

BOOK REVIEWS

Nadia Pavia

MANAGEMENT OF PROCESS FUNCTIONS IN HOSPITALITY

(2009), Faculty of Tourism and Hospitality Management, Opatija,
ISBN 978-953-6198-74-0, 179 pp.

The book *MANAGEMENT OF PROCESS FUNCTIONS IN HOSPITALITY* is assigned to students of undergraduate studies, but also to professionals from hospitality industry, with the aim to point out the role of management in creating the hotel offer. The contents of the book consist in four chapters.

In the first chapter *Hospitality of Tourism Offer* the author elaborates the characteristics and development of hospitality. The most important hotel products demand and offer as well as sale on tourism market are named.

Second chapter *Objects of Hospitality Products Offer* deals with the features of hotel objects in which accommodation and all other services at guests 'will are supplied. Hotel offer creation mainly depends on facilities and equipment in hotel objects. The quality of hotel offer itself derives from the kind and category of hotel object, but also from the personnel structure that serves hotel guests.

In the third chapter *Process Functions in Hospitality* are elaborated. It deals with prognosis of hospitality business, organisation, personnel training, business and development financing, procurement of property and goods, preparation of hotel objects for guests reception, arrangement of food and beverage, promotion and sale of hotel products, and business processes control. Preparation and supplying of hotel offers requires the accomplishment of different jobs and activities, which have to be performed according to predetermined procedures of business process.

The fourth chapter *Management in Hotel Objects* analyses jobs and aims of hotel management, starting from the top management, through personnel management, accommodation management, food and beverage management, procurement management, financial management, management of recreation and management of property usage. Management in hospitality industry plays an important role in business organisation as well as in hotel offer formation.

By means of the textbook *Management of Process Functions in Hospitality* the author PhD Nadia Pavia proposes an optimal form of hotel objects organisation, in order to enable hotel efficiency and profitability. In accordance to that processes characteristic for hospitality industry have been researched. These processes are performed through several different functions and sections, and have a very deep impact on hotel offer creating and its promotion and sale on tourism market.

The success of hotel offer sale mainly depends on adequate organisation of hotel offer subjects. The author points out that hospitality assume new shapes with the aim to deal with always more complex criteria of creating an offer assortment. Tourism market expects a certain quality level of basic hotel offer – accommodation, food and beverage, but after having fulfilled this condition, hotel enterprise can find its place on global tourism market only by means of specific and unique offer. Business success of each enterprise - hotel as well, depends on efficient management, whose efficiency in enterprise leading, most easily, can be noticed in a changeable and uncertain business environment.

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B. Blažević; M. Peršić, Eds.
TOURISM REGIONALIZATION WITHIN GLOBAL PROCESSES
(2009), Faculty of Tourism and Hospitality Management, Opatija,
ISBN 978-953-6198-71-9, 460 pp.

Faculty of tourism and hospitality management, University of Rijeka issued a scientific book and university textbook, entitled *Tourism regionalization within global processes* by the redactors Prof. Branko Blažević, PhD and Prof. Milena Peršić, PhD and twelve other different authors. The edition is divided into nine specific chapters, on 460 pages and has altogether 92 exhibits, accompanied with 50 tables.

The first chapter, *Global processes and tourism*, defines global processes and explains economic globalization. It is pointed out that world economy globalization has a positive effect on tourism and that Croatian tourism has no perspective without a positive approach to globalization processes, but on the other hand it emphasizes the negative implications of globalization.

In second chapter *Regions and regional development*, as the title says the key terms about regions and regional development are explained. Written history helps and enhances our understanding of regionalization itself and the problems related to it with a critical overview of the Croatian regional structure and suitable solutions are provided. Long-term development policy and strategic planning are the base for action plans, within the whole system of development planning on the tourism region level.

In the third chapter *Natural factors as the criteria of tourism regionalization* are depicted as a significant part of tourism regionalization and thus they are integrally elaborated. The authors also analyze Croatian tourism regions and various approaches to the regional organization, based on natural resources, are evaluated.

Fourth chapter *Sustainable development concept on the tourism region level* highlights the value of sustainable tourism in reaching the goals of tourism regionalization within the global processes. By separately analyzing the sustainable tourism development, the economic and the socio-cultural implications of sustainability on tourism region level are stressed. The role of environmental management is emphasized as a coordinator of the resource tourism base and spatial possibilities. And on the other side there is the local community who moves and coordinates the activities in order of preserving the ecological values. Further improvements in application of sustainable development are expected while political efficacy of governments, international organizations and agencies is not sufficient.

In the fifth chapter, *Tourism destination within the concept of tourism regional development* is examined. Tourism destination is viewed as a business system, which can successfully function if a clear concept of the destination managing network exists. This could be achieved by choosing an adequate business model scenario. Author elaborated various models and possibilities of managing tourist destinations. To improve tourism product placing, forming of destination management companies are suggested.

Quality within the tourism destination offer is the sixth part of the book. In this chapter research results are presented. The analysis of trends in EU quality management is drawn in order to suggest the adoption of 'integrated quality management' model for Croatia. A special emphasis is on 'integral quality management' of costal destinations by analyzing and presenting the contemporary offer and demand trends, important in quality obtaining within global processes. In QUALITEST indicators are applied in evaluation of the obtained quality grade for a tourism destination. Examinees evaluated the offer assortment quality and the quality of the Kvarner tourism destination. The research results showed weak and strong points of the Kvarner tourism offer and the notions obtained enable tourism management to manage the destination more efficiently. SERVQUAL model was used to evaluate service quality in tourism by measuring five service quality dimensions: reliability, assurance, tangibility, empathy and responsibility. The author emphasize that although SERVQUAL scale is necessary, it is not a sufficient measure in service quality evaluation of a tourism destination.

The seventh chapter *Public private partnership as a development model of a tourism destination* focuses on the interpretation of the significance of the public private partnership as a successful development model of a tourism destination. Many benefits of this public private synergy are defined. Particularly is analyzed public and private sectors in tourism through financing of the Kvarner tourism destination development.

Marketing strategies in the achievement of tourism destination competitiveness is the eight part in which the concept of strategic marketing plan is elaborated, with the theoretical starting point applied on specific demands on Kvarner tourism region. Authors explain the subject of competitiveness model development and the elements by which the competitive advantages achievement is ensured, with theoretical starting points applied in the model of the Kvarner tourism destination.

The last, ninth part of the book is *Strategic accounting as the information source for destination management*. This part illustrates the links between strategic accounting and management. It focuses on information indispensable in tourism destination management that are based on instruments appropriate for the strategic management demand. Provides and explains an example of a Balanced Scorecard (BSC) of a tourism destination and highlights the importance of strategic accounting tasks in implementing of green strategies in tourism product competitiveness evaluation of the tourism destination through its lifetime use.

With its elaboration of methodological, organizational and substantial prepositions in forming and market positioning of the tourism product and particularly by using both theoretical and practical observations of regional tourism positioning, tourist destination and destination management, the book *Tourism regionalization within global processes* is indispensable to students of economy, tourism and hospitality as well as practitioners within these industries.

The redactors of the book have prepared the first comprehensive examination of the relationship between tourism regionalization and globalization in Croatia. They provided a needed perspective how without an adequate research and management, the potential impacts and benefits of globalization and regionalization cannot be maximized. This book brings a new, much needed perspective about the tourism destination and demonstrated the way to further develop the concept of it.

For the final text shaping of the book Academician Vladimir Stipetic, Professor Mato Bartoluci, PhD and Professor Peter Jordan, PhD are meritorious, who stress that "in total this study is an impressive work of science addressing a very topical question and approaching it comprehensively by general and theoretical contributions as well as by a profound empirical investigation. In both aspects it is both methodologically precise and illustrative. Also on the international level it contributes new ideas and approaches to the current state of the art in would for this reason be worth to be published also in other languages...".

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