**Southern Europe**

Southern Europe boasts over 150 sites inscribed on the UNESCO World Heritage List, which includes both cultural and natural heritage sites under special protection. The majority of these sites are located in Italy, Spain, and France. Based on this, it can be concluded that the countries of Southern Europe are an area with the best tourist attractions in the world, influenced by natural conditions, cultural richness, and well-developed tourist infrastructure.

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| Examples of attractions/values of Southern Europe | |
| nature | cultural |
| * suitable climate conducive to relaxation: hot, rainless summers due to masses of warm air from the Sahara, winter temperatures staying above zero thanks to cool and humid air masses from the Atlantic Ocean, * coastal areas with beautiful sandy beaches, picturesque cliffs, * clean seawater with high temperatures, * natural, lush vegetation (e.g., hard-leaved, evergreen maquis), * diverse landscapes, associated with varied terrain (the Alps, the Pyrenees, the Dinaric Alps, the Apennines), * active volcanoes (Etna, Vesuvius, Stromboli in Italy) | * ancient cultural landmarks: Athens in Greece and the towering Acropolis overlooking them, ancient Roman ruins in Italy, * monuments from other epochs: medieval and Renaissance sites in Italy (works by Leonardo da Vinci and Michelangelo), architecture of Florence, Venice, Rome, Pisa, Siena), landmarks in France (Paris: including Versailles, the Eiffel Tower), castles along the Loire, Dubrovnik, Split in Croatia, Barcelona, Madrid, Granada in Spain, * places of religious worship: the Vatican, Rome in Italy, Lourdes in France, Fatima in Portugal, Medjugorje in Bosnia and Herzegovina, * cultural events: festivals (e.g., the Cannes Film Festival), Carnival in Venice, * museums in all countries (the most famous being the Louvre in France). |