

BOOK REVIEWS

Edna Mrnjavac
LOGISTICS MANAGEMENT IN TOURISM
(2010), Faculty of Tourism and Hospitality Management, Opatija,
ISBN 978-953-6198-83-2, 268 pp.

The book LOGISTICS MANAGEMENT IN TOURISM is assigned to students of undergraduate university studies, but also to professionals from tourism and hospitality industry, with the aim to point out the role of logistics and management of logistics processes in tourism and hospitality enterprises as well as in tourism destination. The contents of the book consists in eleven chapters.

The first chapter starts with logistics aims. Market division and segmentation indicate that low price, although very important, is not the only criteria to choose the product. Therefore logistics started to take into account other elements of the products. Such approach should lead to correct and long-term partnership between producer and buyer. The primary goal of logistics is being supplemented by an additional one – consumer satisfaction with the product. With the growth of conscious about the need to preserve environment, this more and more becomes a part of logistics aims.

Special attention the author devotes to business logistics – logistics applied to enterprise. At the beginning logistics principles are being applied on procurement, production and sales function, which act as a skeleton of total production. Furthermore these business functions are called logistics functions, to be divided from others so called non logistics functions. Soon, interference in organisation of logistics flows when connecting logistics functions is being noticed. This led to implementation of logistics principles in the organisational structure of the enterprise as a whole. The traditional organisational structure is changing and taking form of process organisation. Its main characteristic is to subordinate rigid structures to the organisation of the main business process in order to enable continuous and efficient going on. As a consequence huge changes in management are taking place – the organisation and managing of the process is up to an individual – the owner of the process. This is the very beginning of the supply chain management.

According to author the most important logistics concept today is supply chain management. It is a logistics concept of business process optimisation in enterprise, including as well the business process of supplier and sales intermediate. These processes precede or carry on to the central business process. A person who leads logistics process is the owner of the process – logistics manager. Supplier and intermediate in sales enterprises will accept the subordination of their main business processes to the organisation of the referent business process of the enterprise, but it is necessary that they find their own business interests such as: long-term partnership, access to a new market, enlargement of production activities, linked contracts, higher

income, lower costs etc. Supply chain management which creates a unique system of business processes optimisation of different enterprises is a logistics network.

The core topic of the book is tourism logistics and how to manage its processes in the most effective mode. Tourism logistics appears in the secondary phase of logistics development. In that period of time logistics principles have expanded from the production of material products to services production. It represents the territorial and time transformation of material, people, information, energy, knowledge, capital, waste (and water) with the aim to produce high quality tourism service at low costs and to consumer satisfaction. Basically the tourism system consists in activities – subsystems of: hospitality, agency, traffic, attractions and organisation and management of destination. Logistics in all these subsystems is elaborated in details.

Tourism logistics, according to its basic notions is a service logistics, which besides general elements characteristic for a service as nonmaterial product, also has some special elements. These are: order of business functions in a main logistics process, efficiency of logistics in capacity management which gets more complicated with the seasonality of tourism demand, the importance of information and knowledge logistics flows upon which the territorial and time happening of tourism offer and demand depends.

Logistics management is the part of the supply chain process that plans, applies and controls the efficiency of flows and warehousing of goods and information from the starting till the final point. In tourism special attention is given to planning and strategy. Planning is the key activity of logistics management, because tourism logistics acts as typical service logistics whose main target is capacity management – continuously harmonising available capacity with tourism demand. In this context logistics of marketing and sales is considered as sub function which using selective methods based on market research and demand behaviour, tends to reach maximum capacity fulfilment and tourists satisfaction with the offer.

The author points out that tourism logistics management has to orientate to strategic logistics, which is based on presumption that prediction and development of strategic activities is not possible without logistics in business system. The entire strategic orientation of tourism enterprise is selected according to tourism policy of larger tourism system, and could be focused on lower costs and higher user satisfaction.

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Vidoje Vujić
KNOWLEDGE MANAGEMENT AND HUMAN
DEVELOPMENT IN TOURISM
(2010), Faculty of Tourism and Hospitality Management, Opatija,
ISBN 978-953-6198-80-1, 526 pp.

Edition titled KNOWLEDGE MANAGEMENT AND HUMAN DEVELOPMENT IN TOURISM was written and published by group of authors in the year 2010. The publisher is University of Rijeka, Faculty of Tourism and Hospitality Management. Edition is a compilation of research results within the project titled “Knowledge management and human resources in tourism as a feature of the Croatian identity”. It is mostly an applied scientific research designed to study the development of tourism and its main drivers: knowledge and human resources as the main holders, giving a decisive direction of that development. Project was financed by the Ministry of Science and Technology for a period of three years from 2007 to 2010.

Vidoje Vujić, PhD, was the lead researcher on the project and the editor of this edition. The study started from the hypothesis that Croatia, in relation to the contemporary needs, doesn't have identity and prepared employees. If managed and developed properly Croatia can have human resources the will enable the more efficient operation, greater responsibility and creativity in building it's own identity. The main objective of the research is to show the situation and perspectives, as well as content, form and manner of creation, dissemination, adoption and innovation of knowledge in the tourism and economic practices.

Edition was written in English and Croatian languages and has a total volume of 526 pages. It is divided in three sections: “New challenges in the tourism and the emerging identity”, “Managing and measuring human development” and “Knowledge Management in a tourist destination.” It represents the result of studies of twenty-five authors with the different scientific orientation.

Edition begins with the chapter titled “New Challenges in Tourism and the emerging identity”. The authors give the results and findings and they compare the performance in Croatia and European countries. It covers topics such as labor market trends in tourism management in the hospitality industry of the future, human resource development in tourism as a feature of Croatian identity. Authors are coming to the conclusion that the system of human resources management is on its initial development phase. They are elaborating new trends on the tourism labor market with especial emphasis of management in hotel industry. They conclude that it is necessary to overcome the entrepreneurial and state paternalism in certain economic and social aspects, because it is currently slowing down the development of individuals and society as a whole.

In the second chapter entitled “Managing and measuring human development”, authors discuss the concept of management and efficiency of intellectual capital in the hotel and the Croatian society. Section analyzes the development of human resources of the Republic of Croatia and its regions and their impact on economic and tourism

development. Authors are discussing the efficiency of the intellectual capital in hotel business and the way intellectual capital can be measured and managed.

“Knowledge management in tourist destinations” is the title of third section that compares the research data on specific entrepreneurial and managerial skills in tourism destinations. The authors emphasize the existing ambivalence of knowledge management as new managerial paradigm. Special attention in this section is given to the study of the high school education and information literacy of the employees in the hospitality industry. Section is analyzing the social reality of knowledge management and human resources in tourism and hospitality of the Republic of Croatia.

This edition brings together in one place, various surveys and the conclusions of many authors in terms of knowledge management and human resources in tourism, while indicating the status and prospects, forms and processes of knowledge innovation in tourism. Throughout the edition authors, in a logical manner, address the importance of knowledge and creation of the identity in tourism at the global, national and regional level. They analyze the current state of human resource development in tourism and they propose the guidelines for the future development with the aim that human resources become the main feature of the Croatian identity. Edition opens up a wide range of topics for discussion and highlights areas where additional studies should be conducted.

Edition “Knowledge management and Human development in Tourism” addresses wide range of interesting topics and it is intended for general scientific and professional community, managers, students and everyone else involved in the study and research of knowledge management, management and measurement of human development and the creation of the Croatian identity with special emphasis on tourism.

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Vidoje Vujić
ENTREPRENEURSHIP AND MANAGEMENT IN SERVICES
(2010), Faculty of Tourism and Hospitality Management, Opatija,
ISBN 978-953-6198-77-1, 229 pp.

University Book ENTREPRENEURSHIP AND MANAGEMENT IN SERVICES, whose author is prof. Ph. D. Vidoje Vujić, went out of print in te year 2010 in Rijeka. The publisher of this book is the University of Rijeka, Faculty of Tourism and Hospitality Management Opatija.

The book is written in Croatian language and counts 229 pages. It is structured in six chapters. At the end of each chapter are questions for assessment and discussion, examples and exercises that will encourage and stimulate students to develop their own opinion and make personal judgements about observed issues.

First chapter titled “The Doctrine of enterprise and entrepreneurship” examines the role and importance of entrepreneurship through the historical development of entrepreneurial thoughts. It discusses the concepts of entrepreneurship and entrepreneurs, their key characteristics and provides an overview of thoughts of it’s first gurus and contemporary authors who are engaged in this area.

“The elements and conditions for the development of entrepreneurship” is the name of the second chapter, which describes the growing interest in entrepreneurship and the causes of its growth as well as it describes elements and conditions of entrepreneurship. Furthermore, it emphasizes the importance of today’s basic shape and type of entrepreneurship: individual, corporate and internal and collective entrepreneurship.

In the third chapter titled “Entrepreneurship in services” the author emphasizes the importance of service activities and their role in economic system. He identifies the fundamental differences between economic and non-economic activities as well as tangible and intangible services, describing the basic characteristics of entrepreneurship in the service industry and explaining the role of entrepreneurship in the public sector.

The fourth chapter titled “Entrepreneurship and enterprise in the changes of 21st century” discusses understanding of the historical development of the company. The author describes the fundamental characteristics of companies regarding their size and ownership structure, with special emphasis on business and legal forms of enterprises in economic activities in Croatia, and in general. Furthermore, in the chapter is explained in detail the relationship between the company and its social environment by putting the company in the context of economic, market, legal, scientific and technological, educational, socio-cultural and socio-political system.

“The entrepreneur as a planner of new business ventures” is the name of the fifth chapter that moves away from theoretical considerations and offers practical knowledge on how to establish a small and how to perform in it entrepreneurial-management functions. Explains the role, meaning and purpose of writing a business

plan and why is necessity to require its application in the enterprise. Finally, author gives he's own advicse of making a successful presentation and business plan.

In the final, sixth chapter, called "Business and Management-similarity and differences", author describes in detail the functions of modern management, creative methods of entrepreneurial management and managerial control methods in the work process. Furthermore there are considered essential assumptions of entrepreneurial management and procedures in it's functions. Finally, he explains the fundamental differences between the business ideas and business opportunities and describes the characteristics of creative human enterprise.

Theme of this book refers to the treated and presented problems, which means that the entire text is fully oriented on the topic of entrepreneurship and management as the key challenges of the modern business environment. The core of the studied theme is the main features of modern business and managerial functions in companies in the context of the growing importance of services, all supported by the theoretical definitions and presuppositions of renowned local and foreign authors. Foreign terms are explained in footnotes.

The theme of this university book is very actual. Style exudes by lightness and simplicity, so it is easily readable and understandable to both scientists and experts, and students to whome is primarily intended as required reading for the course "Entrepreneurship in the service industry". The terminology of book is very precise and simple. Thus, the basic features of the book is accuracy, systematics and directness of the language.

The paper is accompanied by a number of bibliographic units, contributing to more accurate presentation of facts and conclusions of many relevant authors. Extensive literature shows the author's reference to the issue on which he reports about.

The realisation of rapid technological changes and the dominance of services in the economic and public sector, entrepreneurs and managers in 21st century deal with, what suggest the need for research into the process of moving towards a new social and economic development, is the main reason for writing this book and the need for its publishing.

It can be conclude that the author's book whas the attempt to consider all the ways of modern entrepreneurial and managerial functions in the service sector, whic role grows each day. The book is primarily dedicated ti the students on forth year at Faculty of Management in Tourism and Hospitality, as required literature.

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