

BOOK REVIEW



DEUTSCH IM TOURISMUS

Nevenka Blažević

(2011), Faculty of Tourism and Hospitality Management, Opatija,
ISBN 978-953-7842-01-7, 146 pp.

The course book *Deutsch im Tourismus* is aimed at beginner level German language learners and is specifically adapted to tourism and hospitality related professions. It can be used for various age groups - from hospitality and catering secondary schools and vocational colleges, to tertiary level institutions and in individual German language learning.

This modern course book is entirely based on the communicative language teaching approach, but it also incorporates a multilingual approach to learning German by drawing attention to similarities between certain German and English linguistic structures. The primary goal of this course book is to enable students to communicate effectively in the German language based on an array of typical tourism and hospitality scenarios and situations as well as to help them develop the foreign language skills necessary to be able to read and understand simple professional texts. Using the English language as a mediator language to teach various grammatical structures as well as vocabulary has greatly facilitated the students' understanding of the subject matter and has given them an additional encouragement for the practical application of the newly acquired structures.

The course book consists of the following ten thematic units: 1. *Herzlich willkommen*, 2. *An der Rezeption*, 3. *Hoteleinrichtungen und Dienstleistungen*, 4. *Im Hotelzimmer*, 5. *Im Frühstückssaal*, 6. *Unterhaltung im Ferienort*, 7. *Im Restaurant*, 8. *Abreise*, 9. *Im Reisebüro*, 10. *Kroatien als Reiseland*.

When selecting the topics to be included in the book, the author took into account the communicative needs of employees in hotels, travel agencies and restaurants. The hands on and highly practical nature of the course book is also reflected in the fact that the units contain many examples of authentic texts such as advertisements, brochures, questionnaires, animation programmes, menus, etc. Although at times daunting, early exposure to such authentic texts, even at beginner levels, is crucial in order for learners to develop applicable and concrete foreign language communication skills. Particular attention has also been given to the dialogues which are used to enhance the students' listening and speaking skills, which are arguably the two most important skills for the tourism industry.

As far as their structure, all units contain numerous exercises consolidating certain grammatical structures, lexical knowledge and overall communicative competence and understanding. Students can find further clarification of a specific linguistic issue in various sections of the course book - they can look up the glossary of professional terminology at the end of each unit,

the dialogue transcripts at the end of the course book, or they can examine the comparisons to the English language which are highlighted throughout the book. The final section of each unit contains a brief overview of the subject matter taught in that unit and also lists various communicative events (situations) to which the newly learnt structures can be applied to. An overview of grammar and vocabulary is also provided in this section, for revision and self-assessment.

The course book is based on a pragmatic-functional approach and also places particular emphasis on instructing intercultural skills, apart from pure foreign language instruction. This is particularly evident in the final unit, *Kroatien als Reiseland*, which examines the geographical, historical and cultural background of Croatia, its most important tourist destinations and sights, and its rich cultural and historical heritage. This unit stands out from the rest since it does not merely look at the linguistic structures that students need to acquire, but it also epitomizes the intercultural and educational nature of foreign language learning.

Since tourism and hospitality workers do not need to have an extremely extensive knowledge of German language grammar theory, there is no need to emphasise explicit grammar instruction. To that end, *Deutsch im Tourismus* has instead stressed the importance of acquiring structures belonging to so-called communicative grammar, which is essential in order to attain communicative competence in the tourism and hospitality industry. The decision which grammatical structures would be instructed and practiced was based on the morpho-syntactic specificity of the communicative scenarios and professional texts.

Generally speaking, all units contain the following four types of exercises:

- 1) exercises aimed at activating the students' prior knowledge and text understanding
- 2) exercises aimed at reproducing content for the purpose of developing communicative competence
- 3) exercises which are both reproductive and productive, and are aimed at developing communicative competence
- 4) productive exercises, also encouraging the development of communicative competence.

As far as the overall structure and layout of the book is concerned, it is visually very appealing and abounds in pictures, tables and illustrations which predominantly serve as visual aids to a particular communicative situation, thus making it motivating and pleasant to work with. Furthermore, *Deutsch im Tourismus* also comes with an audio CD and a CD-rom workbook containing numerous additional exercises for all units as well as self-assessment and practice tests.

In conclusion, *Deutsch im Tourismus* is a modern course book for teaching and learning German at an elementary level, fully adapted to the needs of students and tourism workers. Through its colourful and imaginative layout, its well-structured units, the minimalistic approach to formal grammar instruction and distinct emphasis on developing communicative competence, as well as the wealth of supplementary materials and exercises, it presents an excellent tool for all those in the tourism and hospitality sector wishing to improve their German language skills.

Nikolina Vaić, Assistant

University of Rijeka

Faculty of Tourism and Hospitality Management, Opatija

Primorska 42, P.O. Box 97, 51410 Opatija, Croatia

E-mail: nvaic@fthm.hr

BOOK REVIEW



DIETARY TRENDS

Greta Krešić

(2012), Faculty of Tourism and Hospitality Management, Opatija,
ISBN 978-953-7842-02-4, 365 pp.

The book “Dietary trends” written by Greta Krešić, Associate Professor and Head of the Department of Food and Nutrition, Faculty of Tourism and Hospitality Management, Opatija was published by the University of Rijeka, Faculty of Tourism and Hospitality Management Opatija, in February 2012. The book which consists of 365 pages written in the Croatian language was reviewed by: Vesna Lelas, Full Professor, Faculty of Food Technology and Biotechnology University of Zagreb; Milena L. Mandić, Full Professor, Faculty of Food Technology University J.J. Strossmayer Osijek; Olivera Koprivnjak, Full Professor, School of Medicine, University of Rijeka and Borislav Šimundić, Associate Professor, Faculty of Tourism and Hospitality Management, University of Rijeka. According to the author, the aim of book Dietary Trends is to introduce students to actual trends and to prepare them to become initiators and promoters of its application in tourism and catering. The book consists of eleven chapters and each of them has its own bibliography. Each chapter is followed by study questions, which should encourage students to understand the topic better and stimulate them to develop their own opinion and personal judgement regarding some dietary trends.

The first chapter, entitled “History of nutrition and science of nutrition”, deals with the development of human nutrition from prehistoric times until the present day, emphasizes specific circumstances and scientific evidence which directed the development of science of nutrition. Forecasting future developments of the science of nutrition is focused on the concepts of nutrigenomics and nutri genetics.

Factors which influence the development of dietary trends (namely, biological, economical, sociological and psychological factors) are explained in the second chapter. In this chapter entitled “Food choice and modern nutrition”, the factors which determine individual dietary habits are also analysed. A special emphasis has been given to the factors which affect food choice in eating-out situations (i.e. meal experience).

In third chapter named “Food labelling and providing information about food”, the author describes the legal framework for food labelling and emphasizes the importance of providing consumers with true and reliable information about the food they consume. Special attention has been paid to the information which should be given to costumers when they are eating-out. Therefore, food allergies and procedures which ensure allergen reduction in food handling are described in details.

Functional food, one of the most propulsive dietary trends, is described in the fourth chapter of the same title. This chapter describes in depth the concept of functional food, the presence of bioactive compounds in it and its influence on human health. The characteristics of functional food consumers, together with the position of functional food on market, are presented. A possibility of enrichment of food offered in catering with the inclusion of functional food is emphasized.

Two important modern trends in food production are described in the fifth (“Food with genetically modified organisms - GMO Food”) and the sixth chapter of the book (“Organic food”). In each of these two chapters, the definition of key terms is provided and followed by the historical background of the mentioned concepts. The major characteristic of mentioned types of food production, with its advantages and disadvantages are listed. Special attention is paid to the current position and future perspectives of organic food production in Croatia, and possibilities of including it into tourist offer.

In the seventh chapter entitled “Food safety”, the concept of food safety management is described. For this purpose, the concept of Hazard Analysis Critical Control Points (HACCP) together with its pre-requisite programmes in production, processing, preparation and distribution of food are presented. At the beginning of this chapter the terms risk and risk management are introduced and described. At the end of this chapter, the major characteristics of Food Safety Management System (ISO 22000:2005) are described to readers.

In the part of book from the eight to the tenth chapter, the author describes major meat-restricted dietary trends: the Mediterranean diet, the Vegetarian diet and the Macrobiotic diet. Their basic characteristics, specific food components, health-implications and possibilities of inclusion into food offer, are presented.

The last chapter of this book entitled “Food and religion” indicates the importance of recognizing specific religion-related behaviours of consumers which influence food choices and food preparation methods. The author points out the necessity of adjusting food offer to customers with religious-related food requests.

In view of all the above, it could be concluded that this book represents multidisciplinary material. Due to the systematic approach and understandable writing style this book could be acceptable also to the readers who do not have specific prior knowledge about nutrition. Important terms are explained in footnotes, and the end of each chapter a concise conclusion is provided. Most of the chapters are scientifically based, and the author clearly points out matters for which scientific evidence is scarce. Accordingly, the reader has an opportunity to develop his own critical thinking about modern human nutrition. Since there is a lack of resources of this kind in the Croatian language, this book could be recommended not only to hospitality and tourism managers but also to every consumer who is interested in food and nutrition.

Prof. Olivera Koprivnjak, PhD

University of Rijeka
School of Medicine
Brace Branchetta St. No. 28
51000 Rijeka, Croatia
E-mail: kolivera@medri.hr

BOOK REVIEW



BUSINESS ETHIC AND MULTICULTURE

Vidoje Vujić
Marija Ivaniš
Bruno Bojić

(2012), Faculty of Tourism and Hospitality Management, Opatija,
Foreign Trade Chamber of Bosnia and Herzegovina,
Croatian Manager's and Entrepreneur's Association- Croma- Zagreb
ISBN 978-953-7842-05-5, 291 pp.

University Book "Business Ethic and Multiculture", whose authors are prof. Vidoje Vujić, PhD, Marija Ivaniš, MSc, Assistant and Bruno Bojić, PhD went out of print in the year 2012 in Rijeka. The publishers of this book are University of Rijeka, Faculty of Tourism and Hospitality Management Opatija, Foreign Trade Chamber of Bosnia and Herzegovina and Croatian Manager's and Entrepreneur's Association- CROMA- Zagreb.

The book is written in Croatian language and counts 291 pages. Besides the Introduction, it contains nine chapters. Each chapter reflects on the individual thematic unit which is exhibited in several subsections. At the end of each chapter are questions for assessment and discussion, which suggests the synthesis of the essential elements of a specific chapter of this book. The book has five tables, nine schemes and 17 practical workshops.

The first chapter titled "Scientific-methodological approach to business ethics" begins by considering the ethical teachings and actions from the historical and philosophical aspects. It explains the ethical teachings, approaches and divisions of world-renowned philosophers and economists. As well, it discusses the concepts of ethics and morality, explaining the ethical theories of moral behavior and characteristics that affect the individuals value system.

The second chapter of the book "Ethical and moral judgment in business" relates to the field of business ethics as a scientific discipline. It Defines entities that influence ethical behavior and actions by underlying ethical principles that has to be followed in business, emphasizing the moral responsibilities and obligations of the modern manager. The authors highlight the differences between personal, legal, social, business, labor and professional ethics, and discuss in detail the individual characteristics and beliefs that affect the ethical conduct of business and individual work accomplishments. Special attention is paid to the ethical code of business conduct and other management tools and measures that contribute to ethical business behavior, as well as explaining the level of ethical dilemmas and decision-making, with numerous examples and workshops contribute to a better understanding of these issues.

"Corporate Social Responsibility" is third chapter of the book and at first it introduces concepts and definitions of CSR, then, examines the processes of economic principles and social responsibility. In this unit, the authors reflect on the satisfaction of stakeholders, and give examples of (un) ethical and social (not) responsible business behavior in Croatia and world.

To an enterprise business culture as a fundamental factor that influences the ethical behavior and business activity authors dedicated the fourth chapter of the book titled "Business Multiculture in the world". They made a clear distinction between the concepts of culture, business culture and multicultural; explaining the concept of its development in the theory and management practice by considering the role and importance of building a common multicultural business.

The fifth part of the book "Characteristics and elements of business culture" refers on studying the core of business culture, with detailed considering its fundamental elements. It explains the cognitive and symbolic elements of business culture as well as business conditions for its construction in an enterprise. Authors wanted to meet the reader with the types of business culture in the area of human resource management, describing the characteristics of each one.

"The influence of national culture on entrepreneurial climate" is the title of sixth chapter which begins by considering the difference between corporate culture and business climate. It explains the impact of national culture on business relationships and results, the motivation of employees and management.

The seventh chapter of the book "Principles and Standards of Business Conduct" is a kind of guide for business behaviour. Authors explain the principles, standards and norms of business and protocol behavior, conduct and communication. They describe the culture of business relations and conflict resolution, listening culture and culture of business correspondence, culture of business clothing and business behavior in restaurants and other occasions.

The eighth chapter titled "Distinctive cultural traditions in some countries" is particularly interesting chapter because the reader is acquainted with the characteristic of cultural and business practices in certain countries. Readers will learn about the culture and business practices of the Mediterranean countries - Italy, Greece, Spain and France, then Germany, Russia and Israel, and the characteristics of the Arabic, Chinese, Japanese, American and Australian business culture. The understanding of cultural diversity and cultural differences of some religions are being considered in the last subsection.

"Building and control of business culture" is title of last, ninth chapter of the book. It is dedicated to the necessity of understanding the importance to control business culture to achieve an ethical, socially responsible and successful business. It defines and describes the elements of the construction of cultural strategies and describes how to improve and control business culture.

The writing style is characterized by simplicity; it is easily readable and understandable the scientists, experts and managers, and students for whom it is primarily intended for the course "Business ethics and culture." Aphorisms, sayings and maxims is didactic quality that is particularly worth to mention. The presentation of facts and conclusions are supported by the relevant footnotes in the field of business ethics and culture, entrepreneurship and management.

In the general moral crisis, business ethics issues have become omnipresent. Business aims place the ethical profile of the company and the values an organization should not possess in order to reach its goals at the opposite sides, and the mentioned contradiction is often hidden. People are unaware of it, although it is the cause of a company's business and ethical failure. This is the main reason why the theme of this university book is very actual. The idea of the author to build an ethical, fair and competitive knowledge society highlighting the need to build a new world of

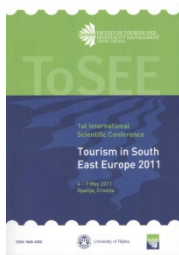
cultural behavior and responsibility in mutual human relationship, is exposed through all text. For an interesting and accessible manner, this book really is a small scientific bible that can help every person on its way to become a moral, ethical and socially responsible individual and to achieve personal and business excellence.

On the way to a better and nicer future this university book is a sort of personal guide for ethical and socially responsible behavior of students, business owners and managers at all organizational levels. It has to be available to all students of tertiary education industry, but also to all those whose behavior and actions want to base on the highest moral and ethical standards, respecting the diversity of national culture and business and personal value systems of individuals.

Korana Radović Nimac, Assistant

University of Rijeka
Faculty of Tourism and Hospitality Management, Opatija
Primorska 42, P.O. Box 97, 51410 Opatija, Croatia
E-mail: korana.radovic@fthm.hr

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1st international scientific conference “TOURISM IN SOUTH EAST EUROPE 2011”

CONFERENCE PROCEEDINGS

(2011), Faculty of Tourism and Hospitality Management, Opatija,
ISSN 1848-4050, 371 pp.

Faculty of Tourism and Hospitality Management in Opatija was the organizer of the first International scientific conference on tourism in Southern and Eastern Europe (ToSEE). The Conference was held from 4 – 7 May 2011 in Opatija, Croatia. It is Organizer's intention to organise this kind of scientific Conference every two years where the specific theme is always going to be covered regarding tourism development and development of hospitality industry in the countries of Southern and Eastern Europe.

The theme of the first Conference was Sustainable tourism: socio-cultural, environmental and economic impact. Sustainability is the key to responding to the future challenges that confront all sectors of society and the economy, and especially in tourism. Within tourism, there are numerous corporations and destinations around the world that are responding to the ecological, social and economic challenges and making the transformation toward sustainability. This conference intended to bring together experts from academia and international institutions to explore socio-cultural, environmental and economic issues of sustainable tourism in Southern and Eastern European countries. The theme was a framework to show how the tourism industry has acted, or continues to act, as an economic, societal, cultural or environmental driver for changes which are occurring in SEE countries.

The purpose of the conference and those that will follow is to promote an interdisciplinary debate about strategies, methods, tools and good practices; therefore the focus is on the theoretical work and empirical research that may offer new perspectives and directions for further development of tourism in this part of Europe.

The first ToSEE conference succeeded in its intentions since, following the first call 56 abstract were submitted, of which 49 were accepted by the Editorial Board. Upon receiving the full papers, the peer-review process yielded 37 papers that were then accepted for conference presentation. Special regard has been paid to the originality of the papers and authors were asked to avoid self-plagiarism (“recycling” of already published research results unless new insights are presented). In the end, conference gathered around 60 participants from thirteen different countries.

Since the intention was to organize small conference but of stunningly high quality, the conference focused on original scientific work, empirical research and case studies from around the world, which offer new insights and best practice guidance. The conference had 33 eminent

reviewers from six different European countries (Austria, Bosnia and Herzegovina, Croatia, Italy, Germany, Serbia and Slovenia) that have done a great job. These reviewers provided over 95 considerate reviews and recommended papers for conference presentation and in the end for publishing. The wish of the organisers was to set the quality of the papers as the highest priority and the result was Conference Proceedings of the first ToSEE conference which include 28 research papers that have been adjusted according to the reviewers' requests.

Altogether the Proceedings include five papers written by one author and twenty-three papers written by more than one author (11 written by two, 10 written by three authors and 2 papers written by four authors). The Proceedings include research papers whose authors are coming from twelve different countries: Austria, Bosnia and Herzegovina, Canada, Croatia, France, Italy, Macedonia, Russia, Serbia, Slovenia, Spain and United Kingdom. Hence, this Proceedings present work by academics and practitioners both from Croatia and internationally, who research various aspects of tourism and its various impacts, with an emphasis, on the conference theme: sustainable tourism development. Tourism development always has some kind of consequences in an area, the main ones being economic, socio-cultural, physical and ecological. These consequences affect the resources and the conditions for tourism as well as the tourism product while at the same time they may have both a positive and negative impact. In order to ensure benefits and avoid negative impacts, it is essential that tourism development is carefully planned according to sustainable principles with long-term strategies. Research papers in the Proceedings cover micro and macro perspective on sustainable tourism. Several contributors discuss various possibilities in fostering sustainable tourism development in south-east Europe in general and in some specific micro regions. Various issues, including tourism planning, environmental management accounting, transportation, sustainable foreign direct investment, ecotourism and climate changes issues are the topics covered by the rest of the papers.

The research papers represent a current research relating to sustainable tourism development and cover a broad range of topics including theory, case studies and good practice examples. It is anticipated that readers of this volume will find pertinent papers informative, thought provoking and of value to their research since the presented papers provide scientists, practitioners and planners quality information on importance of tourism planning on the sustainable basis.

There is no doubt that the second International ToSEE conference will be committed to furthering the development and dissemination of knowledge in the field of tourism again in May 2013.

Daniela Soldić Frleta, MSc, Assistant

University of Rijeka

Faculty of Tourism and Hospitality Management, Opatija

Primorska 42, P.O. Box 97, 51410 Opatija, Croatia

E-mail: danielas@fthm.hr