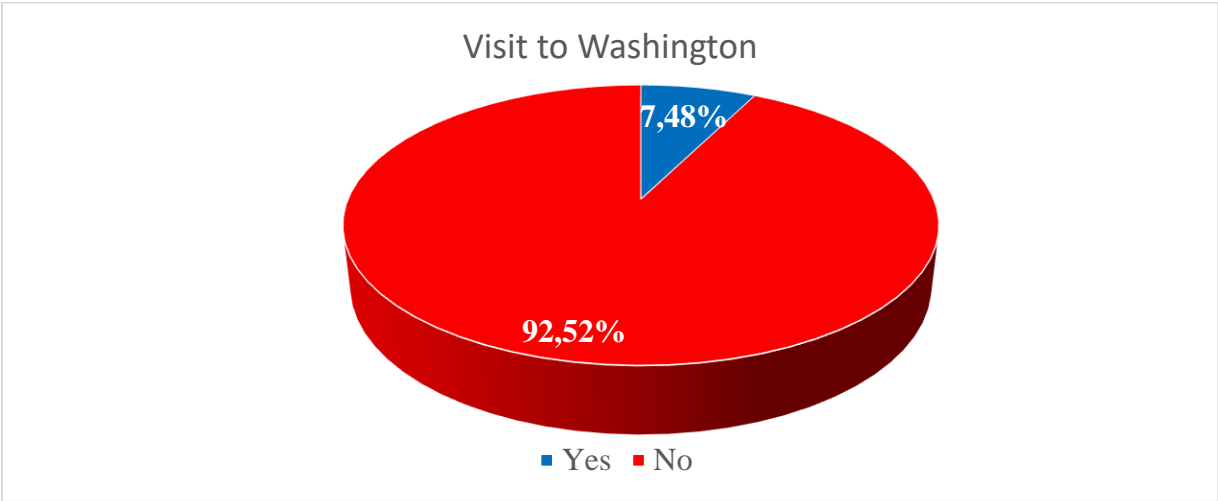
Source: Research of the author

The next, fourth question (Figure 8) gives the results about what is the main source of information for respondents about the city of Washington. Respondents could choose from the following answers: the Internet, their own experience (visiting the city), family and friends, TV and news, and newspapers, magazines and books. The largest number of respondents, as many as 57.01%, chose the Internet for answer. This is followed by TV and news with 22.43% and newspapers, magazines and books with 12.15% of responses. The least number of responses were given by answers about own experience, i.e. visiting the city (6.54%) and family and friends (1.87%).

Figure 8 The main source of information
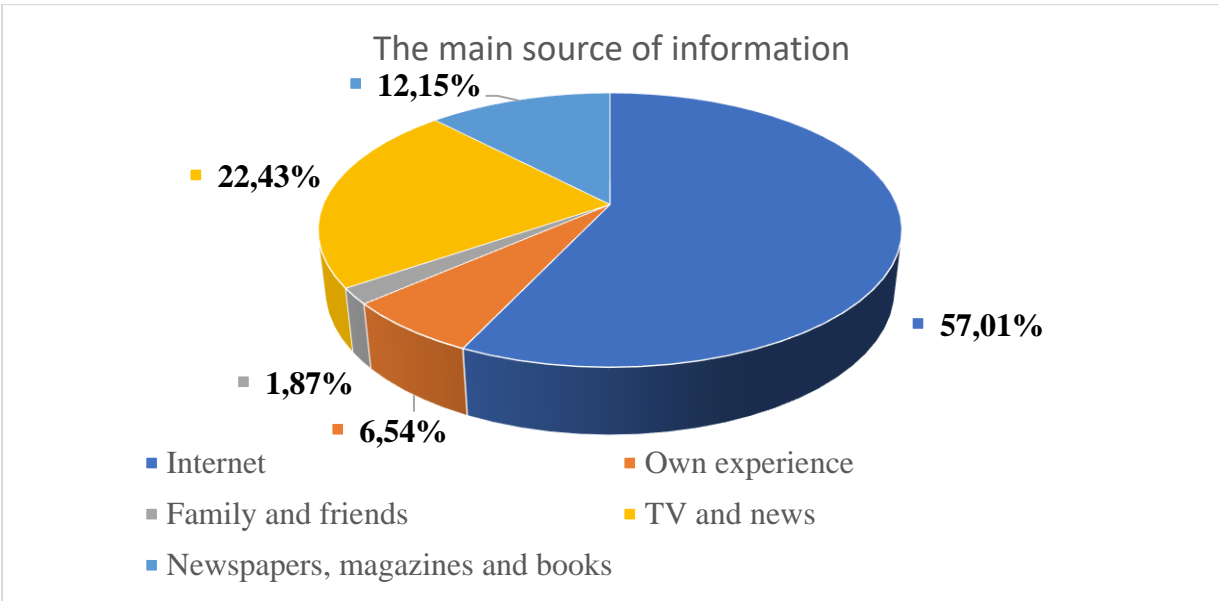
Source: Research of the author

The fifth question focuses on the first association that comes to the respondents' mind when they hear the name Washington D.C. The answers they could choose from were the White House, the city's political scene, history and culture and finally sports. Also, it should be noted that one of the possible answers was the respondent's own, but no answer was recorded for that option. The largest number of responses was received, perhaps as expected, by the answer White House with 76.64%, i.e. 82 respondents chose that answer. The answer which follows is city's political scene with 17.76%, history and culture with 4.67% and finally sports with only 0.93% responses (only 1 respondent).

Figure 9 First association to Washington D.C.
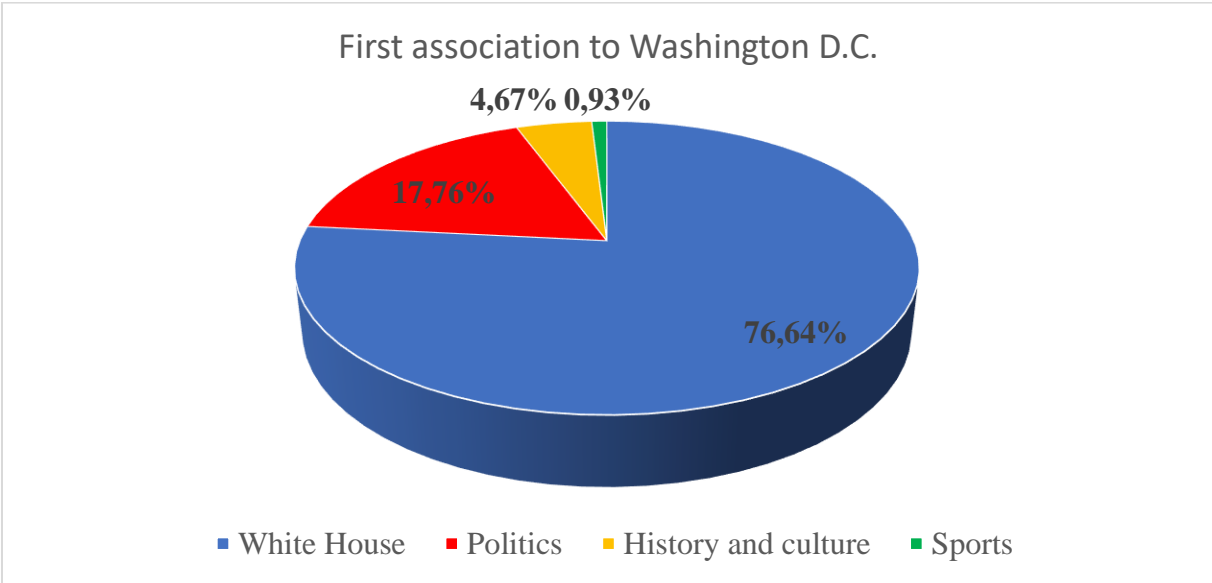
Source: Research of the author

Questions number 6 and 7, the results of which are shown in Figure 10 and Figure 11, aimed to find out how much the respondents know about tourist attractions, that is, which tourist attractions in Washington they know or have heard of. Figure 10 shows all the answers given by 107 respondents (it should be noted that each respondent could have listed more tourist attractions). Almost every respondent (85.05% of them) mentioned the White House when asked if they could name some of the city's tourist attractions. As for the other answers, i.e. tourist attractions, Lincoln Memorial (7.48%), Smithsonian (5.61%), Washington Monument (4.67%), Capitol Hill (2.80%) and Library of Congress (2.80%) stand out (although with a smaller number of answers). Other answers that were recorded are WWII Memorial, National Mall, politicans, Georgetown, National Gallery of Arts, National Zoo, Pentagon, Stadiums and

National Museum of Natural History. Also, it should be pointed out that 4 respondents gave the answer No to the question if they could name some of Washington's tourist attractions.

Figure 10 Tourist Attractions of Washington D.C. (by respondents)
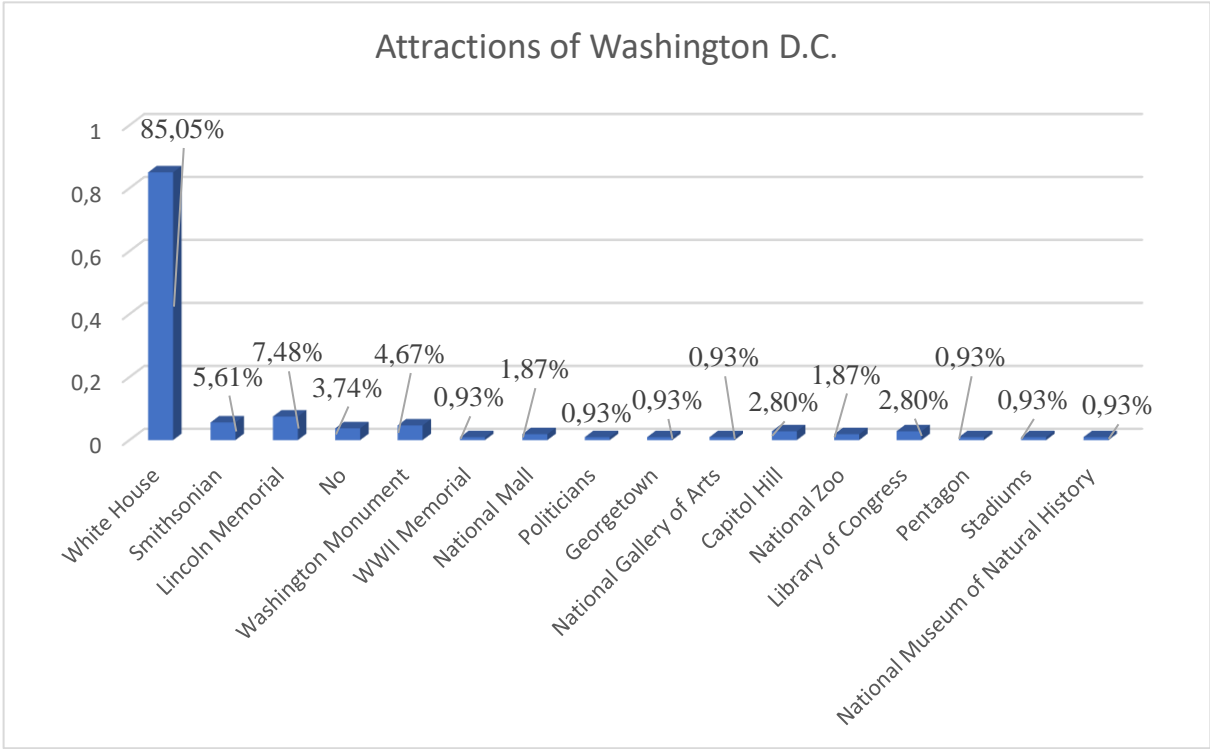
Source: Research of the author

The seventh question reffered to tourist attractions that respondents had heard about (this time with answers offered). If we compare the answers to this question with the answers of the previous question, we can conclude that the respondents heard the most about those tourist attractions that they themselves mentioned. The White House again recorded the highest number of responses (103 out of 107), followed by the Lincoln Memorial (51 responses), Capitol Hill (41), the Library of Congress (40) and the Smithsonian (31 responses). Other answers can be seen in Figure 11.

Figure 11 Tourist attractions of Washington D.C.
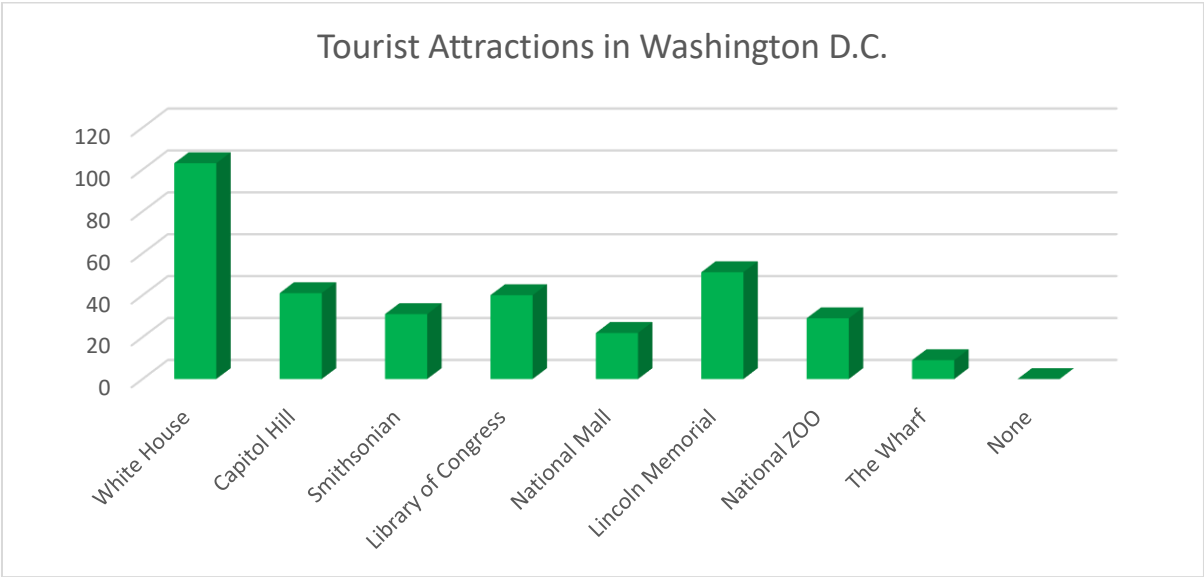
Source: Research of the author

The following questions, from number eight to number thirteen (including thirteen), were used to check what kind of knowledge respondents have about tourist attractions, that is, how well respondents know certain tourist attractions and the culture of the city. The eighth question wanted to check whether the respondents knew which area of the city includes a large number of institutions and memorials. Although the highest number of responses was recored for the answer Capitol Hill (44.86%), the correct answer is the National Mall. The correct answer was recognized by 35.51% of respondents. The answer White House was chosen by 10.28% of respondents, and finally The Wharf, which records 9.35% of responses.

Figure 12 Area of the city with the largest number of tourist attractions and monuments
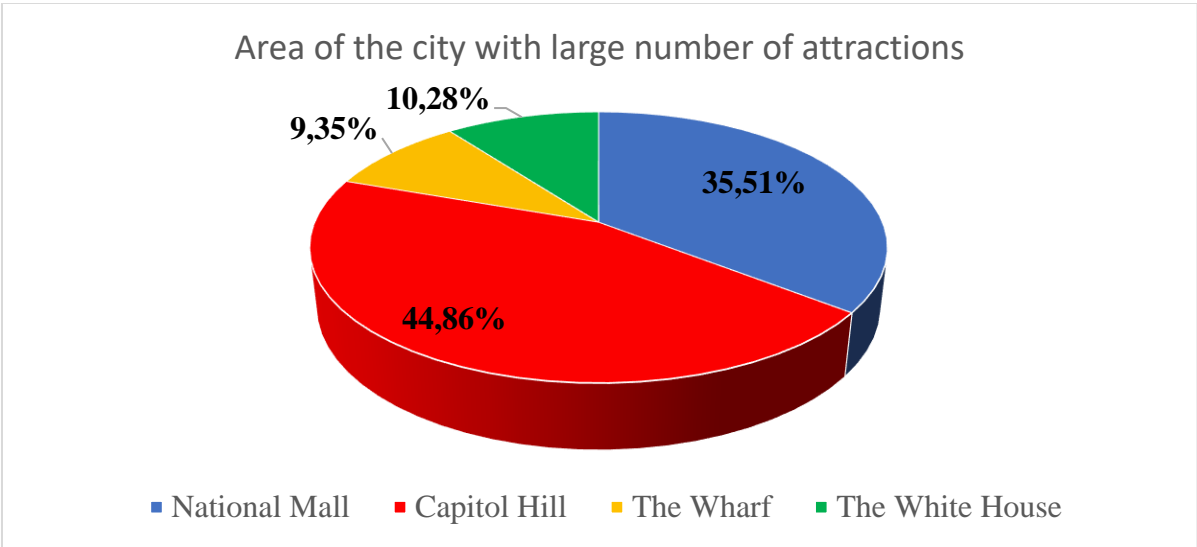
Source: Research of the author

Figure 13 shows how familiar Croatian citizens are with the seat of the US president. The majority of respondents (89 of them), 83%, know that the White House is the place where the presidents of the USA live during their term of office. The remaining, smaller number of respondents opted for the wrong answers, choosing between the Pentagon (8 respondents), the Capitol (5 respondents) and the State Department (5 respondents). None of the respondents chose the answer Eisenhower Executive Building.

Figure 13 The seat of the US president
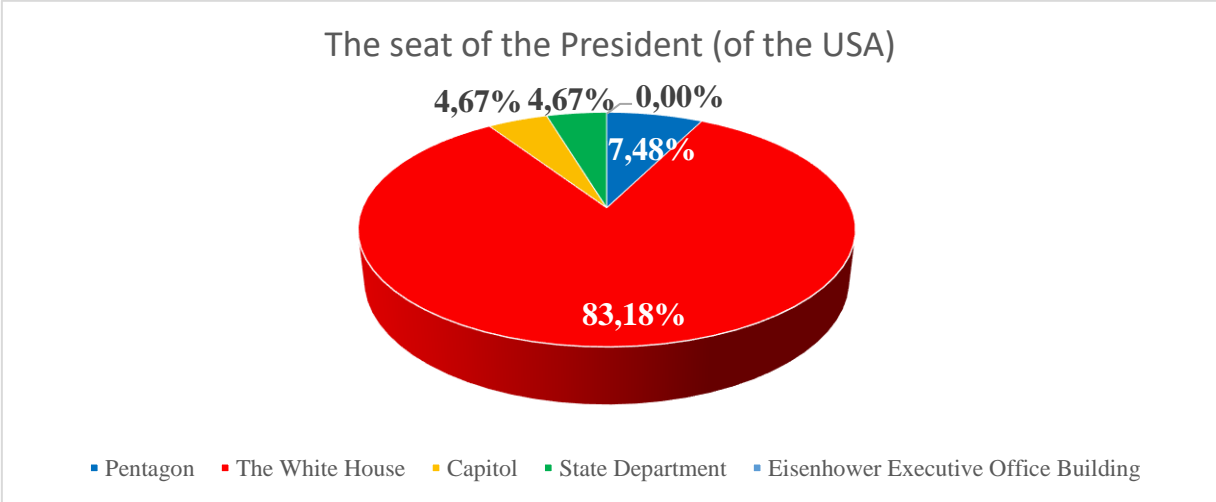
Source: Research of the author

Related to the previous one, the next Figure shows the US presidents named by the respondents (each respondent could name more than one president). The most mentioned presidents are Obama with 75, Trump with 52, Bush with 43, Biden with 33, Clinton with 27 and Kennedy with 24 recorded responses. Other presidents who were also mentioned are Reagan, Nixon, Washington, Roosevelt, Wilson, Truman, Johnson, Fillmore, Adams and Andrews.

Figure 14 Presidents of the USA who lived in the White House during their term
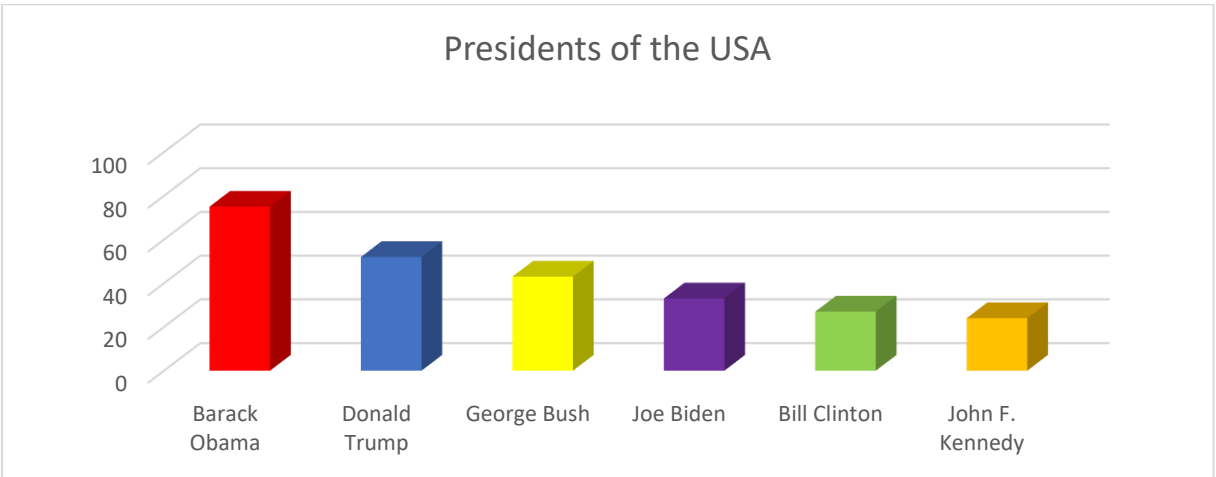
Source: Research of the author

With question number 11, respondents were asked in which building is the seat of the US Congress (government) located. Although there is a visible doubt among respondents between the answers Capitol and State Department, 36.45% of them chose the correct answer, Capitol Hill. The State Department gets 31.78%, and the Pentagon gets 24.30%. The White House and Eisenhower Executive Building received a small number of answers (5.61% and 1.87%). We can conclude that on this question, Croatian citizens were extremely divided between the correct answer and the others offered, since the correct answer was not chosen by a large number of respondents.

Figure 15 The seat of the US Congress

The seat of the Congress

24,30% — 31,78% — 5,61% — 1,87% — 36,45%

- Pentagon
- State Department
- The White House
- Eisenhower Executive Office Building
- Capitol
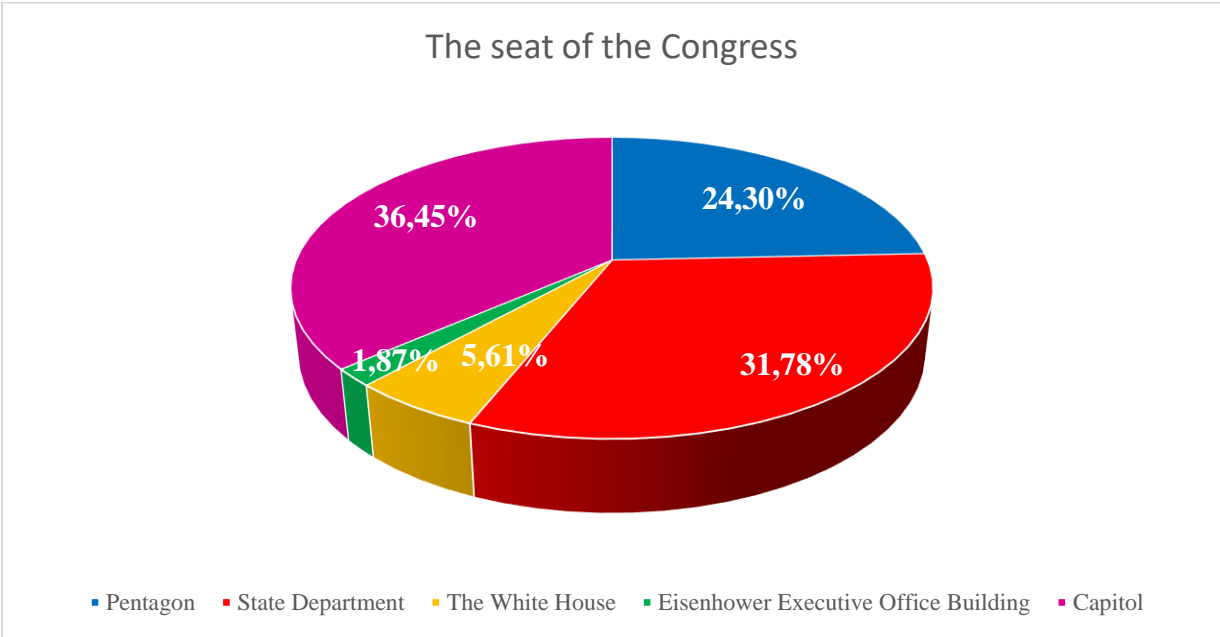
Source: Research of the author

The next two questions are mostly focused on knowing the culture of Washington D.C. Figure 16, which shows the results of the question about which cultural institutions the respondents have heard about, shows which cultural institutions (which were offered as the answer) are the most famous among Croatian citizens. Also, from the results itself, it can be seen that Croatian citizens do not have a good prior knowledge of Washington culture, because for every cultural institution, even the one that received the largest number of responses (Library of Congress; 48.60%), the percentage of responses is less than 50%.

Figure 16 Cultural Institutions
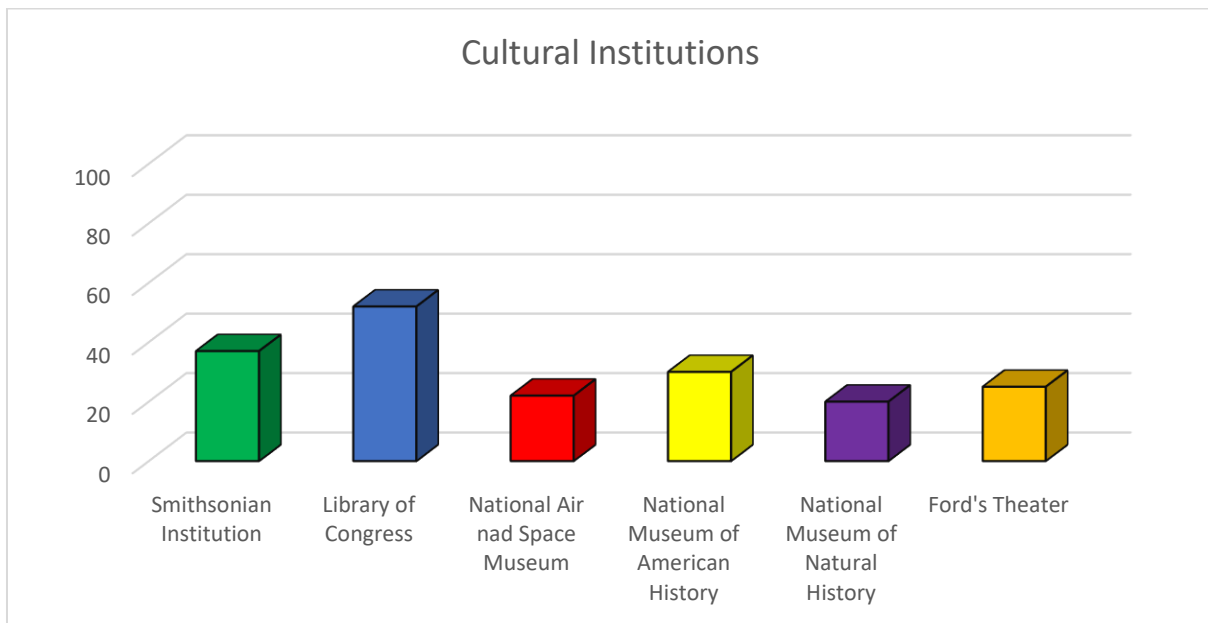
Source: Research of the author

The situation is similar with the results obtained to question 13, which are shown graphically on Figure 17. Respondents were asked which flower festival is the most famous in the city. If we look at the appearance of the Figure itself, we can see how each of the offered answers collected almost the same number of responses. With a different percentage of answers, the Sunflower Festival answers stand out, which received the fewest votes (12%) and the correct answer Cherry Festival, which at the same time collected the largest number of answers (28%).

Figure 17 The most famous flower festival in Washington D.C.
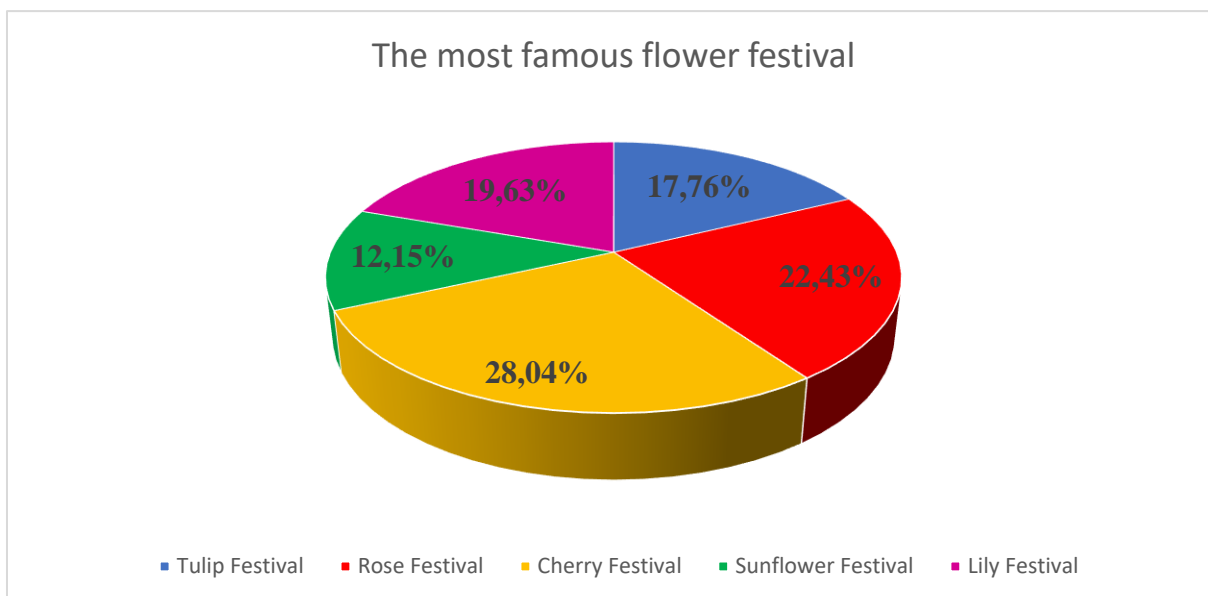
Source: Research of the author

The third part of the questionnaire is directed towards the respondents' own perception of the knowledge they have about the capital of the United States of America, but also how much a particular factor would motivate them to visit Washington. Figure 18 shows the main motives that would be important to Croatian citizens for visiting the city. Respondents had to mark the extent to which certain factors would motivate them to visit Washington D.C. (where 1 indicates that it does not motivate them at all, and 5 that it motivates them the most). The factors that received the most grades (marks) 4 and 5 are cultural and historical monuments (a total of 71 votes for grades 4 and 5) and nature and natural attractions (86 votes for grades 4 and 5). For the other factors, ratings of 3 are the most prevalent, with the exception of the political scene, which received the highest number of votes with a rating of 2, and entertainment and nightlife with a rating of 4. We can conclude that Croatian citizens would be most motivated by cultural and historical content and natural beauty to visit the city, factors that is the city of Washington known for in the world.

Figure 18 Motivating factors for visiting Washington D.C.
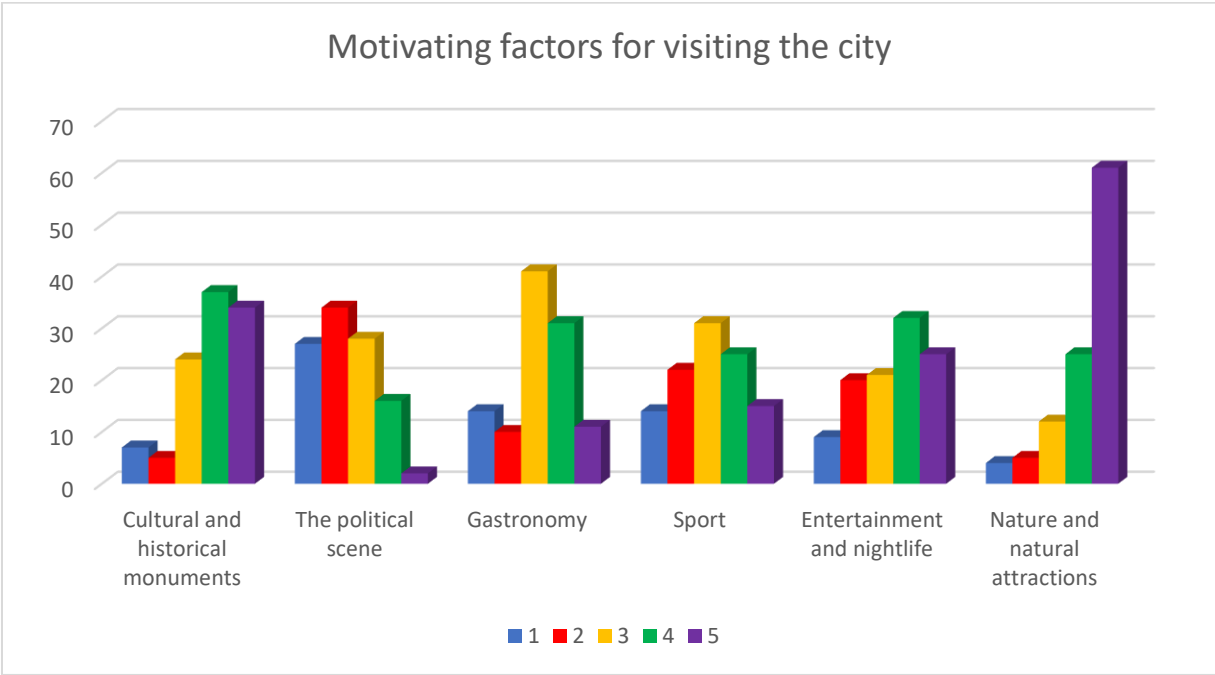
Source: Research of the author

Figure 19 shows how respondents rate their own knowledge of facts about Washington D.C. Respondents could rate themselves on a scale from 1 to 5, where a score of 1 indicates that their knowledge is very poor, and a score of 5 indicates that it is excellent. The largest number of respondents, 40 of them, consider that their knowledge of the city is good, that is, they evaluate themselves with rating 3. This is followed by a rating 2 with 33 respondents and 4 with 25 respondents. Ratings 1 and 5 were chosen by the smallest number of respondents, where grade 1 was chosen by 8, and grade 5 by only 1 respondent. Based on these ratings, we can conclude that Croatian citizens are not familiar with the culture and history of the US capital.

Figure 19 Ratings of respondents about their own knowledge about the city
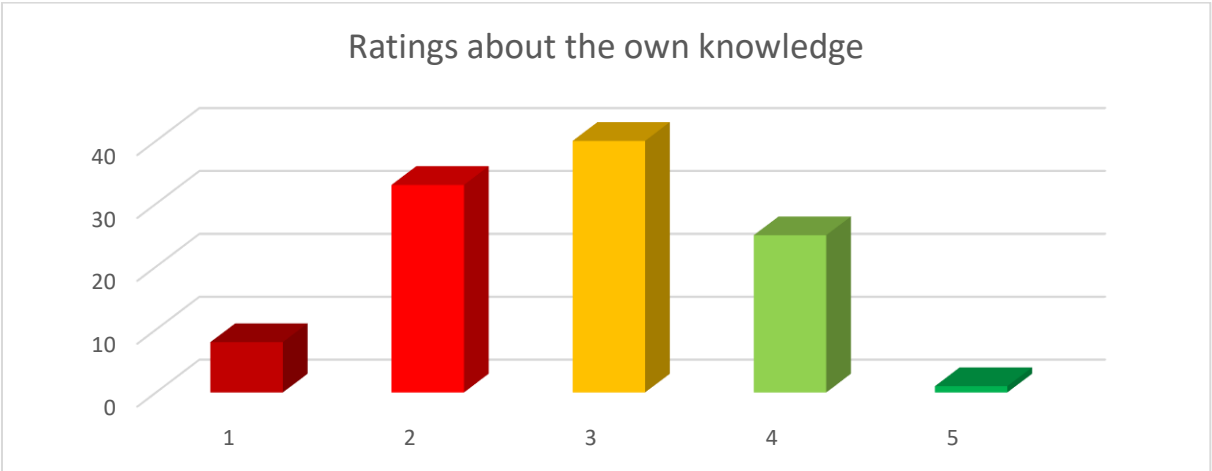
Source: Research of the author

The last three questions of the questionnaire are focused on socio-demographic data and characteristics of the sample (respondents). The first question concerning socio-demographic data is related to the sex of the respondents. 53 of them (49.53%) declare themselves as female, while 49 of them (45.79%) are male. 5 respondents (4.67%) did not want to declare their gender.
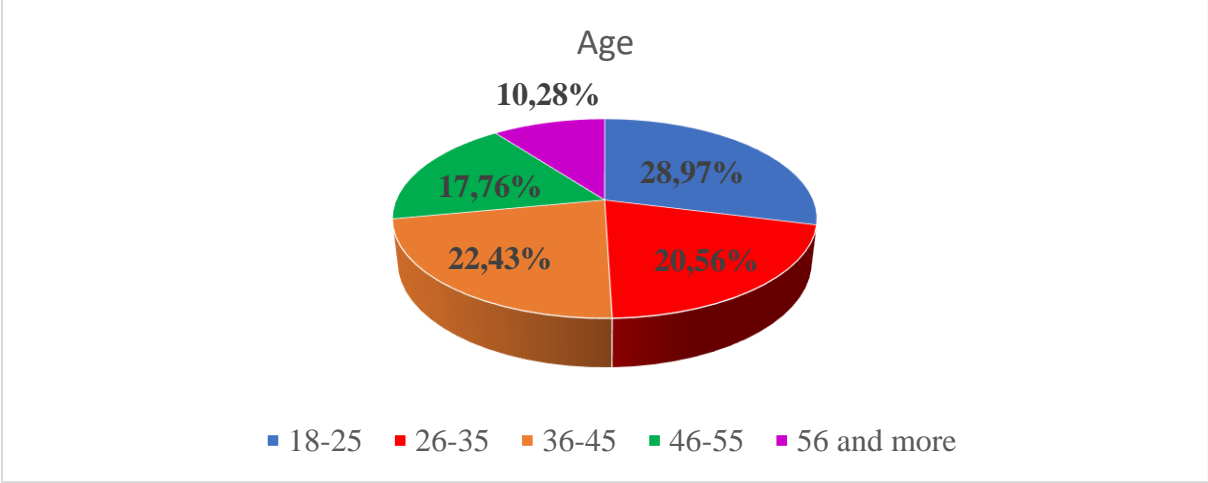
Figure 20 Gender of respondents
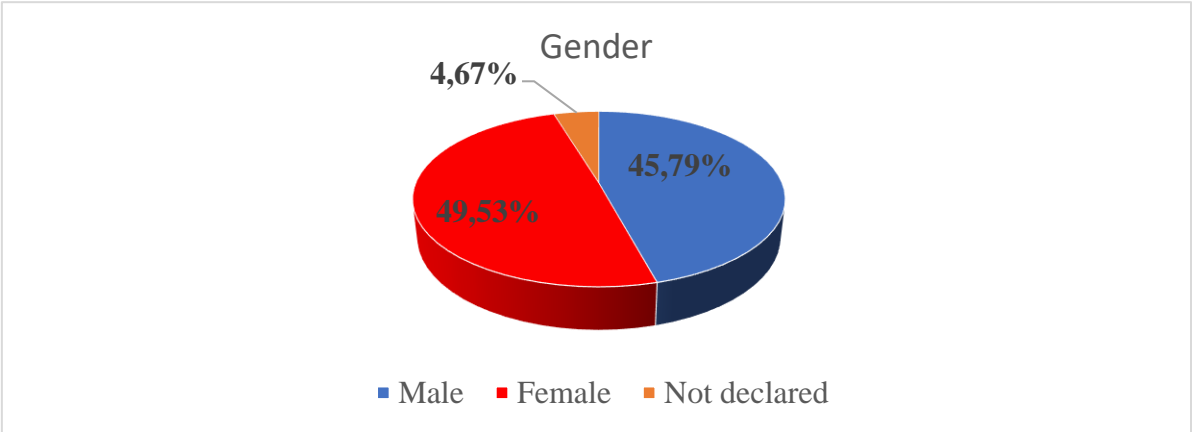
Source: Research of the author

The next question is about the age range. The largest number of respondents (31) is between 18-25 years old. This is followed by 24 respondents between 36 and 45 and 22 respondents between 26 and 35 years old. The smallest number of respondents is in the range of 46 to 55 years (19 of them) and 56 and over (11).

Figure 21 Age range of respondents

Source: the research of the author

The last question of the survey questionnaire refers to the level of education that the respondents have achieved. Since the largest number of respondents is in the age range from 18 to 25 years old, it is expected that the largest number of respondents has secondary vocational education. This is followed by completed undergraduate study, which 25.23% of respondents have. 20.56% of the respondents have a higher education degree, 9.35% have a graduate degree, and 3.74% have a postgraduate degree (study).

Figure 22 Level of education of respondents
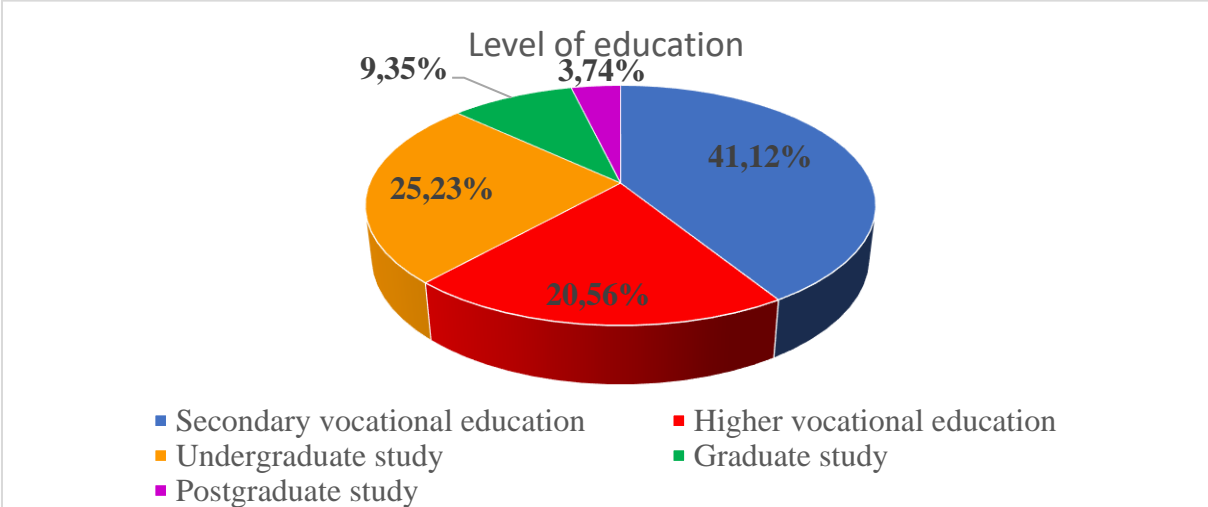
Source: Research of the author

6. CONCLUSION

Washington D.C., as the capital of the United States of America, represents one of the most important centers of political life, as well as cultural and historical tourism of the country. Since US tourism is one of the most developed in the world, it is not surprising that the tourism industry is one of the most important and largest in the District of Columbia. For the past few years, Washington D.C. records a constant increase in the number of visitors and is becoming increasingly popular destination for many tourists. Numerous cultural and historical monuments and memorials play a major role in this, establishing Washington as one of the world's most important centers of cultural and historical tourism.

The city offers tourists a rich options consisting of historical monuments, museums and cultural events, such as the Smithsonian Museum, the Capitol, the White House, the Lincoln Memorial and the Cherry Blossom Festival. With all its cultural and historical resources, the city provides a unique opportunity for tourists to immerse themselves in the history and culture of the United States of America.

As it was already mentioned that the cultural and historical tourism of the city is becoming more and more popular and visited, an increasing number of people are visiting Washington D.C. Precisely for this reason, the goal of this work was to investigate what knowledge Croatian citizens have about the capital of the United States of America. A little surprisingly, the research came to the conclusion that a part of Croatian citizens know Washington extremely well, since correct answers mostly prevail, although there are certain doubts about the correct answers to certain questions. It should be noted that the respondents chose the correct answer to the questions related to the year the city was founded and the year it became the capital. One of the possible reasons for this outcome is the influence of the easy availability of information with one click of the mouse. Also, it should be pointed out that the first association that came to mind for almost all respondents when the name of the city is mentioned is the White House. However, a large number of Croatian citizens are not familiar with other cultural institutions, with the exception of the Library of Congress and the Smithsonian, and the National Mall, an area of the city that includes a large number of institutions. As for the answers to the other questions, it should also be pointed out that there was a great doubt among the respondents when they were asked where the seat of the US Congress is located and which flower festival is celebrated in the city.

It can be concluded that in the last few years Washington D.C. attracts an increasing number of visitors and tourists thanks to its rich cultural and historical heritage. As for Croatian citizens and their visit to Washington, most of them have not visited the city, so it can be concluded that Croatian citizens have only some knowledge about the capital of the USA, although not to a great extent.

MEĐIMURSKO VELEUČILIŠTE U ČAKOVCU

Bana Josipa Jelačića 22/a, Čakovec

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List of figures and ilustrations

Attachments

In the attachment there is a survey questionnaire that served as a research instrument with the survey questions.

1. Znate li koje je godine osnovan Washington D.C.?
2. Znate li koje je godine Washington D.C. postao glavnim gradom SAD-a?
3. Jeste li posjetili Washington D.C.?
4. Koji je Vaš glavni izvor informacija o Washingtonu D.C.?
5. Koji Vas od navedenih pojmova najviše asocira na Washington?
6. Možete li navesti neke od turističkih atrakcija Washingtona?
7. Za koje ste od navedenih atrakcija grada Washingtona čuli?
8. Znate li koji prostor grada obuhvaća velik broj institucija i memorijala?
9. Znate li gdje je sjedište predsjednika SAD-a u Washingtonu?
10. Možete li navesti nekoliko predsjednika SAD-a koji su boravili u Bijeloj kući?
11. U kojoj se zgradi nalazi sjedište američkog Kongresa?
12. Za koje od sljedećih kulturnih institucija Washingtona čuli?
13. Koji je najpoznatiji festival cvijeća u gradu?
14. U kojoj bi Vas mjeri motivirali sljedeći faktori za posjet Washingtona D.C.-a (1 - uopće me ne motivira; 5 - najviše me motivira)?
15. Kojom ocjenom biste ocijenili vlastito znanje o gradu Washingtonu?
16. Spol?
17. Dob?
18. Razina obrazovanja?

Anketa - Washington D.C.

B *I* <u>U</u> ⊖ ✗

Ovaj anketni upitnik provodi student Domagoj Janžek u svrhu izrade diplomskog rada na temu "Kulturni i povijesni turizam u Washingtonu D.C" na Međimurskom veleučilištu u Čakovcu. Za ispunjavanje upitnika potrebno je otprilike 10 minuta te je u potpunosti anoniman. Hvala na sudjelovanju!

1. Znate li koje je godine osnovan Washington D.C.? *

◯ 1776.

◯ 1790.

◯ 1800.

◯ 1812.

2. Znate li koje je godine Washington D.C. postao glavnim gradom SAD-a? *

◯ 1776.

◯ 1790.

◯ 1800.

◯ 1812.

Turističke atrakcije i kultura Washingtona

Opis (po izboru)

3. Jeste li posjetili Washington D.C.? *

○ Da

○ Ne

4. Koji je Vaš glavni izvor informacija o Washingtonu D.C.? *

○ Internet

○ Vlastito iskustvo (posjet)

○ Obitelj i prijatelji

○ TV i vijesti

○ Novine, časopisi i knjige

5. Koji Vas od navedenih pojmova najviše asocira na Washington? *

○ Bijela kuća

○ Politika

○ Povijest i kultura

○ Sport

○ Ostalo…

6. Možete li navesti neke od turističkih atrakcija Washingtona? *

Tekst kratkog odgovora

7. Za koje ste od navedenih atrakcija grada Washingtona čuli? *

- [ ] Bijela kuća
- [ ] Capitol Hill
- [ ] Smithsonian
- [ ] Kongresna knjižnica
- [ ] National Mall
- [ ] Lincoln Memorial
- [ ] National ZOO
- [ ] The Wharf
- [ ] niti jedna atrakcija mi nije poznata

8. Znate li koji prostor grada obuhvaća velik broj institucija i memorijala? *

- ( ) National Mall
- ( ) Capitol Hill
- ( ) The Wharf
- ( ) Bijela kuća

9. Znate li gdje je sjedište predsjednika SAD-a u Washingtonu? *

○ Pentagon

○ Bijela kuća

○ Capitol

○ State Department

○ Eisenhower Executive Office Building

10. Možete li navesti nekoliko predsjednika SAD-a koji su boravili u Bijeloj kući? *

Tekst kratkog odgovora

11. U kojoj se zgradi nalazi sjedište američkog Kongresa? *

○ Pentagon

○ State Department

○ Bijela kuća

○ Eisenhower Executive Office Building

○ Capitol

12. Za koje od sljedećih kulturnih institucija Washingtona ste čuli? *

☐ Smithsonian Insitution

☐ Library of Congress (Kongresna knjižnica)

☐ National Air and Space Museum

☐ National Museum of American History

☐ National Museum of Natural History

☐ Ford's Theater

13. Koji je najpoznatiji festival cvijeća u gradu? *

○ Festival tulipana

○ Festival ruža

○ Festival trešanja

○ Festival suncokreta

○ Festival ljiljana

⋮⋮⋮

14. U kojoj bi Vas mjeri motivirali sljedeći faktori za posjet Washington D.C.-a (1 - uopće me ne * motivira; 5 - najviše me motivira) ?

	1	2	3	4	5
Kulturno-povije...	○	○	○	○	○
Politička scena...	○	○	○	○	○
Gastronomija	○	○	○	○	○
Sport	○	○	○	○	○
Zabava i noćni ...	○	○	○	○	○
Priroda i prirod...	○	○	○	○	○

---

15. Kojom ocjenom biste ocijenili vlastito znanje o gradu Washingtonu? *

	1	2	3	4	5	
vrlo loše	○	○	○	○	○	izvrsno

16. Spol *

○ Muško

○ Žensko

○ Ne želim se izjasniti

17. Dob *

○ 18-25

○ 26-35

○ 36-45

○ 46-55

○ 56 i više

18. Razina obrazovanja? *

○ Srednja stručna sprema

○ Viša stručna sprema

○ Prijediplomski studij

○ Diplomski studij

○ Poslijediplomski studij