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CONTENTS AND ASSESSMENT OF BASIC TOURISM RESOURCES*

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Abstract: The article looks at the attractive factors of basic tourism resources and the structure of their attractions. The general term 'resource' refers to both natural and anthropogenic resources, while the content of this concept refers to elements used in creating a tourism product.
Basic tourism resources are the most important factors of tourism processes, with a vital attribute of direct and indirect tourism resources being their substitutability.
Natural (biotropic) resources are considered the guiding factors of a tourism offering, and they command great attention when planning tourism development and designing a tourism product. In addition to the basic types of natural tourism resources (geomorphologic, climate, hydrographic, bio-geographical, protected natural heritage), there are also many sub-types.
Anthropogenic (atropic) tourism resources are human creations, the features of which attract tourists. They impact on how the cultural needs of tourists are met. In a tourism product, they generally take the form of cultural goods and ethno-social, artistic and ambient resources.
Today, potential tourism resources are the focus of research, together with existing tourism resources, the contents and importance of which change and grow over time.

Key words: resources in tourism, basic tourism resources, natural resources, atropic resources, attractions, usage, tourism.

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INTRODUCTION

The root of the word 'resource' comes from the Old French term 'res-sorcere' [resursr] meaning 'source' (Klaic, 1989, Geografski rjecnik, 2002). In economics, resources refer to natural and built objects, as well as to human knowledge and capabilities that can be used as means of meeting needs directly through consumption or indirectly through production (Ekonomski leksikon, 1995).

Pursuant to the economic definition of 'resource', resources in tourism may be defined as all those means that can be beneficially utilised for the purpose of tourism in a given area (Pancic, Kombol, 2000). In addition to primary tourism resources, a resource base is also made up of other direct tourism resources (tourism and catering facilities, related facilities and services, staff, agencies, organisation) and indirect tourism resources (preserved environment, geo-transportation position, municipal infrastructure, political stability) (Kusen, 2002).

The basic classification of primary tourism resources, which is not exhaustive, is done according to specific criteria, the most common being genetic origin, qualitativity and multiplicity (Baud-Bovy, Lawson, 1997.)

In terms of genetics, resources are classified as natural (that nature has created) and anthropogenic (that humans have created), and in terms of quality, as direct or indirect (Bilen, Bucar, 2001). A qualitative classification is based on resource evaluation, with evaluation being a procedure that determines the level to which a given area is suited to a defined facet of tourism usage (Bognar, 2005, Coccossis, 1997). Original resources are high-quality (attractive) resources, the properties of which attract tourists. Direct resources that have been valorised in tourism purposes are said to be actual tourism attractions, whereas those that exist in a given area but have not been valorised are considered potential tourism attractions. Potential and actual tourism attractions are the primary tourism resources of any given area.

In terms of space, tourism attractions are marked by numbers. When dealing with a small number of sights or events of high attracting force, we speak of attractions, whereas attractiveness refers to larger natural wholes or occurrences.

1. NATURAL TOURISM RESOURCES

Natural tourism resources consist of all natural elements and factors that possess a high degree of attractiveness and that reflect their geographical environment and can be valorised for tourism purposes (Djukic, 1999). According to their relevant features, these resources can be classified as geomorphological, climate-based, hydrographical and bio-geographical, and as protected natural heritage. This classification has been accepted in resource planning and management and in Croatian tourism.

The order in which the various resources are analysed is determined by the sequence of conditions of their creation.

1.1. Geomorphological resources

These consist of all phenomena and processes associated to the genesis, prevalence and contemporary dynamics of relief. As an independent natural factor, relief has a complex role because it preconditions the forms in which all other natural given conditions occur in an area and the manner of their impact. It influences the qualitative characteristics of the surface and near-surface part of the rock complex, as well as the features of climate, soil, vegetation, drainage coefficient, etc.

Heights above sea level and various relief forms represent a complex tourist attraction. Heights are a natural component of space that can be artificially changed or created only in exceptional cases and at huge cost (unlike some other natural resources that can be substituted with artificial resources). Although valorisation is rarely based on a single natural element, it should be noted that plains are a spatial feature of monotonous tourism, while mountains are a feature of variable tourism (Blazevic, Knezevic, 2006).

Coasts are the most important spatial element (resource) of maritime regions, because they account for the major part of tourism activities. Advantageous are coasts of moderate relief energy that enable vertical user-differentiation and provide better vistas (Dragicevic, Klaric, Kusen, 1997).

Coastlines with beaches are of particular importance to tourism. Beaches may be classified as sandy beaches, pebble beaches, stone slab beaches and beaches covered in grass. Sandy beaches located in lagoons are especially valued.

In some beaches, however, the value of the coast as a resource is declining because the sand is disappearing, as the direct consequence of the urban development of the coast, the construction of ports, the concreting of coastline regions for tourism purposes, and other usages that result in devastation.

Anthropogenic activities have caused changes to the natural appearance of some coasts, which have been covered in gravel and concrete or on which various solid facilities have been erected that are incongruous with the landscape.

Pollution, largely as a result of waste disposal, is universally present.

More recently, a change has been observed in the pattern of users who devastate the coast. The share of the tourism trade and marine vessels as polluters is growing, while the share of production industries is in decline. This change is brought about by the introduction to the production industries of robotics and computer technologies that create less waste, as well as by the growth and industrialisation of the tourism trade.

Islands represent a fundamental resource for maritime tourism. The attraction power of islands is mostly determined by their numbers (archipelagos), while some islands are geomorphological resources in their own right. In terms of morphostructure

(a term used in geomorphology in classifying island relief), a distinction can be made between islands, islets, crags and reefs (Strazicic, 1989, Duplancic, 2004).

- Islands have a coastal circumference larger than 10 kilometres.
- Islets have a coastal circumference of between 1.5 and 10 kilometres.
- Crags are rocky elevations above the water, and have no soil or vegetation (except, occasionally, halophytic vegetation). Crags can be narrow, tall and pointed like monoliths, but they can also be the shape of an islet.
- Unlike crags, reefs can be either above or below water (during high tide). They are steep and often solitary rocks with a pointed ridge and without soil. The circumference of a reef is always less than one kilometre. As they may present a hazard to navigation, they are delineated in sea (nautical) maps.

The commonest (insular) difficulties that plague islands around the world are demographic recession, economic underdevelopment, impaired bio-ecological equilibrium and bombastic tourism development.

Despite their noted weaknesses, islands are, in most cases, environmentally highly valued and preserved areas, and with regard to the attractiveness of island tourism resources, they represent the strategic potential of the tourism trade (Mikacic, 1995).

In addition to natural wealth, the basic resources of inhabited islands are also old villages and immovables, while those of uninhabited islands (called *pustice* in Dalmatia) include authentic pastures and active farming.

The role of the **seabed** (as a resource) in the tourism offering is gradually growing. The seabed is linked to the underwater (diving) activities of tourists. Divers prefer shallow seabeds that provide a greater number of attractions on the floor of the sea.

The transparency of seawater is a major factor for moving along the seabed and viewing its natural or anthropogenic inventory (sunken vessels and wrecks). In terms of tourism, the usability of underwater slopes and floors ranges from very favourable (the rock mass or stony floor are visible) to very unfavourable (the slopes are covered in highly mobile sediments or the sea floor is under layers of fluid mud).

Based on research (Encyclopaedia of Tourism, 2000) regarding the covering of sea floors of warm seas (resource attribute), the following can be concluded:

- Muddy, sandy sediments prevail along mainland coasts;
- The prevalence of sandy sediments increases in the direction of the open sea;
- The farther from the mainland coast, the smaller the size of sediment particles;

- The deepest seabeds are located in places in which sea currents have a strong erosive effect (for example, in the Krusija Channel between the islands of Cres and Plavnik, a depth of 125 metres as been measured, whereas in the open sea of this part of the northern Adriatic, depths rarely exceed 60 metres);
- Submarine slopes most suited for underwater tourist activities are those that do not retain sediments or are covered in a thin layer of sediment
- The firmness of submarine slopes depends upon local conditions;
- The layers on some submarine slopes are incoherent and free flowing, similar to rock creeps on land.

Mountains – relief elevations higher than 500 metres above sea level – are a spatially dominating resource. In recent times, winter mountain tourism has developed rapidly (previously, this was health tourism) and other branches of tourism to a lesser extent (mountaineering, rock climbing, paragliding, eco-tourism, speleology). In evaluating a mountain for tourism purposes, heights above sea level and terrain configuration must be taken into account, whereas the quality of an area intended for winter sports tourism is valuated using the so-called relief energy method. In essence, this method consists of determining the degree of deleveling on a given surface, that is, the difference in altitude between the highest and lowest usable points. This provides information on the potential number of concurrent skiers along the total length of a ski trail. The qualitative aspect of deleveling is assessed, in addition to its quantative level. Preference is given to degrees of deleveling that are the result of difference between higher heights above sea level (for example, the equidistance between 1200 and 1800 metres is valued more than the equidistance between 600 and 1200 metres above sea-level).

The natural factors that largely determine the quality of a mountain for skiing purposes are its position, shape and exposure. The more exposed a mountain's position is to maritime influences, the lower the reliability of the snow cover. The duration of the snow cover is prolonged with the increase of continental influences. Mountain ranges are more susceptible to changes in weather than mountain systems. On cone-shaped massifs, snow is more likely to melt due to the diffraction of maritime air. The snow cover lasts the longest on the northern exposures of mountain systems. On northern exposures, snow may last 3 to 4 weeks longer than on southern exposures.

Mountain passes are poorly suited to the construction of ski tourism centres. Because of the frequency of winds, snowstorms and sudden changes in weather are common on mountain passes. Mountain passes are more suitable for constructing lookout points that usually dominate the horizons of various environments.

Skiing safety on unregulated ski trails is low over limestone terrains on which karst, fluvial or glacial erosion has created various morphological forms. Such (pitted) terrains require a minimum height of 50 cm of snow, whereas areas of humus-covered monolithic bedrock require only 15 cm.

Areas of marked relative altitude and high karstic quality are especially suited to excursion tourism, in both summertime and wintertime.

Straight lines are the landscape base of **lowlands** as a resource. As a rule, tourists experience lowlands as relief that has no surprise effect. Widespread monofunctional economic and farming orientation has impacted on the physiognomy of the lowlands and is spreading over a considerable part of bog areas thanks to modern hydro and reclamation technology. Bogs are a vital part of the wetland ecosystem, and their status has a strategic importance for tourism development.

Geomorphological phenomena represent an important natural potential of the lowland regions. These phenomena are caused by relatively vigorous tectonic activity and fault lines along which numerous thermo-mineral springs have formed (from the Greek *thermos* – warm and *mineralis* usually translated as chemical independence). Thermo-mineral waters commonly have a curative effect, and are used in therapeutic purposes or are bottled and sold.

Karst represents a set of relief forms occurring in rocks subject to chemical erosion. As a geomorphological resource, karst can be found in southern Europe, Latin America, the Carpathians and in China. Karst forms can be classified as superficial and underground forms.

Skrape (shafts) are widely spread superficial karst forms that can take on a net-like and grooved appearance. Where there is a large concentration of shafts, *skrapari* (also known as 'harsh karst') are formed. This type of inaccessible relief is very interesting for adventure tourism. *Vrtace* (sinkholes) and *dolci* (valleys) are created by the erosive action of water sinking into the ground. Being covered in a considerable extent with soil, they are often farmed. When located in mountain regions, they are the habitat of characteristic biocenosis. The largest superficial karst forms are karst fields and karst plateaus, which are generally a complex tourism resource.
Pits and caves are underground karst forms. Caves have an inclination less than 45°; pits, greater than 45°.

Valorised caves usually possess stalactites (deposits hanging from the ceiling), stalagmites (deposits rising from the floor) and stalagmates (stalactites and stalagmites joined together). Also important as a resource are karst forms that are created through reversible processes, in particular, travertine, a major phenomenon of some rivers. Travertine is formed as dissolved calcium carbonated is deposited on river vegetation under specific conditions. It often causes the formation of river lakes.

1.2. Climate resources

The climate can be an enabling, as well as a constraining, factor in tourism development in certain regions. The bio-climate affects the stay of tourists in a given area, while the elements characteristic of individual types of climate impact on the development of selective forms of tourism. Obviously, some forms of tourism are less dependent upon the climate, because they take place indoors with air-conditioning. The biotropic effects of the atmosphere (climate) are associated with the impact of weather parameters on our feeling of comfort and with changes in our bodies linked to notable weather situations. Temperature, wind, air humidity and sunrays affect our feeling of

comfort. Bio-climate features are in particular linked to the development of health tourism, and they impact on the selection of destinations, as tourists tend to choose regions that suit them the best in terms of bio-climate (Filipcic, 1999.).

The types of climate depend on meteorological elements. The Mediterranean climate and mountain climate are especially important for Europe's tourism industry.

In the Mediterranean region, the climate generally relates to seaside tourism. Temperatures are subject to the great thermal impact of the sea, making winters mild, and summers not overly hot. How much time tourists will spend outdoors depends upon insolation and precipitation, and, in some circumstances, upon the winds.

Insolation (2200 to 2800 hours of sunshine) is a direct result of a large number of clear days. It is somewhat lower in destinations located in shaded areas caused by mountain ridges. Differences also occur in winter, when the sun is low on the horizon, creating long shadows that begin early.

Because orographic precipitation prevails (convective and frontal precipitation accounts for less than 7 percent), slightly higher amounts of precipitation can be found in bay seas, such as the Adriatic.

An overly large number of days with precipitation of one or more millimetres, as well as large quantities of precipitation during the year, are only seemingly a constraining factor to tourism development. This is because the days and quantities of precipitation in the tourist regions of Europe are concentrated in the months of November and June (months of low in-bound tourism) and because in the course of a day about 40 percent of precipitation falls between night and morning (at which time guests are indoors).

Our understanding of the tourism valorisation of wind is gradually changing. Earlier tourism offerings tended to avoid windy locations, such as water areas facing mountain passes. In today's tourism offerings, such locations are sought out, because winds enable tourists to partake in various water sports. When not cold, the *bura* wind also has a productive role, because it is a dry wind that helps to reduce fatigue by toning languid life functions. In particular, it is beneficial to guests whose condition is in the balance between fatigue and illness.

During the tourist season, local air circulation is an especially important factor in terms of bio-climate. It is caused by the uneven heating of the land and the sea. Because of the influence of local winds on the coast, sweltering heat in summer is a transient occurrence.

Storm winds (with speeds exceeding 61.8 km/h) play a negative role, as they restrict traffic and may cause damage. Difficulties in traffic occur, in particular, on bridges that have high arcs.

The mountain climate has largely led to the development of winter-sports tourism. Development is feasible on mountains with low temperatures, favourable winds, light clouds, long periods of insolation and snowfall.

Low temperatures are required for maintaining the snow cover or, in recent conditions, artificial snow on ski slopes. Fen winds and winds generated by low-pressure systems have an adverse effect on the snow cover (and the mood of tourists).

Destinations that have long insolation periods and few cloudy days are suitable for winter tourism. During the wintertime, greater exposure to the sun is possible at high altitudes, while fog persists in valleys due to thermal inversion.

The average duration of sunshine at heights of 1500 metres amounts to about 1500 hours. During the winter, tourism operations in mountain areas evolve in conditions of short daylight (late sunrises and early sunsets). Because the light part of the day is short, and the dark part, long, tourism activities largely take place in enclosed hotel premises, and secondary spending is a pronounced characteristic.

Justifiably, sites on which the snow cover lasts for 90 days or more during the tourist season may be valorised for tourism purposes. The preferred type of snow is of a granular structure that usually forms at low temperatures over an extended period. At elevated temperatures, snow becomes sticky, and because of humidity that absorbs a part of the sun's spectre, this type of snow is not particularly white.

Of all natural tourism resources, climate is the one that changes the most. Global warming and UV radiation have a particular impact on tourism. Warming of the atmosphere at the global level is followed by changes such as the rising level of world seas, the farming of crops that earlier could not be grown on higher latitudes and altitudes, warming of the seas (a shift of the seaside-tourism line towards the North), changes in the animate and inanimate environment, changes in the way social and economic systems operate, etc.

With regard to the existing indicators, it can be assumed that warming in the Mediterranean region will impact on the landscape changes by causing the features of a desert climate to spread. Plant communities will gradually adapt a xerophytic structure. Due to growing aridity and lack of moisture that creates xerophytic vegetation, the risk of fires will increase rapidly. In conditions of growing aridity the need for fresh water and for water used to maintain vegetation will also grow. The conditions of global climate change make it more difficult to predict the beginning, or the end, of the bathing season, because the change of seasons is becoming increasingly blurred.

Changes in climate as a resource will have a special effect on winter tourism, which is based on low temperatures and snow. Ski trails located on lower altitudes have already been closed down, with new ones being set up at much higher altitudes than before. The properties of snow change as altitude increases: there is increasingly less firn and fewer avalanches, and the impact of glaciers on the microclimate is diminishing as their ice is melting.

The intensity of sunrays is linked to harmful ultraviolet radiation. The breaking up of the protective ozone layer is the cause of UV-C and UV-B radiation. This phenomenon was discovered in 1985 and has, since then, had a special impact on seaside tourism.

Excessive radiation impairs the immune system, and causes skin inflammation and damage, as well as various eye diseases (in natural dosages, UV rays have a positive effect, as they help the skin to create vitamin D). People with fair skin that is low in pigmentation are the most vulnerable to radiation, which is the most harmful between noon and 2 PM, when the angle of incidence of sunrays is large and when large surfaces of the skin are exposed to sunlight. The tourism industry has adapted to harmful UV radiation by creating shady interiors, encouraging the use of protective accessories and creams, monitoring meteorological forecasts and encouraging other ways of avoiding harmful effects.

1.3. Hydrographic resources

For tourism development, it is of primary importance to ensure water supply to tourists and to take into consideration the tactile (sensory/bathing) properties of seawater and the visual contact of tourists with various forms in which water occurs.

The tourism industry is a large consumer of fresh water used for different needs. The daily consumption of drinking water per tourist varies from 101 to 158 litres (calculated for Istria, this figure roughly corresponds with the mean consumption of Mediterranean Europe). Consumption patterns show that the greatest quantities are used for showering (38 lit.) or taking a bath (57 – 95 lit.), while less is used for washing and cleaning (18 lit.), body care (15 lit.) and other purposes (10 lit.).

In the natural region of the Mediterranean, the discrepancy between pluvial water recovery (when rain falls, there is enough water) and seasonal consumption is resolved through the construction of water reservoirs or allochtonous waterworks (with pumping stations in other regions). The consumption of fresh water has also increased in winter mountain tourism, as fresh water is used to make artificial snow. Fresh water has become a constraining factor of winter mountain tourism, because there is not enough of it or because the existing utilities systems are unfit for use.

In all destinations, the consumption of bottled water is growing rapidly. Bottled water is gradually taking over the role of leading beverage and becoming a vital commodity on the tourism market.

Seawater is a resource that has great attraction in terms of tourism. Temperature, salinity and transparency are the physical and chemical properties of seawater that determine its value as a tourism resource. Also important is the movement of seawater such as waves and tides that also impact on guest behaviour. All these properties can be valorised providing the seawater is clean.

Salinity represents the basic therapeutic property of seawater. The water area of the Mediterranean Sea is located within the summer isohaline of 3.8 percent (percentage per weight of dissolved salts – earlier, the salinity measure was ‰), and it is an example of the most saline sea in the world (with the exception of the Black Sea, as a peripheral sea of the Mediterranean, with a salinity of 1.75 percent). The prevailing salt is sodium chloride accounting for 85 percent, giving water its characteristically salty taste. Mean annual salinity does not vary significantly. Salinity values are highest when evaporation is greater than the inflow of fresh water from precipitation; swimmers are aware of this because of the thin covering of salt on their bodies.

The movement of seawater (the tide, currents, waves) is a less attractive property of this resource. Water that rises with the tide also gains ground and, in places, floods the beach zone (thus increasing or decreasing beach capacity). This phenomenon is especially notable on low coasts that have a large difference between high tide and low tide (Portugal).

Waves have a greater impact on guest behaviour than the tide. Waves are lowest in bays that have a short fetch. If a fetch length is very long, it can create waves of destructive power. Short waves up to 80 cm in height that are caused by gusts of wind are considerably more dangerous for boaters. These waves have a steep profile and their crests often break creating sea spray. Sea spray creates an impression of lack of oxygen, thus further spreading panic and, in extreme cases, making rescue at sea more difficult.

Sea currents are generally strong and present a hazard to swimmers in channels. Currents that circulate in bays are beneficial, in terms of ecology, as they assist in the natural filtration of seawater.

In contrary to the primary purity of seawater in the Mediterranean, secondary pollution has been present since 1990, most often in late June or early July. The rivers Po and Rhone are the main sources of pollution, as they discharge substantial quantities of inorganic nutritional salts into the sea. These salts are pertinent, because they provide nutrients for algae and encourage mucilaginous algal bloom (in the Italian known as *mare sporco*).

Algal bloom is especially productive in bays, in which the exchange of bay waters takes place at a slower rate and into which large quantities of wastewater are discharged.

Algal bloom is a general concern in terms of tourism. The Italians have calculated that during algal bloom the tourist trade in the northern Adriatic loses up to one billion dollars.

The rivers of Europe’s plains are heavily polluted and not suited to bathing, especially when their flow is low, because of the low ratio of clean to contaminated water. In terms of ecology, mountain hydrography is better preserved. The preserved quality of mountain hydrography is primarily the result of socio-economic circumstances marked by low population density, minimal use of chemicals in farming,

and the structure of industries. Visitation attractions are generally watercourses in karst that create travertine. If the waters are used for activities that require the use of technical equipment (rowing, rafting, fishing, kayaking, canoeing), additional criteria include a vertical profile of the river bed, congruence between a river's flow regime and the tourist season, riverbed bends, and an appealing cross-section profile. Gradually, boaters are showing a greater interest in Europe's network of navigable rivers because they are connected to seaports.

1.4. Biogeographical resources

The tourism economy is strategically focused on the natural cycles of healthy food production by restoring specific types of production (wine-growing, olive-growing, animal husbandry suited to the special features of an area), as well as on providing protection to biologically vulnerable zones and communities (especially forest and meadow communities that have a preventative function, the sea coasts and highland regions).

The multimeaningful relationship of humans toward nature is the basis for developing the bio-geographical environment in a tourist region. This relationship has sometimes been given such attributes that have made plants or animals a part of a region's identity.

In the valorisation of an area for tourism purposes, the value of flora has been shown to be much greater than it is generally thought to be. Primarily, flora has a physiological function, as it transforms carbon dioxide into oxygen through photosynthesis. Its aesthetic and curiosity values are related to the diversity of floral species and shapes, and its health-related value, to the evaporation of aromatic oils and other components. Tourist regions seek to enrich unvaried vegetation that is poor in plant species by creating parks with various types of plants. Park architecture seeks to match the features of a region's landscape. Especially important is the new park architecture that is increasingly adjusted to recreational requirements (English parks).

Of the natural forests in coastal areas, macchia forests and preserved, individual pine species are important, and in the Dinarides and the Alps, boreal forests. Due to the spread of farmland, few lowland forests are left, most of them located in marshy fields.

Similar to flora, fauna can also be classified as domesticated animals and all other animals living freely in nature. In the offering, domestic animals include cattle, fowl and house pets, with special focus on fisheries and stud farms, as well as on indigenous breeds (Kusen, 2002).

The classification according to zoological principles is applied to animals living freely in nature, and they are classified as mammals; birds; fish and other inhabitants of seas, rivers and lakes; amphibians; and insects. Domestic animals are a vital part of the tourist attraction base for developing rural tourism, and wild animals, for hunting and fishing, as well as for photo hunting that is gaining in popularity. The

spaces for certain tourist activities are shrinking as numerous animal species have been completely wiped out or can be seen only in protected parks or nature parks.

1.5. Protected natural heritage

Around the world, great attention is given to natural diversity to ensure that these complexes of animate and inanimate nature are protected from saturation. The essence of protection is to ensure that nature maintains it original appearance. Initially, protection was provided to assets of exceptional and rare value, whereas today these efforts have become a general campaign. In these circumstances, tourism has become an active user of protected areas and, in turn, a vital factor to a protected eco-system's sustainability. Worldwide, the use of protected areas for tourism purposes is not uniform, with each country passing laws to govern issues of how to protect and use their protected areas. This general situation, however, does not apply to protected areas that have been proclaimed as world natural heritage.

According to the official statistics of Croatia, natural tourist sights include national parks, nature parks, strict reserves, special reserves, forest parks, protected landscapes, natural monuments and monuments of park architecture.

2. ANTHROPOGENIC TOURISM RESOURCES

In previously valorised tourism resources and attractions, most of the world's tourism traffic was linked to natural potential and environmental components. The prevailing opinion is that human-made resources (anthropogenic), as a factor of tourism development, are poorly valorised in destinations that are not particularly developed in terms of tourism. In destinations that have developed above average, the share of anthropogenic resources in the tourism product is larger, and the strategy of its offering, considerably clearer. In these destinations, anthropogenic resources have helped in valorising less prestigious tourism areas and in setting off their special, regional features, thus making the tourism product more complex.

Tourists who visit anthropogenic tourism resources usually have a higher educational and cultural level and established habits, meaning they have a sound financial standing and can spend more on tourism. According to their structural features, anthropogenic resources may be classified as cultural assets, ethno-social resources, artistic resources and environmental resources.

2.1. Cultural assets

The term 'cultural assets' is the conceptual successor of the term 'cultural and historical heritage'. According to their static features and volume, cultural assets may be classified as immovable, movable, and intangible. Especially attractive are the cultural assets listed in the UNESCO list of world cultural heritage.

Cultural heritage in the UNESCO list must meet at least one of the criteria of the Convention on the Protection of Cultural and Natural Heritage: a cultural monument must be authentic, it must have a great impact on the culture and development of a specific period, it must be a unique example of a specific style, it must be linked to ideas and beliefs of universal importance, or it must be an example of the traditional way of life, characteristic of a given culture.

Natural heritage may also be entered into the UNESCO list, providing it is an example of the Earth's development or the development of life on Earth, if it is the habitat of endangered animal species, or if it is a wild animal reserve. Protection may also be provided to places of exceptional beauty.

The following classification of **immovable tourism assets** as tourist attractions has been established in the literature:

- Monumental units
- Archaeological sites
- Memorial areas and buildings
- Individual sacral buildings
- Individual profane buildings and
- Garden architecture.

Monumental units are preserved historical settlements or parts of settlements. These can be urban or rural, and built in various styles and of various materials. The most valuable component in the identity of a tourist locality is its visual distinctiveness. According to their position, **archaeological sites** can be classified as underwater sites, subterranean sites (caves) and surface sites, which are usually excavation sites. According to the period to which they belong, sites can be pre-historic, of Antiquity or Medieval. Some sites can consist of multiple layers from various periods.

Memorial areas and buildings are usually historical areas and localities, linked to important historical events. They can include monuments to important people, memorial facilities, memorial rooms, memorial plaques, cemeteries, and other information linked to historical areas and sites.

Individual sacral buildings include notable and distinctive churches, monasteries, convents, chapels and crucifixes. Their attractiveness is additionally enhanced by their locations (on elevated ground, cliffs) and position (on crossroads, periphery).

Individual profane buildings (from the Latin *profanus* – that which is not sacral but secular) include housing facilities (castles, palaces, villas, cottages), commercial facilities (mills, sawmill), fortification facilities (bunkers, towers, prisons), public buildings (theatre buildings, town hall, libraries), traffic facilities (bridges, legs of ancient roads), water management facilities (aqueducts) and farm buildings.

Garden architecture represents landscape creations erected within cultural and historical wholes (Baroque, Renaissance). The oldest garden in Croatia was created

in the mid fourteenth century in the cloister of the Franciscan monastery *Mala Braca* in Dubrovnik.

Movable cultural assets may be a component part of immovable cultural assets or may be kept in cultural institutions (museums, galleries, libraries, collections) or in the possession of citizens. A part of these exhibits are displayed to tourists, such as archaeological findings, furniture, weaponry, clothing, stamps, letters and manuscripts, rare books, money, postal stamps, transportation means and devices, objects that illustrate the development of science and technology, etc. Movable cultural assets may also include sacral items and possessions, and works of visual and applied arts and design.

Intangible cultural assets are various forms of spiritual creativity that are passed on through tradition, in particular, language, folklore, rituals, customs, traditional skills and crafts. Because of the characteristic way in which these assets are kept and passed on, in 2001 UNESCO proposed that intangible cultural assets be called living cultural assets.

2.2. Ethno-social resources

Ethno-social resources (a term denoting that which is characteristic of a people but is a resource at the same time) include folklore, national costumes, handicraft products, gastronomic skills, tourism inclinations and other characteristics. Occasionally, ethno-social resources may be a concrete tourism product of intangible cultural assets, that is, their dramatic form. In such cases, due to the large share of foreign guests in the audience and their lack of knowledge of the host language, the visual aspect of folklore is more important than its spoken aspect. Hence, performances of dance ensembles that foster the identity of the region from which they have originated have the highest attendance rates. In addition to being visually attractive, national costumes also carry elements of the cultural impacts of the ethnicum to which they belong.

Handicraft products are included in the tourism offering as souvenirs that are knitted, woven, embroidered, modelled or created in some other manner. Although they are part of a destination's tourism product, their design is often inspired by occasional events.

Modern gastronomy has helped to spread not only the skills of preparing various types of food but also the knowledge of the values of different dishes. Gastronomy is the leading determinant of a tourist brand, and sometimes it can even be a tourist brand in itself. In modern gastronomy, indigenous strong-flavoured fish and game dishes are in demand, together with international dishes that characterise vegetarian specialities prepared with natural foodstuffs.

2.3. Artistic resources

Artistic resources are generally associated with aesthetics and creativity. Diverse forms of art have been created, based on numerous criteria. The conventional list of arts includes six forms (music, drama, literature, painting, sculpture and architecture) to which three more have been added (cinematography, dance and comic strips/sequential art). Each of these macro forms can further be divided into art disciplines, genres, types and sub-types. For example, modern musical art is commonly classified into traditional, classical, jazz and rock music, and literature, into prose and poetry.

Tourists generally come into contact with works of art through cultural institutions such as museums, galleries, libraries, theatres and concert halls.
From a tourism aspect, native museums are the most important as they provide tourists with information regarding the features of a tourism destination, the most interesting being *in-situ* ethnographic museums (at the original site) in which ethnographic exhibits are displayed.

All around the world, theatre buildings are generally a visual attraction. In addition to the theatrical ambience that these buildings provide to tourists, also vital is their repertoire which impacts on the size of the contraction zone as well as on visitor patterns.

Productive artists are closely linked to a tourism offering. These are artists who create their works of art out in the streets where there are the most tourists. They are usually painters and musicians or other artistically creative performers.

Many amateur cultural and artistic associations also participate in the tourism offering. During the tourist season, the members of these associations usually perform as orchestras or vocal or choir groups. Amateur associations are usually more flexible in terms of the market than professional association and cultural institutions.

2.4. Ambient resources

Ambient resources refer to architectural facilities the aim of which is to complement other tourist attractions in a destination.

These architectural and ambient facilities encompass various areas of construction, the most important being hotels, industrial facilities, housing facilities, sacral and sports facilities, as well as traffic routes and horticulture.

In spatial planning, good tourism and destination projects are those that take into account all spatial elements. In spatial planning for tourism, emphasis is placed on the geographical element of planning, which means that a milieu must be adapted to the regional landscape and to local topographic conditions. Geographical criteria ensure rational planning and the use of limited and exceptionally valuable space, as well as ambiental architecture that is congruent with its surroundings and serves to enhance the

tourist experience and the overall valorisation of a destination's space. This helps to ensure the controlled development of tourism and other supporting economic and non-economic activities and branches.

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