

## BOOK REVIEWS

**Mladen Crnjar, Kristina Crnjar**  
**MANAGEMENT OF SUSTAINABLE DEVELOPMENT**  
(2009), Faculty of Tourism and Hospitality Management, Opatija,  
ISBN 978-953-6081-68-4, 577 pp.

University textbook *Management of Sustainable Development* written by Mladen Crnjar, PhD and Kristina Crnjar, MSc was published in the autumn 2009 by the Faculty of Tourism and Hospitality Management of Opatija and 'Glosa' of Rijeka as Publishers. The 577 pages, divided into six chapters: Introduction, Theoretical Characteristics of Environment Pollution and Sustainable Development, Significant Features of Ecological Management, Management of Knowledge in the Function of Sustainable Development, Legal Framework for Environmental Protection Management and Management of Sustainable Development for 21<sup>st</sup> Century), have resulted from authors' effort to scientifically illustrate the interaction between ecological management and sustainable development.

In the *Introduction*, readers are presented the subject dealt with in the book, with reference to the research work carried out so far in the field of management of sustainable development.

In the following chapter, *Theoretical Characteristics of Environment Pollution and Sustainable Development*, starting from causes at the global level, authors deal with analyses of the consequences of pollution among which ecological crisis and global climatic changes are considered the "burning" problems of civilization nowadays. These problems require urgent action and significant changes in the so-far economical paradigm and system of values. On these grounds, the authors point out to the need for sustainable development as a concept not based on material production as the exclusive indicator of social and economical progress, but rather on complex indicators of economical, ecological and social dimensions. The adoption and implementation of sustainable development also denotes the shaping of appropriate environmental policy, which can be implemented through combination between different instruments, their systematic presentation and explanation being available in the second chapter as well.

In the third chapter, *Significant Features of Ecological Management*, specific features of ecological management are described in details, as looked at from the aspect of various companies and public institutions at the national, regional, and local level as well as from the aspect of the management of recoverable and unrecoverable natural resources. Particular attention has been paid to social responsibility and even more so to management ethics, which has been becoming an increasingly significant feature of competitiveness for contemporary companies.

In the chapter under the title of *Management of Knowledge in the Function of Sustainable Development*, authors have focused on educational systems, knowledge and science as prerequisites for efficient adoption and implementation of the sustainable development concept. They suggest that the interdisciplinary feature of sustainable development poses the need for management of knowledge and scientific understanding at both the global and local level as well as for permanent enhancement of educational programmes. In order for education to become a factor of "sustainability", changes and concrete actions are required at all levels, from the pre-school education to the higher and life-long education.

*Legal Framework for Environmental Protection Management* is the title of the fifth chapter, whereby the most important international conventions, protocols and treaties governing specific issues and environmental protection issues, such as: The UN Convention on Climate Changes, Convention on Trans-boundary Air Pollution, regional treaties on the protection of the sea, and many more. Sustainable development is one of the priority targets of the European Union. This is why the basic principles of the EU environmental protection policy, the EU major ecological issues, and the EU legal system concerning environmental protection have been explained in details by the authors. In addition, the legal and institutional framework for environmental protection in the Republic of Croatia has been also analyzed and has pointed out to changes envisaged in the field of environmental policy in the process of Croatia's accession to the European Union.

In the last chapter, *Management of Sustainable Development for 21<sup>st</sup> Century*, the authors deal with new, innovative possibilities in the field of production and consumption of goods and services, as well as with possible and indispensable changes aimed at reaching higher levels of energy supply and ecological efficiency. It is not possible for sustainable development to be achieved without a new production and consumption philosophy, without the adoption of 'cleaner production' and 'industrial ecology' models. The chapter ends with the display of basic features of sustainable development for 21<sup>st</sup> century in the European Union and in the Republic of Croatia.

The bibliography at the end of the book includes 256 recent bibliographical units, the abstract, and the list of 37 tables and 22 charts. At the end of each chapter, authors have inserted Questions for discussion and repetition. There is also the index of names, terms and abbreviations, and a short biographical note about the authors.

Whereas Professor Mladen Crnjar, PhD is already well known to the scientific and professional public as the author of two books, *Economics and Environmental Protection Policy*, this book he has written together with Kristina Crnjar, MSc, features a significant step forward toward sustainable development as the key approach to the evaluation, design, implementation and control of environmental protection. This is the major reason that makes this book different from other books and textbooks so far published by the same author about issues concerning environmental economics. Owing to its content, architecture and approach, this is a completely original and authentic book.

*Management of Sustainable Development* is a book intended in the first place to students of economics and similar sciences at universities and higher schools, either as a compulsory or supplementary literature. Considering the actual relevance of the content, the book may be also found useful to the wider scientific and professional public, managers, public officers, and to all those involved in environmental protection and sustainable development in one way or the other.

**Nada Denona Bogovic**, PhD, Full Professor  
University of Rijeka  
Faculty of Economics, Rijeka  
51000 Rijeka, Ivana Filipovica 4  
e-mail: nada@efri.hr

**Christian Stipanovic**  
**BUSINESS INTELLIGENCE IN TOURISM**

(2009), Faculty of Tourism and Hospitality Management, Opatija,  
ISBN 978-953-6198-70-2, 253 pp.

The university coursebook *Business Intelligence in Tourism* by author Christian Stipanovic, PhD, Associate Professor researches, analyzes and systematically presents business intelligence in the search of a company's qualitative answer to market dynamics.

The aim of this book is to define the theoretical and, above all, the practical model of business intelligence in tourism and the hospitality industry in order for hotels and tourism related businesses to communicate with their turbulent and dynamic environment effectively. It reveals how to collect data about key sections of the environment (client, competition) concretely, and how to transform them into information and knowledge about their current and future activities which will form the origin of business decisions and innovate one's concept and development strategy. The basic problem is how to anticipate the future and the new functioning and thinking system in an increasingly turbulent environment.

The book (the research) does not stop at merely an IT viewpoint of the business intelligence model, but it also tries to consider the model from an economic viewpoint whose function is to generate profit as the basic promoter of economic activity. The book does not merely provide an analysis of the current state (a diagnosis), but it also attempts to anticipate the development of the business intelligence model within the function of the concept and strategy of development on a micro and macro level. It creates an awareness of the importance of business intelligence without whom one cannot even survive in the market, let alone become competitive. It also originates new strategic directions: business intelligence, CRM, knowledge management, and organization which learns and analyzes their level of implementation in the Croatian economy and tourism.

The book is divided into two equally copious parts and nine logically interconnected chapters. It is attempted to display all key terms on the example of the Croatian tourism and economy.

The *Introduction* defines: origins, goals, purpose, basic research questions and the structure of the book.

The first part of the book, *The Basics of Business Intelligence*, defines the model of business intelligence, its origins and the determinants in the function of qualitatively promoting a conceptual development and business decision-making model as well as the significance of man and of IT in his development.

The second chapter, *The Basic Guidelines of Business Intelligence*, determines the basic theoretical findings of the business intelligence model as one of the capital strategic orientations of a modern company.

The third chapter, *Business Intelligence as a Concept in the Development of a Modern Company*, determines the importance of business intelligence in the process of business decision-making and generating new development concepts.

The fourth chapter, *The Influence of Computerization on the Development of Business Intelligence*, defines the basis of the business intelligence model on the implementation of IT solutions. Intelligent companies are founded on data warehouse, OLAP systems and data mining, as well as controlling data as expert system inputs and databases in defining an optimal business decision.

The fifth chapter, *The Importance of a Human Resources Management Strategy in the Business Intelligence Model*, presents the importance of human potentials which determine success or failure of a company in the turbulent market (man is the key to success).

The second part of the book, *Implementing a Business Intelligence Model in Tourism*, applies existing theoretical knowledge on business intelligence models in the field of tourism, on a macro and micro level. A change in the preferences of demand and the differentiation of competitor activities demands a permanent optimization and qualitative restructuring of the way in which a business is run, based on new strategic orientations which aim to actively create a future and operate with respect to the tourists and the competition.

The sixth chapter, *The New Tourism Paradigme in a Globalized European Surroundings*, determines a multidisciplinary, layered, heterogenous approach to doing business in the 21st century turbulent, dynamic touristic market which aims to achieve competitive advantages.

The seventh chapter, *Business Intelligence in the Function of Achieving Competitive Touristic Enterprises*, examines the value of business intelligence in defining new concepts of development and its importance in the competitive struggle in today's market.

The eighth chapter, *Business Intelligence Synergy and the New Strategic Orientations of Companies*, portrays the interacion and synergy of new strategic orientations which generate a new and unique experience for tourists as generators of conceptual changes and strategic development.

The *Conclusion* synthesises all realizations and determines the importance of business intelligence in the running of all participants of the 21st century market that aim to multiply profits and other conceptual development goals.

This book, because of its content, language, style and terminology represents a significant contribution to the study and affirmation of business intelligence and of a new value system and emphasises the necessity to apply business intelligence models which aim to improve business and achieve competitive advantages based on innovations in the dynamic economy of the 21st century. It is a continuation of the author's previous work entitled "The concept and strategy of development in tourism – the system and business politics" in the search for answers to two key questions: how to beat the competition and how to recognize and satisfy all developed tourist preferences in a dynamic tourist market.

**Vlado Galicic**, PhD, Associate Professor  
University of Rijeka  
Faculty of Tourism and Hospitality Management, Opatija  
51410 Opatija, Primorska 42  
e-mail: vladog@fthm.hr

**Romina Alkier Radnic**  
**TOURISM IN THE EUROPEAN UNION**

(2009), Faculty of Tourism and Hospitality Management, Opatija,  
ISBN 978-953-6198-75-7, 190 pp.

This book (university textbook) by Assistant Professor Romina Alkier Radnic, PhD, entitled *Tourism in the European Union*, provides a historical overview of tourist development in the European Union, analysis of the current state of contemporary tourism of the 21<sup>st</sup> century, which is transformed into a concept of event industry, animation, active vacation adjusted to each client individually, as well as definition of future trends of tourist development based on qualitative advancement and diversification of the offer, in order to achieve competitive advantages based on innovations and promptness. Economic crisis and recession pose the key question: how to surpass the competition in an unfavourable macroeconomic environment, how to achieve new quality and recognizability, and provide tourists with a unique experience. The book provides a new overview of the development of Croatian tourism, presents analysis and arguments for significance of the accession process in qualitative transformation and alteration of Croatian tourism.

In terms of contents, 190 pages of the book are divided in three parts structured in seven chapters. The first part, *Developmental Path and Institutional Structure of the European Union*, describes the history of its origin as the most significant European integration, and displays basic contemporary characteristics of the European Union based on its institutional structure. Interaction between tourism and economy is quantified and qualified in the second part, *Tourism and Economy of the European Union*. It is comprised of four chapters: *Impact of Integration Trends on Development of European Tourism*, *Europe and Tourism*, *Development of Tourism in the European Union*, and *Contemporary Trends and Perspectives of EU Tourist Development*. The third part, *Croatia and the European Union*, defines developmental challenges of Croatian tourism in the accession process to the European Union. It is comprised of two chapters: *Process of Integration of Croatia in the European Union*, and *Croatia and Tourism in the European Union*. Conclusion is provided at the end of the book as a summary, as well as a comprehensive list of bibliography and sources, and the list of tables, charts, and pictures.

The book fully covers the subject matter of *EU Economics and Tourism* course, which is covered by the author in the scope of graduate study at the Faculty of Economics. It is fair to say that the author successfully managed to set and elaborate on complex problem matter relating to economics and tourism of the European Union, in a way students can easily follow and understand. In terms of contents, terminology, writing style and new insights, the book significantly enriches this field of interest. It sets the guidelines for innovations in Croatian tourism in order to reduce the lag behind developed receptive EU countries, in the function of stimulating attractiveness, differentiation from the competition and achievement of recognizability.

The book will most definitely arise attention of scientists and experts, as well as practitioners, and serve as a valuable university textbook on tourist study programmes in Croatian higher education.

**Christian Stipanovic**, PhD, Associate Professor  
University of Rijeka  
Faculty of Tourism and Hospitality Management, Opatija  
51410 Opatija, Primorska 42  
e-mail: christians@fthm.hr