

BOOK REVIEW



GOSPODARENJE ENERGIJOM U TURIZMU

Energy Management in Tourism

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(2017), University of Rijeka, Faculty of Tourism and Hospitality Management
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The book *Energy Management in Tourism* is the work of authors from the University of Rijeka, Faculty of Tourism and Hospitality Management Opatija, prof. Marinela Krstinić Nižić, PhD and prof. Branko Blažević, PhD. It is the result of their long-term research activities focusing on the economic and environmental aspects of energy management in tourism. The authors' research interest area extends to their teaching of college students and future managers in tourism and hospitality about the importance of proper energy management in tourism. Book reviewers are: prof. Smolčić Jurdana, PhD; prof. Nela Vlahinić Lenz, PhD, and Zvonimira Šverko Grdić, PhD, Assistant Professor.

The book is written in Croatian on a total of 336 pages, of which 315 comprise the body matter divided into 8 chapters, including a detailed introduction and concluding remarks.

The second chapter, titled *Energy and its Forms*, deals with energy and its emerging forms in general, and gives a historical overview and a political-economic approach to energy and sustainable development, viewed both as an economic and a physical category. This part also defines the forms of energy and their classification: solar energy, wind energy, hydro energy, geothermal energy and biomass energy.

In the third chapter, *Global and Regional Energy Needs*, various issues related to energy needs are addressed at both global and regional level. At the global level, the issues are explored through an analysis of world energy consumption and energy indicators as indicators of economic development. At the level of Croatia, the analysis focuses on energy consumption, gross domestic product and energy supply; i.e. the share and capacity of renewable energy sources. This chapter points to the legislative framework of the European Union and the Republic of Croatia in the area of energy management and provides a reflection on the Energy Strategy of the Republic of Croatia.

The fourth chapter, *Economic and Environmental Aspects of Energy Management in Tourism*, analyses public support mechanisms for energy management with a particular emphasis on tourism, and stresses the importance of environmental protection, the financial aspects of CO2 emission reduction and the existing models for evaluating the economic effects of using renewable energy sources. This chapter also presents a detailed discussion of the basic settings of cost-benefit analysis (CBA) in public projects (programs).

The fifth chapter, *Energy Management in Tourism*, analyses the social and environmental responsibility of tourists and tourism business entities, the structure of tourism energy consumption, and the use of renewable energy sources in tourism. This chapter also provides research results relating to energy management in tourism and the level of hotel managers' awareness in the Kvarner region and Istria. A discussion about renewable energy sources in tourism (wind energy, solar energy, geothermal and hydro energy, biomass energy) is also presented. SWOT matrix is used to analyse the current use of renewable energy sources in tourism.

In the sixth chapter, *Evaluation of Investment Models by Application of Discretionary Rate - The Case of Renewable Energy in Tourism*, the authors present their thoughts and research results on renewable energy investment models in tourism, using discretionary rate and its functional dependency on the current value of the analysed scenarios. At the end of this chapter, the authors emphasize and point to the danger of economic and social development unless the importance of social discretion rates for the prevalence of social (public) benefits over total social costs is recognised.

(Macro) Economic Effects of Renewable Energy Sources in Tourism, the seventh chapter of the book, addresses the economic, environmental and social benefits and costs of using renewable energy sources in tourism, and presents cost-benefit analyses with particular emphasis on renewable energy sources in tourism. The importance of renewable energy management in a tourism destination is confirmed.

In *Concluding Remarks*, the authors summarize their views on energy management in tourism, with an emphasis on the importance of renewable energy sources for local energy management in a tourism destination.

Reference list used in the elaboration of the issues extends to 17 pages, and includes 47 books, 106 articles, 175 websites and various documents relating to the area of research. In addition, 42 tables, 37 charts and 34 images included in the text enable a better understanding of energy management in tourism.

The value of this book lies primarily in the lack of other published materials and the uniqueness of the author's topic of interest, namely energy management in tourism. The aim of the book is to bring the meaning of energy as an economic category closer to the interested professional and scientific public. The authors point to the role and aspects of energy policy and analyse its impact on individual economic sectors, with particular emphasis on tourism.

Modern world economies have recognized the importance of preserving nature, the environment and energy sources, because the destruction of these values and their inappropriate use would result in a collapse of the systems on which they are built. Changes in the attitudes on the importance of adequate energy management need to be achieved by raising public awareness of this issue, as well as by implementing policies that, at both national and international level, include a more cost-effective use of resources, environmentally-friendly production and greater use of renewable energy sources. The goal of all national economies, including Croatia, is to implement a sustainable energy policy.

With this book, the authors leave an important message by connecting the political-economic approach to energy and sustainable development to the recognition of the importance of government and its economic policy, whose absence of action in this strategic and extremely important domain, not just in terms of energy, but also in terms of economic as environmental benefits, would ultimately lead to the prevalence of social costs over benefits.

Focusing on increasing energy efficiency and using renewable energy sources is particularly important in tourism. As an energy consumer, tourism is an important element in the consideration and planning of sustainable future. Clean air, fresh water, energy sources, and biodiversity in water and on land are the prerequisites for tourism development. Energy management in tourism is important because every tourism destination has the potentials to be recognized for future use, and this requires introducing appropriate technologies (for energy transformation, use and management) based on an energy-sustainable model tailored to specific needs and resources. The authors emphasize the importance of using renewable energy sources and energy efficiency, both at the entrepreneurial level and tourism destination level, where it is necessary to establish a modern and effective public management that will provide the basis for defining a modern energy sustainability policy, including an energy plan based on sustainability and environmental conservation, and acting in synergy with a variety of stakeholders within the destination. The authors further emphasize the importance of regional and joint action in achieving energy efficiency and the need to introduce renewable energy sources and RES incentives, but not at the expense of the environment.

With the book *Energy Management in Tourism*, the authors make an important contribution to the development of economic science directed toward energy management. Therefore, this book is a valuable source of information for experts, i.e. tourism destination and business management, in their efforts to make the right decisions about the proper use of energy and in the process of achieving a sustainable future of energy resources. The book is also intended for undergraduate, graduate, specialist and doctoral students, providing them with new knowledge on renewable energy and energy efficiency, and scientists, raising awareness about the complexity of the discussed issues.

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