

BOOK REVIEW



PRINCIPI I PRAKSA TURIZMA I HOTELIJERSTVA

Tourism and the Hotel Industry: Principles and Practices

**Vlado Galičić
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(2016), University of Rijeka, Faculty of Tourism and Hospitality Management
ISBN 978-953-7842-30-7, 360 pp.

The Faculty of Tourism and Hospitality Management Opatija has published the university e-textbook *Tourism and the Hotel Industry: Principles and Practices*, written by Prof. Vlado Galičić, PhD, and Senior Teaching Assistant Marina Laškarin, PhD, and available at:

http://www.fthm.uniri.hr/files/Knjiznica/e-izdanja/Principi_i_praksa_turizma_i_hotelijerstva.pdf

Written in the Croatian language and containing 360 pages, it was reviewed by Ksenija Vodeb, PhD, Associate Professor, and Zdenko Cerović, PhD, Distinguished Professor.

The book was conceived to meet the needs of the mandatory course “Tourism and the Hotel Industry: Principles and Practices” at the Faculty of Tourism and Hospitality Management in Opatija that students are required to take prior to the 350 hours of professional training needed to earn a bachelor’s degree. The aim of the book is to assist students in mastering the basic rules and practical achievements in tourism and the hotel industry. However, the book is not limited only to the student public but should also prove useful to a variety of audiences.

Abreast of the development of modern business operations in tourism and hospitality, this book discusses the principles related to tourism demand and supply, the functions of tourism, tourism policy and legal framework, the structure and capacity of human resources, and tourism and hotel management and its future trends. It combines theoretical and practical approaches in implementing best practices. Additionally, it contains a wide range of tourism and hotel industry data, as well as judgment and evaluation criteria, providing readers with insight into the bigger picture.

The book comprises ten logically related units, in which the relevant knowledge is systematized in a scientific and professional manner.

The first chapter presents the nature of tourism demand and analyses the characteristics of contemporary tourism and its market, as well as tourism needs, demand and expenditures. It also discusses the characteristics of world, European and Croatian tourism.

The second chapter explains tourism supply by examining its characteristics and special forms, the exchanges between tourism operators, and the factors of tourism development.

The core subject of the third chapter is the functions of tourism, described as all actions focused on achieving the goals and economic and non-economic effects of tourism. This section provides an in-depth analysis of the functions of tourism and categorizes its economic and non-economic (social) features.

The fourth chapter discusses the legal regulations in tourism and the hotel industry, providing a framework to ensure a better and more comprehensive understanding of the laws and regulations governing hospitality and tourism activities in the Republic of Croatia.

The fifth section explores the main determinants of Croatia's tourism policy and focuses on international and national professional associations as tourism policy makers.

Part six discusses the management of tourism and hotel industry development. It centres on the specific features of tourist destinations, and explains destination management as a system and the importance of managing the sustainable development of tourist destinations. In this regard, it provides an overview of the strategic documents of tourism development in Croatia.

The seventh chapter deals with the structure of hospitality and tourism capacities in Croatia and takes a closer look at the types of capacities, accommodation capacities and seating capacities.

The eighth part explores the importance of personnel in tourism and the hotel industry by analysing employee knowledge, skills, competencies and qualification structure. It also addresses the challenges of working in the field of tourism and hospitality and stresses the importance of education for tourism and hotel managers.

Part nine deals with modern tourism business operations and explores the effect of the digital era on tourism and hospitality. In this chapter the authors investigate the various forms of electronic business and digital ways of communication with tourists, and go on to discuss online travel agents and global distribution systems, as well as the technological prerequisites for managing relationships with tourists.

The last part considers the future of the hotel industry and tourism from the perspective of the effects of globalisation and presents projections of future tourist traffic. It places special emphasis on the significance of climate and energy for the future of the hotel industry and tourism.

The preface of *Tourism and the Hotel Industry: Principles and Practices* elaborates on the book's aim and provides a brief overview of the subject matter. At the end of the book there are references listing 100 scientific books and papers, 121 laws and bylaws and 73 web addresses consulted in compiling the text. The 61 figures, 49 tables and 5 charts incorporated into the text aim to help the reader acquire knowledge by taking a closer look at certain topics.

This book contributes to tourism and hotel industry knowledge by providing a comprehensive and unbiased systematization of existing knowledge and different practices in this field. The text is coherent and easy to follow with logical and good structure. In a simple and clear way, the book identifies the fundamental principles of tourism and the hotel industry, providing a framework that effectively integrates the theory and practice of these activities. However, it also stresses the relations of tourism trends to the current situation in Croatia, providing a more practical context and making the topic more comprehensible to the readers operating in this country. Furthermore, the overview of insights into ways that organizations can implement the existing knowledge offers readers an adequate basis for further specialization in tourism and the hotel industry. In this way, the use of this book will enable readers to become acquainted with the real and current regulations that characterize the daily performance of the hospitality and tourism industry. The great advantage of this book lies in its simple and comprehensive writing style, which assists the readers in assimilating the topic and learning the basics, and prepares the readers for the challenging world of tourism and the hotel industry.

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