



Institut for Economic Promotion,
Austrian Economic Chamber,
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T.E.I. Thessaloniki Greece



Department of Tourism Management

BOOK REVIEWS

Dragan Magas

Destination Management – Models and Techniques,

(2008), Faculty of Tourism and Hospitality Management, Opatija,

ISBN 978-953-6198-62-7, 121 pp.

“Destination Management – Models and Techniques” is a university textbook written by Dragan Magas, Full Professor at the Faculty of Tourism and Hospitality Management Opatija, University of Rijeka. This book is a sequel to the previous titles published by this author (“Tourist Travels as an Economic Good – Tourism Management” and “Tourism Organisation and Destination Management”). In the preface, the author states that his latest book is “an attempt to fill a void that relates to destination management in terms of defining its conceptual attributes, public functions within a destination, and the models and techniques, as well as organisational structures, through which destination management should be institutionalised” (p. XI).

The book comprises a total of 121 pages of text including illustrations the author uses to exemplify the concepts presented in the text. The list of references contains 38 titles of domestic and foreign authors.

The author has divided the book into two logical and interrelated parts: “Collaboration and Destination Management” and “Functions of Destination Management”.

In the first part entitled “Collaboration and Destination Management”, the author defines the conceptual attributes of destination management underlining the importance of collaboration and provides proposals on how to institutionalise tourism destination management and the management of public-coordination functions that need to be carried out at the destination level.

Correctly, the author points out: "Today, tourism destination development is heading towards positions of mutually beneficial partnerships and balanced tourism development. Much understanding, research and cooperative efforts will be needed in designing and sustaining the initiatives required for tourism in a given destination. That is why destination management must be looked upon as a set of tourism activities that engage local interests within meaningful collaboration with the providers of supply for the purpose of creating a destination product" (p.2). In the text, the author makes a case for this form of cooperation and underscores the synergic effects that it yields.

The second part of the book entitled "Functions of Destination Management" is discussed through three chapters: Planning in a Tourism Destination, Organising a Tourism Destination, Auditing in a Tourism Destination.

The chapter on planning gives an overview of the measures required and explains them through examples. In particular, the author emphasises the need for so-called integrated planning at the tourism-destination level. "Integrated development planning implies a systems approach that brings together economic, social, spatial, environmental and infrastructures aspects. It is ideal for complex systems" (p. 20).

The author argues that organising a tourism destination must result in an appropriate structure that is required to carry out the planned activities. Pursuant to theoretical knowledge and insight provided by practise, the author puts forward models of organisational structure that must be capable of addressing the challenges of tourism destination management within a global and highly competitive tourist market.

At the end of his book, the author takes a close look at the function of auditing in achieving the integrated quality of a destination.

The author defines a tourism destination as the optimum combination of fixed and variable factors and opportunities for tourism activities that exist in a specific spatially encompassed unit; whether this is a locality, place, area or region, what is important is that it must be managed.

It is clear from the above stated that in his latest book the university professor Dragan Magas seeks to give answers to questions and issues relating to tourism destination management. He asserts, in particular, that destination management must meet the same principles and demands that the management of any profit system would require.

In the past decade and a half, the matter of destination management has commanded the active attention of researchers, as well as professionals, engaged in tourism. It should be noted, however, that while the English-language literature deals with this topic to an appropriate extent, in the Croatian literature, Professor Magas is one of the few authors who is consistently engaged in researching this highly topical issue. Considering that tourism is a strategic development determinant of the Republic of Croatia and that destination management issues are increasingly in the spotlight, this book clearly possesses a high level of topicality.

"Destination Management – Models and Techniques" was primarily written for the students of the Faculty of Tourism and Hospitality Management of Opatija, as the primary literature for the course "Tourism Destination Management" as a part of

Tourism Management studies. This book is certain to aid students in understanding issues in other related courses in undergraduate and postgraduate studies.

Given the author's broad experience in the practise of the tourism industry, this book is written in a way that will make it useful to professionals in tourist boards, the local self-government (municipalities, towns, countries), businesses, and other relevant organisations in their everyday work and in addressing work-related issues.

Certainly, this book imparts significant theoretical and practical knowledge in the scientific discipline of management applied to the tourism destination.

Dora Smolcic Jurdana, Ph.D., Assistant Professor
Faculty of Tourism and Hospitality Management, Opatija,
University of Rijeka, 51410 Opatija, Primorska 42
e-mail: doras@fthm.hr

Borislav Simundic
Foodstuffs – Nutrition and Health
(2008), Faculty of Tourism and Hospitality Management, Opatija,
ISBN 978-953-6198-61-0, 697 pp.

Foodstuffs are the most vital and, for humankind, indispensable part of all types of goods, and they are as old as the human race. The science of foodstuffs studies the properties of these goods, their categories and subcategories, their quality and how to distinguish original goods from imitations and forgeries. It teaches us about basic raw materials, production and processing, proper storage and handling, and how to select appropriate packaging.

On about 700 pages divided into a general and special section, the book, "Foodstuffs – Nutrition and Health" by Prof. Borislav Simundic, Ph.D., Associate Professor at the Faculty of Tourism and Hospitality Management, Opatija, gives a comprehensive overview of the Science of Foodstuffs together with the essentials of food technology.

The general section of the book explains concepts such as knowledge of foodstuffs, technology, classification and labelling, standardisation, packaging, transport and storage. This section also describes in detail the properties and characteristics of nutrients (proteins, carbohydrates, fats, vitamins, minerals), enzymes, organic acids and hormones, as well as the food digestion process, as seen through the prism of a balanced diet. The end of the section takes a look at food poisoning and food preservation, and expounds upon food additives and supplements.

The special section of the book concerns the classification and systematisation of foodstuffs available on the Croatian market. Foodstuffs are classified as foodstuffs of vegetable and animal origin. The basic technological procedures used in the

production and processing of every type of foodstuff are described, as well as the importance of these foodstuffs in nutrition.

The book also includes very useful appendices: The Table of Recommended Dietary Allowances and the Table of Chemical Composition of the most commonly used foodstuffs in nutrition in Croatia.

Clearly, this book contains the author's broad knowledge and understanding of the issues treated in this book. The entire text is written in a clear, professional and comprehensible way, and it will serve not only the students of the Faculty of Tourism and Hospitality Management and other related faculties, but also professionals who jobs involve procuring, processing or preparing food.

Greta Kresic, Ph.D., Assistant Professor
Faculty of Tourism and Hospitality Management, Opatija,
University of Rijeka, 51410 Opatija, Primorska 42
e-mail: gretak@fthm.hr