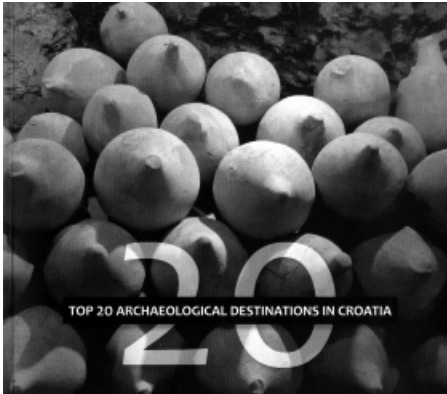


# book review

## Top 20 archaeological destinations in Croatia



In modern sociological and anthropological literature, tourism is, among other things, widely understood and accepted as an inseparable segment of culture. Indeed, tourism is one of its fundamental and irreplaceable resources, so it is not right to split these two spheres of modern life and not notice their numerous points of contact and mutual conditionality. After all, some older authors have already referred to the tourist functions of culture and the cultural function of tourism. According to these ideas, the Tourism Development Strategy of Croatia considers cultural tourism as one of its priorities until 2020 of, given the fact that this segment has record growth rates worldwide.

In the comprehensive overview of the entire tourism attraction base presented by E. Kušen, he highlights the cultural and historical heritage as a part of that corpus. As immobile heritage, the author, among other, includes archeological sites, from prehistoric, ancient, medieval to modern times.

The publication *Top 20 Archaeological Destinations in Croatia* published by the Ministry of Tourism of the Republic of Croatia in cooperation with the Archaeological Museum in Zagreb follows that line of thought. By picture and text, it carries on twenty representative (and by no means only ones) archaeological sites in the country. The publisher's intention is to emphasize the importance of recognizing these micro and macro destinations for

their users, businesses, travel agencies, tour operators etc. We learn a lot of interesting details about the localities both in the coastal area and in continental Croatia. The first group deals with: Pula, Brijuni Islands, Kvarner (Rijeka & Krk), Kvarner (Cres and Lošinj), Zadar, Nin, Solin and Vid. The other group includes: Krapina, Ščitarjevo, Varaždin Spa, Sisak, Vinkovci, Vukovar and six UNESCO protected sites: Poreč, Šibenik, Trogir, Split, Hvar and Dubrovnik.

They all are worth learning about and evaluation in a tourist-economic sense. The archaeological offer can contribute not only to complementing classic tourist motifs in the destination but also to its more steady use during the year within the desirable sustainable development of narrow and broader spatial units. The information provided in this 24 x 21 format publication can inspire interest of even the wider circle of visitors to learn what has been partially limited and even largely inaccessible so far. A number of successful presentations in the public, such as at the Archaeological Museum in Zagreb undoubtedly contributes to it. On that occasion, on March 20 there were several interesting presentations by representatives of both the ministries and the authors. The very concept of presentation or graphic-visual presentations in the book, permeated with appropriate texts, is very appealing and useful for shorter informing of readers. For example, within any thematic unit, the text refers to other valuable sites in the destination and the significant people who visited it, stories related to the destination, events throughout the year and places that shouldn't be missed, accommodation, gastronomy and sports facilities, access to visited facilities, their working hours, etc.

In line with this approach, the authors are keenly looking forward to the intensified cooperation between the two ministries (culture and tourism), as well as between relevant lower level actors, on recognizing and popularizing of localities covered by this publication in the future on the basis of sustainable tourism and the protection of Croatian archaeological and historical heritage.

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