



## **Potential of beach tourism in Croatia using Climate index for tourism**

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Tourism is one of the most important economic sectors in Croatia, especially during the summer months because the Adriatic coast is a popular travel destination for tourists. Together with geographical location, topography, landscape, flora and fauna, weather and climate constitute the natural resource basis of every recreation and tourist resort, and they are the most important resource for beach tourism. During their activities, tourists are affected by atmospheric conditions and therefore it is important to have reliable information about meteorological conditions as well as impacts on human beings. The climate index for tourism (CIT) integrates thermal, aesthetic and physical facets of atmospheric environment and therefore it is suitable for estimation of climate satisfaction that ranges from very poor to very good. On the other hand, with climate tourism information scheme (CTIS) the climate and bioclimate relevant factors for tourism are presented as frequencies of exceeding of certain thresholds. Sun, sea and sand (3S) or beach tourism is dominating type of tourism at the Adriatic coast. Climate potential of beach tourism in Croatia is estimated by means of combination of CIT and CTIS in the period 1981-2010 for several meteorological stations in different climate conditions along the Adriatic located at the mainland coast and on the islands.