

PRIKAZ KNJIGE:

TURIZAM I SPORT – RAZVOJNI ASPEKTI / TOURISM AND SPORT – ASPECTS OF DEVELOPMENT,

Bartoluci, Mato, Čavlek, Nevenka i suradnici u izdanju Školske knjige 2007. godine

Udžbenik „Turizam i sport – razvojni aspekti / Tourism and sport – aspects of development“ obrađuje različite aspekte i mogućnosti razvoja turizma i sporta kao najmasovnijih pojava suvremenog društva.

U ovom su udžbeniku obrađeni prepoznatljivi oblici sportskog turizma na moru, natjecateljskog sportskog turizma, velikih sportskih priredbi u turizmu, wellness turizma i dr. Temeljna teza ovog udžbenika je da je suvremeni sport ušao u sferu turističkog tržišta i postao važan faktor razvoja turizma.

Udžbenik je podijeljen u tri poglavlja, a iza svakog poglavlja nalaze se pitanja za vježbu te glavni zaključci.

U prvom poglavlju “Odrednice razvoja hrvatskog turizma” autori govore o različitim aspektima razvoja turizma u svijetu i mogućnostima razvoja turizma u Hrvatskoj. Autori polaze od svjetskih turističkih trendova i razvoja turizma do ekonomskih funkcija turizma te mogućnost razvoja specifičnih oblika turizma u Hrvatskoj.

Drugo poglavlje “Razvojni aspekti sportskog turizma” posebno obrađuje područje sportskog turizma sa pokazateljima u svijetu te se valoriziraju potrebe i mogućnosti za razvoj različitih oblika sportskog turizma u Hrvatskoj. Ovo je težišno poglavlje ovog udžbenika, a obuhvaća sociološke aspekte slobodnog vremena, turizma i sporta, prirodno-geografska obilježja Hrvatske, ekonomske i pravne aspekte sporta u turizmu, te razvoj različitih oblika sporta u hrvatskom turizmu.

U trećem dijelu knjige prezentiraju se mogućnosti za razvoj nekih komplementar-

REVIEW OF THE BOOK

TURIZAM I SPORT – RAZVOJNI ASPEKTI/TOURISM AND SPORT – DEVELOPMENTAL ASPECTS,

Bartoluci, M., Čavlek, N. and associates, published by Školska knjiga, Zagreb, 2007

The textbook *Turizam i sport – razvojni aspekti/Tourism and sport – developmental aspects* addresses various aspects and possibilities of development of tourism and sport as mass phenomena in contemporary society.

The recognizable types of coastal sports tourism, competitive sports tourism, mega sporting events in tourism, wellness tourism, etc. are analysed in this textbook. The basic thesis of this textbook is that contemporary sport has entered the domain of tourism market and has become an important factor of the development of tourism.

The textbook is divided into three parts and each is followed both by the questions intended for exercise and by the main conclusions.

In the first part – *Determinants of the development of Croatian tourism* – the authors discuss various aspects of the development of tourism in the world and the possibilities of the development of tourism in Croatia. They start from the point of view regarding tourism trends in the world and the development of tourism, and proceed to the economic functions of tourism and the possibilities of the development of special interest tourism in Croatia.

The second part – *Aspects of sport tourism development* – considers sports tourism and its indicators and evaluates the needs and the possibilities for the development of various types of sports tourism in Croatia. This part is the principal point of focus in this textbook, and it concentrates on the sociological aspects of free time, tourism and

nih oblika sportskog turizma poput wellnessa, zdravstveno-preventivnog i nautičkog turizma u Hrvatskoj.

Poseban značaj u ovoj knjizi imaju teme:

- Globalni trendovi u razvoju sportskog turizma
- Zaposlenička funkcija turizma u hrvatskome gospodarstvu
- Integrirani destinacijski menadžment u turizmu
- Unapređenje kvalitete hrvatskog turizma
- Razvoj specifičnih oblika turizma:
 - Zimsko-sportski turizam
 - Velike sportske priredbe i turizam
 - Sport u gradovima i turizam
 - Golf turizam
 - Nautički turizam
 - Zdravstveno-preventivni programi u turizmu.

Posebna vrijednost ove knjige proizlazi iz činjenice što je objavljena na hrvatskom i na engleskom jeziku te će biti osnova za studiranje i poučavanje predmeta "Turizam i sport" hrvatskim i stranim studentima u Hrvatskoj, Sloveniji i drugim zemljama. Ona će biti korisna studentima sporta i ekonomije kao i studentima koji studiraju na turističkim fakultetima i školama kako u Hrvatskoj tako i u inozemstvu. Udžbenik je pisan jednostavnim jezikom sa brojnim primjerima pa može pripomoći stručnjacima u turističkoj i sportskoj praksi za promicanje i razvoj specifičnih oblika turizma.

Udžbenik je opsežno djelo više eminentnih stručnjaka iz područja turizma i sporta. Iako je riječ o radovima više autora, urednici su ih tematski i sadržajno ukomponirali u povezanu cjelinu koja obrađuje vrlo kompleksno područje razvojnih aspekata turizma i sporta.

sport, natural and geographical characteristics of Croatia, economic and legal aspects of sport in tourism, as well as on the development of various types of sports in Croatian tourism.

The possibilities for the development of some complementary types of sports tourism such as wellness tourism, health tourism and nautical tourism in Croatia are presented in the third part of the book.

Of special importance in this book are the topics:

- Global trends in the development of sports tourism
- The employment role of tourism in Croatian economy
- Integrated destination management in tourism
- Improving the quality of Croatian tourism
- Development of special interest tourism:
 - Winter sports tourism
 - Mega sporting events and tourism
 - Sport in the cities and tourism
 - Golf-oriented tourism
 - Nautical tourism
 - Health and prevention programmes in tourism.

The special value of this book is that it has been published in two languages – Croatian and English - and that it will be the basis for the study and the analysis in the subject *Tourism and sport* both for Croatian and for foreign students in Croatia, but also in Slovenia and other countries. It will be useful for the students of sport and economics, as well as for the students who study at tourism faculties both in Croatia and abroad. The textbook is written in ordinary language with numerous examples, so that it can be helpful to the experts in tourism and sport as regards the promotion and development of special interest tourism.

Ovo su samo neki razlozi zbog kojih kao recenzent predlažem čitateljima ovaj udžbenik, a ostale će vjerujem, otkriti sami čitatelji.

prof.dr.sc. Rajko Šugman

The textbook is an extensive work of many eminent authors from the field of tourism and sport. Although the book is a compilation of papers of various authors, the editors have succeeded in arranging the texts thematically into a coherent whole that deals with a very complex field of developmental aspects of tourism and sport.

These are only some of the reasons because of which I as the reviewer recommend this textbook to the readers. Other reasons, I believe, will be discovered by the readers themselves.

Professor Rajko Šugman, PhD

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