

BOOK REVIEW



UPRAVLJANJE RAZVOJEM TURIZMA I PODUZETNIŠTVA – TURISTIČKA POLITIKA, RAZVOJ I PODUZETNIŠTVO U TURIZMU **Tourism Development and Entrepreneurship – Tourism Policy, Development and Tourism Entrepreneurship**

Mato Bartoluci

(2013), Faculty of Economics and Business, Zagreb, Školska knjiga
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The book “Tourism Development And Entrepreneurship - Tourism Policy, Development and Tourism Entrepreneurship” written by Mato Bartoluci, Full Professor and Head of the Tourism Department at the Faculty of Economics and Business, University of Zagreb. This is a mature author’s work, which is in some ways the crown of forty years of creative effort in his systematic scientific and professional work in the field of sports and tourism management and entrepreneurship.

The book was written in the Croatian language and reviewed by: Boris Vukonić, Full Professor, Faculty of Economics and Business, University of Zagreb; Tanja Mihalič, Full Professor, Faculty of Economics, University of Ljubljana; Milena Peršić, Full Professor, Faculty of Tourism and Hospitality Management, University of Rijeka. Short excerpts from the reviews are published on the back cover and they present the significance, role and tasks of this book in the best way. The following paragraphs summarize the reviewers’ thoughts on the book.

So, Prof. Vukonić emphasizes that the book by Prof. Mate Bartoluci has documented, extensively and very well, the development of two complementary areas in the same volume - tourism and entrepreneurship. The author gave an overview of the studied issues, based on domestic and foreign sources, as well as based on the results of their own research. This is an original scientific work, the structure of which is distinctly adapted to the needs of the student population. It is the first book of its kind to be published in Croatia.

Prof. Mihalič stresses that it is essentially a book adapted to the needs of students, intended to provide them with relevant knowledge in the fields of tourism development, entrepreneurship and tourism management. The complexity of the matter demanded an interdisciplinary approach, which is mostly new to us. This approach is primarily based with regard to the purpose of this book, i.e. it is oriented towards the educational process, according to student needs for the courses *Tourist Policy and Development*, as well as for *Entrepreneurship in Tourism*.

Prof. Peršić explained that the book by Prof. Bartoluci should be viewed from the author's perspective, who is an acknowledged expert, well-versed in theory and practice, who took on the challenging task of processing a very wide and complex matter and presented it in an interesting and student-friendly manner. This book is particularly relevant for students at the Faculty for Economic and Business in Zagreb, but also for students of similar faculties in Croatia where these issues are studied. This book is equally important for industry practitioners since it provides many answers to questions regarding tourism development problems, as well as with entrepreneurship in tourism.

The book consists of 480 pages, it contains many illustrations and it offers high-quality content with an appealing external design. Following the foreword and introduction, the content is divided into two parts. The first part deals with "*Tourism Policy and Development*" (1. Determinants of Tourism Development; 2. Environmental Management in Tourism; 3. Tourism Development Planning; 4. Managing the Development of a Tourism Destination; 5. Managing the Development of special Interest Tourism in a Destination; 6. The Role of Tourism Policy in Tourism Development), and the second part focuses on "*Tourism Entrepreneurship*" (7. The Role of Entrepreneurship and Management in Tourism Development; 8. The Economic Basis of Entrepreneurial Processes in Tourism; 9. Managing Entrepreneurial and Investment Projects in Croatian Tourism). At the end of the book there is a glossary (185 terms), index of tables (82), figures (26) and charts (5), as well as the list of references (287 titles). The book was published by the well-known and widely acknowledged publisher "Školska knjiga" from Zagreb.

In view of all the above, it can be concluded that this book represents a very important study material for students studying tourism economics. Because of its systematic approach and understandable writing style this book could also be suitable for other users who wish to explore this area. Each chapter is written in a straightforward, easily understandable manner, while maintaining a balance between the scientific and practical approach, which makes it accessible to all types of users. Accordingly, the readers have an opportunity to develop their own critical thinking about tourism development and entrepreneurship in tourism. Since there is a lack of resources of this kind in the Croatian language, this book can be recommended to students, tourism managers and entrepreneurs, to whom it can provide basic knowledge which can further be developed and upgraded. It is certainly a valuable piece of writing, which should be found in every private economics library.

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