

STATISTICAL IDENTIFICATION AND QUALITATIVE EVALUATION OF CLIMATE TOURISM POTENTIAL BY USING TOURISM CLIMATE INDEX - TCI ON THE EXAMPLE OF HERZEGOVINA-NERETVA CANTON

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Climate characteristics of a certain tourist area, region or place have a direct and indirect impact on tourism development and tourism in the area. The climate is a direct tourist value if it is used for heliotherapy or winter sports in the snow, and indirect when influencing on hydrographic objects, geomorphology of the terrain, wildlife, causing their individual tourism component. How climate characteristics determine the water temperature, appearance and growth of vegetation, habitat requirements of humans and animals, the characteristics of the snow cover, the length of the winter ski and summer swimming season, the smooth flow of traffic and other it is of utmost importance of climate knowledge when it comes to tourism research. Additionally, climate of coastal destinations, spas and mountain areas have a stimulating and sedative influence on the human body, and they are recognized as a basis climatotherapy.

The frequency of occurrence of certain weather conditions affecting the appropriation of the most appropriate time of year for tourists in some tourist destinations as well as the variety of activities, using different content and movement of tourists within a tourist destination. Attractive values of climates of Herzegovina-Neretva Canton can be best seen by calculating the Tourism Climate Index (TCI). One of the favorable climatic characteristics of the tourist destination is one of the most important factors of tourist attractions. After the intensity of action climate can be complementary tourism resource or it may act independently, with regard to its recreational characteristics.

Keywords: *tourism resources, climate, tourism, Tourism climate index (TCI), Herzegovina-Neretva Canton*