

BOOK REVIEW**MENADŽMENT TURISTIČKE
ORGANIZACIJE I DESTINACIJE**
**Management of Tourist Organization
and Destination****Dragan Magaš
Ksenija Vodeb
Zrinka Zadel**

(2018), University of Rijeka, Faculty of Tourism and Hospitality Management
ISBN 978-953-7842-35-2, 188 pp.

The handbook *Menadžment turističke organizacije i destinacije*, published by the Faculty of Tourism and Hospitality Management at University of Rijeka in 2018, was written by renowned professors from the region, coming from two different higher educational institutions: Dragan Magaš, Ph.D., Full Professor with Tenure (University of Rijeka, Faculty of Tourism and Hospitality Management), Ksenija Vodeb, Ph.D., Associate Professor (University of Primorska, Faculty of Tourism Studies – Turistica), and Zrinka Zadel, Ph.D., Associate Professor (University of Rijeka, Faculty of Tourism and Hospitality Management).

The handbook is written in Croatian language and comprises 188 pages, structured in seven individual chapters, starting with a common table of contents. At the end of the book, references, a list of figures, and a list of names and specific words are provided.

The first chapter of the book, *Turizam i globalni procesi*, provides an insight into the meaning of tourism and global processes. This chapter fits the thematic units dealt with within the individual chapters of the book perfectly. Firstly, the chapter presents the conception of globalization, its role in Croatia and its integration into global processes, followed by a discussion about its cultural identity in terms of tourism and tourism reorganization as an answer to global processes. The chapter concludes with a detailed conceptualization and operationalization of tourist destinations, which presents a solid ground for further chapters of the book.

The second chapter of the book, *Upravljanje sustavom turističke destinacije*, presents the management of tourist destination systems. The chapter stresses the complexity of a tourist destination in terms of its conceptual definition, the nature of the systems in the tourist destination, cooperation and managing the effects of tourism.

The third chapter of the book, *Turistička organizacija*, shortly explains the conceptualization and meanings of contemporary tourism organization and its legal forms.

Turistički menadžment is the title of the fourth chapter focusing on the special features of tourism organization and destination management. It stresses the role, responsibility and multitude of activities of the tourism organization in terms of strategic management of tourist destinations. In this vein, the chapter explores the role of conceptual determination of the management of both the tourism organization and tourist destinations, the division of the management structure of the tourism organization and the objectives of tourist destinations, and consequently the tasks of tourism organization and destination management.

The fifth chapter of the book, *Planiranje turizma destinacije*, deals with the planning of tourism in destinations as an important phase in establishing successful tourism development and management on both national and regional level. Thus, the chapter focuses on the role of supply and demand factors, planning and sustainable development, long-term and strategic planning, and the planning process.

Organizacija turizma destinacije, chapter six of the book, tackles issues related to the organization of the destination in terms of tourist resources, such as diverse tourist attractions and activities, infrastructure, agencies, human resources etc. It also focuses on the most common structures of tourist destinations and provides an insight related to the definition of the organizational structure of Croatia's tourist organization and establishing a tourist organization at the destination in general.

In the last, seventh chapter of the book, *Strateško upravljanje ponudom turističke destinacije*, various issues related to the strategic management of tourist destination services are addressed, namely hierarchical levels of formation and organization of vacation in the destination, strategy seeking within the strategic management of the tourism organization, marketing management of the tourism organization and tourism politics of the destination.

The presented seven chapters are all purely conceptual and not all chapters include figures. The reference list used in the elaboration of the issues comprises six pages, including 117 relevant references. In total, there are 27 figures and three tables.

The handbook provides content related to high-quality tourism organizations and destination management. It focuses on several concepts of destination management, also in the context of global challenges. As destination management organizations support tourism development with their main objective to attract tourists to visit, the book offers a great insight into how to create a proper high-quality service and an environment to meet tourists' expectations at the destination.

Throughout the chapters of this book, the reader will learn about the management of tourism organization systems, the conceptualization of tourism organizations and tourism management. In terms of destination management, the book also offers an insight into how to plan, organize and strategically lead tourist destinations in order to most benefit their visitors.

The value of the book lies primarily in a comprehensive overview of the role of tourism organizations and destinations in a competing environment interlinked with global processes. In particular, it covers the main issues tackling the complex global environment of both tourism organizations and destinations.

The book aims to bring the contemporary meaning of both tourism organization and destination management closer to the interested professional and scientific public. Due to its logical flow, it is easy to read as it guides readers from basic to more advanced subjects and perspectives in each chapter. Because of its systematic approach and clear writing style, this handbook is most appropriate for tourism undergraduate, graduate and research students. However, as destination management covers a broader area of the local community, the content of this book can also be used in other fields, not necessarily only in the tourism sector.

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BOOK REVIEW



POSLOVNA ETIKA I DRUŠTVENA ODGOVORNOST U PODRUČJU MARKETINGA

Social Responsibility and Business Ethics in the Field of Marketing

Marija Čutura

(2016), Faculty of Economics, University of Mostar
ISBN 978-9958-16-073-8, 242 pp.

Social responsibility and Business ethics in the field of Marketing was published by University of Mostar, Faculty of Economics in 2016. The author of the book is Assistant Professor Marija Čutura from the University of Mostar, Faculty of Economics. She lectures courses that are heavily based on business ethics and according to her own words, she got her idea for the book from her work with students. The book is reviewed by professor Nikša Alfirević from the University of Split, Faculty of Economics, Business and Tourism and professor Arnela Bevanda from the University of Mostar, Faculty of Economics.

The book contains 244 pages, of which the text is presented on 202 and is divided into seven chapters and the rest is literature and indexes. It is written in Croatian language and comes in soft cover version. There are two forewords. One from the Head of the Chair of Marketing of the University of Zagreb, Faculty of Economics and Business – professor Dubravka Sinčić Čorić and one from the author herself. Professor Sinčić Čorić stresses the importance of the book in the context of transitional countries and reckons that the targeted audience are graduate students that are attending marketing and management courses. The author's foreword is focused more on her motives for writing the book, which are divided into extrinsic and intrinsic motives. Intrinsic motive was to teach young people about the importance of their roles as managers or marketers not only focused on the business but also on other people. Extrinsic motivation was to make a useful textbook that will accompany an important course such as Business Ethics. She felt that the clarity was missing from similar books. Right from her foreword reader gets the feeling that this book will be a cautious tale about what marketing can do and why some things that it can do are not good.

The main idea of the book is to describe current growing critique towards field of marketing as unethical and socially irresponsible technology. The author does not think that everything is wrong with marketing but is cautious when talking about it. She also stresses marketing's benefits such as promotion of healthy behaviors, promoting consciousness about certain diseases, humanitarian work etc.

In order to fully comprehend the book, it is necessary to be familiar with certain concepts such as ethics, socially responsible behavior and of course the context of economics and business. That is why the author starts with a chapter titled *Introductory considerations*, a brief overview of the economics theories from Friedman to Kotler with special emphasis on their understanding of what is ethical or moral.

Second chapter, *Ethics* is a bit longer and is concerned with ethics in general such as its principles, view of ethics from various standpoints including philosophical, religious and so on. As a special type of ethics, moral is discussed in more detail in terms of values. The second chapter is concluded with a brief reflection about moral relativism and value pluralism. And this is the point where the author jumps in to the book's "real" theme.

Third chapter is much closer to the book's title but also feels as an introduction to a special sub-field of ethics – *Business ethics*. It is discussed in three sub-chapters, definition of business ethics, managing ethics in business and contemporary perspectives on business ethics. Reader can be acquainted with concepts such as values and norms in business ethics, what are criteria of moral rightness in business ethics, levels of ethics regulation, who are stakeholders and managers of business ethics, how to implement ethical conduct into your business and what constitutes an ethical decision making of a manager.

It feels natural to pass from ethics to socially responsible behavior as author makes it easy for the reader. Fourth chapter titled *Socially responsible business* is divided into five sub-chapters that are concerned with defining socially responsible business, how the concept of socially responsible business was developed, what does it mean to be socially responsible business subject in this day and age, is it possible to institutionalize the socially responsible business behavior and what are some of the challenges that one doing socially responsible work can come across.

Right before the halfway point of the book the reader gets to taste the marketing. Fifth chapter, *Marketing and society: framework for ethics and social responsibility in the area of marketing* is divided into four sub-parts that are here to explain how the marketing definition has changed in the last decade, what does marketing represent in the context of society and especially in this globalized world that we are living in. The chapter is concluded by description of the new trends that share one important characteristic and that is customer and environmental protection.

Second to last chapter, titled *Ethics and social responsibility in the field of marketing*, is the core of this book. Its importance is clear from its sheer length of 86 pages as much as the first five chapters. It is then divided into five sub-chapters which are also divided into smaller parts. The author starts the chapter by overviewing the concept of marketing ethics and what are the norms of ethics in marketing. After this brief introduction to the

chapter the framework for ethical decision-making in marketing is presented through descriptive-positive way of thinking about marketing, values and ethical decision making in marketing, managerial ethics and guidelines for ethical conduct for marketers and managers. As was the case with first couple of chapters, the author follows this “ethical” part of this chapter by the “socially responsible” part of marketing with special emphasis on social marketing, socially oriented marketing, socially responsible marketing, green marketing and sustainable marketing. She finishes it off with rules to be followed if we are trying to use marketing as a tool for raising the social responsibility of our business.

Last chapter is a conclusion or as its name says *Instead of conclusion: is marketing in need of a reform?* where the author wonders whether marketing needs a new paradigm or is it just some part of it that needs to be changed to merge into this new context. The answer to this question is left for each reader to decide based on extensive literature review and thoughts of various expert marketers.

The book certainly serves its purpose of presenting an important, but often neglected, part of business – its ethics. Key message by the author is to remind our young not to lose sight of people in the process of doing business. Although it is not explicitly stated, the author tries to “restart” the rank-order of different concepts in business. She tries to return the people where they should be and where they have been for most of the time – back on top as the most important part of doing any kind of business. Everything else should come after the people.

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