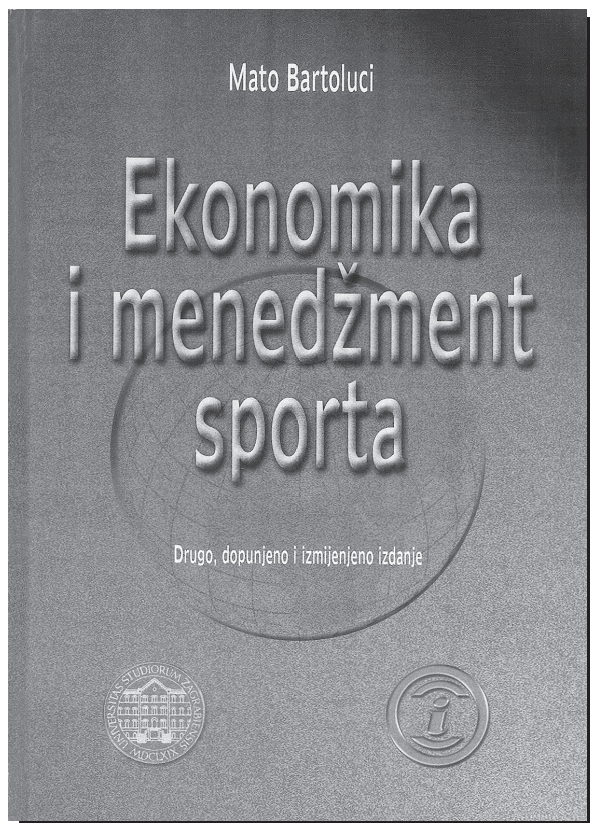


Book Review

EKONOMIKA I MENEDŽMENT SPORTA [Economics and Management of Sport]

Mato Bartoluci, 2nd supplemented and revised edition, Informator, Kineziološki fakultet Sveučilišta u Zagrebu, Zagreb, 2003, pp. 1-294. (hb) (University of Zagreb textbook) ISBN 953-170-107-5



In the book *Ekonomika i menedžment sporta* the author Mato Bartoluci presents a new economic discipline – the economics of sport – that has developed in the second half of the twentieth century. Prof. Mato Bartoluci was among the first authors in Croatia who analysed and developed this discipline and who in his works contributed significant scientific knowledge to the field of economics.

What is the reason for such a late origination of this discipline both in the world and in Croatia? Twenty-five centuries have passed since Aristotle set up the first principles of economics. Modern economics, established by Adam Smith, is 250 years old, and the economics of sport is hardly fifty.

Undoubtedly, it was the outstanding economic progress realized by humankind in the twentieth century that was in the foreground. To illustrate, let us mention that according to the data analysed in the year 1000 West Europe had 500 US\$ gross national income *per capita* (this figure is nowadays the figure of the gross national income in undeveloped countries in the world). It was in the year 1820 that West Europe reached the figure of 1,100 US\$ *per capita*, whereas in the year 2000 the gross national income in West Europe exceeded 20,000 US\$ (which is six times more than in the year 1000). *The Economist*, therefore, concludes with good reason that “the Western man is nowadays incomparably richer than his predecessors one thousand years ago”.

During the 20th century it was not only the population in the world that increased (by 3.6 times) but it was also its productivity that increased remarkably. The mass of the realized gross product of the world in the year 1998 was 17.1 times bigger than in the year 1900. Never in its history has mankind realized such progress.

According to Bartoluci, the economics of sport occurs in the phase of the extraordinary prosperity of mankind, which is particularly true of the prosperity in developed countries in the world (since only one fifth of the whole population lives in those countries).

While spending on food stagnates (in absolute figures), the spending on lodging (Americans usually build the houses they live in), on car purchasing, on airplane tickets, on tourism and on health and health insurance increases. The spending on sport and recreation which falls, both absolutely and relatively, into this category of increased spending, reaches as many as 8% of personal consumption annually, namely, about 2,000 US\$ *per capita* in the USA, in other words, 500 billion US\$ annually. In 1997 in the USA 462 billion US\$ was spent on recreation out of which the largest portion of money was spent on sport- and recreation-specific equipment, excursions, tickets for sporting events, sports

literature, etc. Since in the year 1997 the gross national product in the USA was almost 8 trillion US\$, the spending on recreation was calculated to be 6% of the American gross national product (Bartoluci, 2003: 56-57).

More and more people in the world are active sport participants. In Germany, according to detailed statistics from the year 1999, 14.3 million men and 9 million women (which amounts to 28% of inhabitants of Germany) were members of sports clubs. As many as 8.3 million were people, aged 41 years and more, who participated in sport on a recreational basis.

The author has, therefore, justifyingly and in detail, analysed, together with evaluating the social and economic effects of sport, the economics of sports organizations and emphasized the decisive role of entrepreneurship in this respect. The entrepreneur who works in Croatia is not well acquainted with management, therefore, the author paid significant attention to this matter – as much as half of the book addresses the field of management.

The character of sport has changed in the twentieth century. Sport no longer connotes only the ideal expressed by the Ancient Greeks, namely, *mens sana in corpore sano*. It exceeded even the Olympic motto set by Pierre de Coubertin that 'participating, not winning, is important'. Sport today connotes competition, athletic performance, but also millions of supporters cheering at sports grounds and millions of people who, seeking long life, exercise, run, almost on a daily basis, while striving for health and entertainment which they hope to find in sports activities, and who pay for the experience and knowledge of their teachers – instructors – coaches.

The book *Ekonomika i menedžment sporta*, in its seven chapters, shows this evolution and identifies the principles on which the economics of sport is built. In this respect the book by Mato Bartoluci is not only a pioneer work, but a signpost for further development of a new economic discipline.

In the first chapter the author defines the economics of sport as a scientific discipline. Its subject and tasks, as well as its connection with

other scientific disciplines and the methodological approach to research in economics of sport are also specified.

The second chapter deals with contemporary models of evaluation of social and economic effects of sport. Both the characteristics of sport in general and the characteristics of sport in Croatia are presented together with the ways of financing sport in Croatia and in developed countries. Since sport may be a significant component of the tourist offer, the author has presented the economic effects of sport in tourism as well.

The third chapter deals with sport organizations. The discussion on the basic resources in sport is followed by the analysis of managing the costs in sport, by allocation of financial assets of sports organizations and by the identification of indices of economic efficiency of sport-related systems.

The fourth chapter analyses the relationship between basic attributes of successful management and entrepreneurship in sport.

In the fifth chapter the author analyses the role and the place of management and sports programs both in sport and in complementary areas. In this chapter the author elaborates contemporary programs of application of management and entrepreneurship in football, tennis, swimming and golf, as well as in sport tourism.

The subject matter of the sixth chapter is the place and application of sport marketing. The data that can be found in this chapter are extremely valuable for defining and developing marketing strategies in sport.

The seventh chapter contains the list of references (226), several appendices that explain previous chapters, index of terms, as well as the summary and the list of contents in the English language.

On the whole, it may be said that the book *Ekonomika i menedžment sporta* written by Mato Bartoluci gives answers to many questions from the economics and management of sport, thus contributing valuable perceptions and knowledge on how to define a quality approach to the identification of the most efficient and most appropriate strategies of the development of Croatian sport.

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