BOOK REVIEW

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OSVRT NA KNJIGE BORISA VUKONIĆA
„OD TURIZMA I RAZVOJA“ DO „BUDUĆNOSTI TURIZMA“

 REVIEW OF THE BOOKS WRITTEN BY BORIS VUKONIĆ - FROM “TOURISM AND DEVELOPMENT” TO “TOURISM - THE FUTURE OF MANY ILLUSIONS”

SAŽETAK: U ovom se radu ukratko prezentiraju znanstvene spoznaje prof. dr. sc. Borisa Vukonića koje su objavljene u njegovim knjigama o razvoju turizma u posljednjih dvadesetak godina. Glavni predmet istraživanja autora je turizam i razvoj, što je ujedno i naziv predmeta kojeg je prof. Vukonić predavao puna dva desetljeća na Ekonomskom fakultetu u Zagrebu. Prva knjiga „Turizam i razvoj“ objavljena 1987. godine bila je među prvim djelima iz ovog područja u Hrvatskoj. Izuzetnu vrijednost za razvoj teorije i prakse turizma imaju i druge dvije knjige autora: „Turizam i razvoj“ iz 2001. te knjiga „Turizam - budućnost mnogih iluzija“ iz 2010. godine. Temeljna svrha i cilj ovog priloga jest da ponovno upozorimo današnje studente i stručnjake u turizmu sa spoznajama i iskustvima koje je Vukonić iznio u svojim knjigama o razvoju turizma, a koje nisu nimalo izgubile na aktualnosti.

KLJUČNE RIJEČI: turizam i razvoj, ekonomika turizma, budućnost turizma

SUMMARY: In this paper we briefly present the body of scientific knowledge of Professor Boris Vukonić, published in his books on the development of tourism in the last twenty years. The main subject of the research is tourism and development, which is also the title of the university course that Professor Vukonić taught for two full decades at the Faculty of Economics in Zagreb. The first book, Tourism and Development, published in 1987, was one of the first works in this field in Croatia. The other two books, Tourism and Development and Tourism - the Future of Many Illusions published in 2001 and 2010 respectively are also of great value for the development of the theory and practice of tourism. The main purpose and the goal of this review is to inform today’s students of tourism and tourism experts about the insights and experience that Vukonić presented in his books on tourism development, which are still relevant today.

KEY WORDS: tourism and development, economics of tourism, tourism future

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1. INTRODUCTION

The importance of Boris Vukonić’s first book *Tourism and Development* in the early 1990s is best evidenced by the fact that it has inspired a large research in tourism, and has also helped the development of tourism itself. It has been particularly useful to practitioners in planning tourism development, as well as to many students who have studied tourism at colleges and higher education institutions. This book can thus be considered as one of the cornerstone publications in the field of tourism development in theory and practice.

Moreover, other books by Professor Vukonić which deal with the future development of tourism, show that they have been written by the one who travelled, explored and shared knowledge of the phenomenon of tourism with younger generations, in other words, by someone who “lived tourism”.

2. BORIS VUKONIĆ: *TOURISM AND DEVELOPMENT* (SCIENCE BOOK)

As the author emphasizes, the fundamental purpose of this work is “to help those who make development and other business decisions in tourism, build upon the results of the research” (Vukonić, 1987:9). In this book Vukonić used various works and data sources, but not in a classic way of accepting and quoting the classics of scientific thinking in the field of tourism. Having studied rich foreign and domestic literature, he has continued to develop his own knowledge of tourism development, not copying anyone else. The subject of this book is the general problem of development which the author regards as “the problem of the survival of mankind” (Vukonić, 1987:11). Tourism and development are two mutually pertinent concepts, each affecting the other in a certain way. Vukonić raises the question: “What is their relationship?”
pitanje. Ishodište razmatranja su ekonomska obilježja turizma, ali ne kao „dominantan način razmišljanja ili prosuđivanja, već kao usmjeravajuće obilježje“ (Vukonić, 1987:13). Naime, uvažavajući svu važnost ekonomskih funkcija turizma, Vukonić istražuje turizam kao složenu društvenu, a ne samo kao ekonomsku pojavu.

Što se tiče ekonomskih obilježja turizma, on ističe da nema znanstvenih argumenata koji bi govorili u prilog pojmovima „turistička usluga“, „turistička privreda“ ili „turističko poduzeće“, a jedina prava ekonomska kategorija koja najbolje odražava ekonomske učinke turizma je „turistička potrošnja“ (Vukonić, 1987:30). Teorija turističkog proizvoda kojom se bavi u ovoj knjizi, tj. „dobro“ koje se razmjenuje na turističkom tržištu, složen je pojam te je prema mišljenju Vukonića čak i osporavan naziv (1987:29). Stoga on s pravom postavlja pitanja: „Što je predmet razmjene u turizmu?“, „Što je dobro koje konzumira turist i nalazi ga na turističkom tržištu?“ (1987:30) te zaključuje da se „turistički proizvod može smatrati dobrom koja zadovoljava turističku potrebu, a sastoji se od više opipljivih i neopipljivih elemenata koji zajednički i skupno nastoje zadovoljiti potrebe turista“ (1987:31). Navedeno objašnjenje dodatno argumentira činjenicom da je specifičnost turističkog proizvoda činjenica što je uvijek u određenom smislu nedovršena i nedovršena potreba turista (Vukonić, 1987:32).

Ovakav pristup u definiranju pojma turističkog proizvoda, s kojim se u potpunosti slažemo, daleko je ispravniji nego njegov pokušaj poistovjećivanja s „dobrom“ kako to čine neki drugi autori, na što upozorava Vukonić. On naglašava činjenicu da se „turistički proizvod kao pojam može promatrati samo u vezi s tržištem, što znači u odnosima koji vladaju na tom tržištu“ (1987:33) jer se turistički proizvod realizira na tržištu samo ako se susretu turistička potražnja i turistička ponuda i po tome se razlikuje od materijalnog proizvoda (1987:11) and tries to answer that question. The starting points of the considerations are the economic characteristics of tourism, but not as “a dominant way of thinking or judgment, but as a guiding feature” (Vukonić, 1987:13). Taking into account the importance of economic functions of tourism, Vukonić researches tourism as a complex social phenomenon, not just as an economic one.

As for the economic characteristics of tourism, he points out that there are no scientific arguments to support the term “tourism service”, “tourism industry” or “tourism enterprise”, and the only economic category that best reflects the economic effects of tourism is “tourism consumption” (Vukonić, 1987:30). The theory of tourism product that this book discusses, i.e. “the commodity” being exchanged on the tourism market, is a complex concept and the very term is disputable, according to Vukonić (1987:29). Therefore, he rightly asks the questions: “What is the subject of exchange in tourism?”, “What is the commodity that a tourist consumes and finds on the tourism market?” (1987:30). Vukonić concludes that “a tourism product can be considered a commodity when it satisfies tourism need; it consists of several tangible and intangible elements that collectively and together strive to meet the needs of tourists “(1987:31). The additional argument for the above explanation points to the specific feature of a tourism product, i.e. that it is always unfinished to a certain degree since it is subjected to constant upgrading (Vukonić, 1987:32).

This approach in defining the concept of a tourism product, the concept we fully agree with, is far more correct than the mere identification of a tourism product with “a commodity”, and Vukonić points out that some authors do exactly that. Vukonić emphasizes that “a tourism product as a term can only be viewed in relation to the market, i.e. in the relationships that govern the market” (1987:33), since a tourism product is realized on the market only if tourism demand and tourism offer meet, which differentiates a tourism product from a tangible product.
Pojam razvoja turizma

Objašnjavajući razliku između pojmov rasta i razvoja, Vukonić dovodi u vezu i pojam razvoja turizma. On smatra da osnovni zadatak ekonomskog razvoja jest prevladati siromaštvo, bez obzira na pojam siromaštva (1987:65). Na sličan način može se objasniti i razvoj turizma. „Cilj razvoja turizma u konačnici uvijek je podređen općem razvoju zemlje“ (Vukonić, 1987:67). Naime, interesi i ciljevi razvoja turizma teško se mogu ostvariti bez cjelokupnog privrednog i društvenog razvoja zemlje kojem pripada i turizam. Vukonić naglašava da „suvremena politika razvoja turizma predstavlja zapravo izbor optimalne razvojne varijante“ (1987:69). Pri tome polazi od mišljenja klasika u turizmu W. Hunzikera i K. Krapfa (1942:15-22) koji su među prvima upozorili na „kompleksnost turizma kao pojave i na potrebu interdisciplinarne perspektive u istraživanju turizma“ (Vukonić, 1987:75). Ove su poznate posebno važne u traženju optimalne razvojne varijante turizma u određenoj zemlji.

Najviše prostora u ovoj knjizi Vukonić je posvetio temi Turizam kao činitelj razvoja, naglašavajući uvodno da su "ekonomski interesi bili dugo vremena isključivo mjerilo efikasnosti razvoja turizma" (1987:79). Osim pozitivnih učinaka turizma, mnogi autori upozoravaju i na štetne posljedice koje donosi turizam. Vukonić posebno analizira kritičke stavove autora Josta Krippendorfa koji nastoji svojim zapažanjima o pozitivnim vrijednostima turizma suprotstaviti negativne učinke razvoja turizma na određenom području (1987:81).

Vukonić kritički analizira stavove i drugih autora poput Alfiera koji ističe da se „turističkom izgradnjom totalno okupiraju pojedini prostori čime se uništava ravnoteža u prirodi i sam prirodni prostor s pogubnim posljedicama za samu prirodu, te da se privatizira opće prirodno dobro, osobito more i morska obala“ (1987:82). Vukonić prihvaća stavove D. Alfiera i S. Markovića te se oni

Concept of tourism development

When explaining the difference between the concepts of growth and development, Vukonić introduces the concept of tourism development. He suggests that the basic task of economic development is to overcome poverty, regardless of the concept of poverty (1987:65). The development of tourism can also be explained in a similar way. “The goal of tourism development ultimately hinges upon the general development of a country” (Vukonić, 1987:67). Namely, the interests and goals of tourism development can hardly be achieved without the overall economic and social development of the country, of which tourism is a part. Vukonić emphasizes that “contemporary tourism development policy is actually a choice of optimal development path” (1987:69). This is based on the views of the classics in tourism: W. Hunziker and K. Krapfa (1942:15-22) who were among the first to highlight “the complexity of tourism as a phenomenon and the need for an interdisciplinary approach to tourism research” (Vukonić, 1987:75). This insight is of vital importance in seeking the optimal development forms of tourism in a particular country.

The largest part of this book by Professor Vukonić, *Tourism and Development*, is devoted to the theme; “Tourism as a factor of development”. The author underlines in the introduction that “economic interests were for a long time the sole measure of the efficiency of tourism development” (1987:79). Besides the positive effects of tourism, many authors also warn about its adverse consequences. Vukonić specifically analyses the critical views of Josta Krippendorf, who juxtaposes the positive values of tourism with the negative impact that tourism has in a given area (1987:81).

Vukonić critically analyses the perspectives of other authors, such as Alfier who emphasises that “construction activities in tourism have totally conquered certain areas, thus destroying the balance in nature and the natural space with disastrous con-
mogu se smatrati prvim spoznajama o potrebi zaštite prostora u hrvatskom turizmu. Posebnu pozornost Vukonić pridaje analizi turizma kao čimbenika ekonomskog razvoja receptivnih turističkih zemalja. Pri tome kritički analizira temeljne ekonomske indikatore razvoja turizma i njihov utjecaj na ekonomski razvoj, posebno na bruto društveni proizvod.

Pišući o razinama turističke razvijenosti on je prikazao mogućnosti korištenja određenih modela za mjerenje stupnja turističke razvijenosti pojedinih receptivnih zemalja. U posljednjem dijelu ove knjige dao je opsežnu analizu razvoja turizma u zemljama u razvoju. Glavnu tezu postavlja u obliku pitanja „je li turizam jedina nada privrednog razvoja“ (1987:144). Suglasni smo s autorom da nema jednoznačnog odgovora na ovo pitanje.

Zaključna Vukonićeva poruka je da turistički razvoj treba planirati (1987:138). Doista bismo se mogli složiti s ovom tezom, s obzirom na činjenicu da se turizam ne događa slučajno, on se ne može razvijati stihijski jer ostavlja brojne negativne posljedice. Stoga ga je potrebno planirati kako na nacionalnoj, tako i na lokalnoj razini, odnosno potrebno je upravljati razvojem turizma.

O značaju ove knjige tih ranih devedesetih godina svjedoče brojna istraživanja u turizmu, ali i njegov razvoj u praksi većine receptivnih turističkih zemalja. Vrijedno je istaknuti da se autor koristio brojnim izvorima i spoznajama o razvoju turizma u svijetu koje je pretočio u ovu knjigu. Međutim, doprinos autora daleko je veći u širenju znanosti čimbenicima pružima i pozajmljima o razvoju turizma u svijetu koje je pretočio u ovu knjigu. Međutim, doprinos autora daleko je veći u širenju znanosti i stručne misli o razvoju turizma u svijetu i Republici Hrvatskoj. U to vrijeme ova je knjiga bila jedna od ključnih publikacija iz područja razvoja turizma u teoriji i praksi, a i danas je aktualna.
Ova se knjiga javila pod istim naslovom kao i prethodna, ali je ona po mnogo čemu nova i različita. Vukonić je koristio dijelove teksta iz prve knjige, neka poglavlja su sadržajno ista, ali obnovljena i proširena. Također su obrađena i neka nova poglavlja. Knjiga se temelji na novim izvorima i novim istraživanjima autora. Knjiga je po svom sadržaju i formi pisana kao udžbenik, ali i stručnjacima u praksi. Vukonić ističe da je udžbenik mnogo zahtjevniji od knjige pa se i to može smatrati njezinom „dodatnom vrijednošću“. S obzirom da su neka poglavlja udžbenika već prikazana u prvoj knjizi, ovdje se ukazuje samo na neke nove spoznaje.

U poglavlju Turizam i prostor prikazani su međuodnosi turizma i prostora: korištenje prostora kao prirodnog resursa u turizmu, njegova zaštita, preobražaj prostora za potrebe turizma, turizam i prostorno uređenje te upravljanje turističkim prostorom. Posebno poglavlje posvećeno je Planiranju za potrebe turizma. Počevši od zadaća planiranja u turizmu obrađuju se modeli planiranja, prognoziranje kao temelj planiranja u turizmu, tehnike planiranja te planiranje kao turistička razvojna koncepcija. Posebno su važni modeli prognoziranja turističke potražnje i potrošnje koji su razrađeni korištenjem spoznaja i drugih autora. Iako je u to vrijeme već postojala brojna turistička literatura u svijetu, ovaj se udžbenik može smatrati izuzetno vrijednim za proučavanje turizma i razvoja kako studentima, tako i stručnjacima u turističkoj praksi.

Udžbenik je dobro prihvaćen i korišten kao literatura na Ekonomskom fakultetu u Zagrebu, kao i na nekim drugim fakultetima i visokim školama na kojima se izučava ova problematika.
4. BORIS VUKONIĆ – „TURIZAM – BUDUĆNOST MNOGIH ILUZIJA“ (ZNANSTVENA KNJIGA)

Treća knjiga Borisa Vukonića iz područja turizma i razvoja vrlo je zanimljivog naslova iz kojeg proizlazi glavna teza i pitanje autora: je li turizam iluzija ili stvarnost? Temeljna su poglavlja ove knjige: „Prošlost i sadašnjost fenomena turizma“ te „Budućnost fenomena turizma“.

U poglavlju „Prošlost i sadašnjost fenomena turizma“ Vukonić je prikazao široku analizu dosadašnjeg razvoja turizma u svijetu i u Hrvatskoj. U sagledavanju budućnosti razvoja turizma analizirao je ograničenja turističkog razvoja te prognozirao razvoj turizma pod utjecajem tih ograničenja. Među glavna ograničenja on ubraja ratove i terorizam, vjerske predrasude, glad u svijetu, zdravlje i zdravstvene rizike i dr. Osim toga, on analizira brojne pojave koje će utjecati na budući razvoj turizma: turizam u procesu globalizacije, turizam trećeg svijeta, mega događaje kao ciljeve turističkih putovanja, povijesne gradove kao adute na međunarodnom turističkom tržištu, fenomen pojave tzv. dark ili mračnog turizma i druge. Temeljem ovakve analize on postavlja pitanje: „Treba li čovječanstvo biti zabrinuto za budućnost turizma?“.

Budućnost turizma Vukonić s pravom sagledava prema resursima i načinu njihove zaštite i upravljanja što je sukladno s načelima održivog razvoja te naglašava da:

- Prirodne, povijesne, kulturne i ostale resurse treba adekvatno zaštititi da bi se mogli koristiti u budućnosti.
- Turistički razvoj treba planirati i njime upravljati tako da se ne generiraju ozbiljnosti socio-kulturološki i problemi u okolišu.
- Treba njegovati visok stupanj zadovoljstva turista tako da turistička odredišta zadrže marketinšku poziciju i popularnost na tržištu.

studiiting tourism and development both for students and professionals in tourism.

The textbook has been well accepted and used as the literature for students at the Faculty of Economics and Business in Zagreb, as well as at some other faculties and business schools where tourism is studied.

4. BORIS VUKONIĆ - TOURISM - THE FUTURE OF MANY ILLUSIONS (SCIENCE BOOK)

The third book by Boris Vukonić in the field of tourism and development has a very interesting title from which the main thesis derives and the author’s question: “Is tourism an illusion or a reality?” The basic chapters of this book are: “The Past and Present of the Tourism Phenomena” and “The Future of the Tourism Phenomena”.

In the chapter: “The Past and Present of Tourism Phenomena” the author gives a broad analysis of the development of tourism in the world and in Croatia up to the present. Looking at the future of tourism development, the author analyses the constraints of tourism development and forecasts what tourism development will look like under their impact. Among these major constraints Vukonić points to wars and terrorism, religious prejudice, famine in the world, health issues and health risks, etc. The chapter also analyses the many phenomena that will affect the future tourism development: tourism in the globalization process, the third world tourism, mega events attracting visitors to tourist destinations, historical cities as assets on the international tourism market, the phenomenon of the so-called dark tourism and others. Based on this analysis the author asks: “Should humanity be concerned about the future of tourism?”

Vukonić rightly sees that the future of tourism should be based on the resources and the ways of their protection and management, which follows the principles of sustainable development. He emphasizes that:
- Natural, historical, cultural and other resources should be adequately protected so as to be used in the future.
- Tourism development should be planned and managed lest it generates serious socio-cultural and environmental problems.
- Customers should be provided with deep satisfaction so that tourist destinations retain marketing position and market popularity.
- The benefits of tourism should be extended to the whole society (2010:21).

Although these principles of sustainable tourism development are incontestible, the biggest problem today is their application in tourism practice, especially at the local level. In this book, Vukonić specifically discusses economics of tourism, referring to the views of many domestic and foreign authors. He questions the economics of tourism as an independent scientific discipline, particularly drawing on the books from the field of tourism economics of the following authors: J. Planine, 1963; S. and Z. Marković, 1972; S. Unković, 1974; D. Alfiera, 1988; R. Barejta and P. Deferta, 1972; G. Gubilata, 1983 and others. Based on these analyses, Vukonić concludes that “the syntagm of tourism economics has become a synonym for tourist phenomenon” (2010:58).

This view is close to the one from *Encyclopedia of Tourism* (J. Jafari, 2000), “which does not directly mention the concept of economics of tourism, but when explaining the concept of economy it states that tourism should also be seen from the economic perspective, both from micro and macroeconomic aspect, regional aspect, and from the aspects of economic development, investment and employment” (Vukonić, 2010:61). Vukonić does not dispute that all of these aspects pertain to economy, but the question is whether they pertain to “the economics of tourism” as a discipline of a clearly defined content (2010:61). Thus he develops an intriguing thesis which requires further research into the tourism economics phe-
Mato Bartoluci: Osvrt na knjige Borisa Vukonića „Od turizma i razvoja“ do „budućnosti turizma“

5. ZAKLJUČAK

Ishodište razmatranja u knjigama o razvoju turizma Vukonić usmjerava na ekonomska obilježja turizma, ali istovremeno istražuje i piše o turizmu kao složenoj društveno-ekonomskoj pojavi čime mu daje puno šire značenje. Po njegovu mišljenju ciljevi razvoja turizma ne mogu se ostvariti bez cjelokupnog privrednog i društvenog razvo-}

omenon. Regardless of how much we agree with this view of the economics of tourism, it should be emphasized that in this way Vukonić develops an interesting thesis that necessitates new research into the phenomena of tourism.

Considering the future of tourism development, Vukonić refers to the World Tourism Organization’s forecasts and concludes that “tourism cannot develop faster than the country’s economy, neither can tourism development go against the directions of general development in a country” (2010:86). Today, however, this is only partially true, since there are opposite examples in the world.

Accepting the opinion of world experts who outlined the ten most important challenges that the future of humanity will depend on, including “malnutrition and famine, barriers to free trade, disease, education, life and development, global warming, drinking water and sewage, conflicts, air pollution and terrorism” (Vukonić, 2010:142), Vukonić identifies the major problems that will affect the development of tourism in the future. The future challenges of tourism development, and the key factors of sustainable tourism development are: security, the lack of drinking water, pollution and climate change, natural disasters, spreading of various diseases, terrorism and peace in the world, as well as economic problems such as economic and financial crises and recession.

Finally, after a thorough analysis Vukonić rightly raises the question: “Does tourism have a future?” (2010:140). We agree that tourism does have a future but lessons have to be learned from the past tourism development experiences, accepting the reasoning of the world experts who have attempted to define the ten key factors the future of the world depends on, and with it the future of tourism. The fundamental value of this academic book is its recognition of the main challenges of tourism development, since this gives us the chance to timely prepare for them. These factors will significantly affect
ja receptivne turističke zemlje pa suvremena politika razvoja turizma predstavlja izbor optimalne razvojne varijante.

Važna je njegova zaključna poruka da **turistički razvoj treba planirati** jer se turizam ne događa slučajno, on se ne može razvijati stihijski jer ostavlja brojne negativne posljedice. Stoga je potrebno upravljati razvojem turizma.

Posebno su vrijedna Vukonićeva razmišljanja o ekonomici turizma. Referirajući se na mišljenja mnogih domaćih i inozemnih stručnjaka u turizmu, on dovodi u pitanje ekonomiku turizma kao samostalnu znanstvenu disciplinu. Neovisno koliko je prihvatljivo ovakvo stajalište o ekonomici turizma, Vukonić je razvio zanimljivu tezu koja traži nova istraživanja o fenomenu ekonomike turizma.

U traženju odgovora na pitanje: „ima li turizam budućnost?“ autor se zalaže da treba učiti na turizmu iz prošlosti, uvažavajući mišljenje svjetskih ekspertne ekonomike turizma, Vukonić je razvio zanimljivu tezu koja traži nova istraživanja o fenomenu ekonomike turizma.

5. CONCLUSION

Discussing tourism development in his books, Vukonić starts from the economic characteristics of tourism. At the same time he comprehends tourism as a complex socio-economic phenomenon, thus giving it a much wider meaning. His position is that the goals of tourism development cannot be achieved without the overall economic and social development of the receiving tourism country, so the focus of contemporary tourism development policy should be on choosing the optimal form of development.

The author’s final message is far-reaching: **Tourism development should be planned.** Tourism does not occur by chance and it cannot develop chaotically since that would entail numerous adverse consequences. This is precisely why tourism development has to be managed.

Of special value are Vukonić’s views on the economics of tourism. Referring to the positions of numerous domestic and foreign experts in tourism, he challenges the economics of tourism as an independent scientific discipline. Regardless of how acceptable this view on tourism economics is, Vukonić has developed an interesting thesis that requires further research on the phenomenon of tourism economics.

In seeking answers to the question: “Does tourism have a future?” the author advocates learning from the past tourism experiences, taking into account the opinions of the world experts who have attempted to define the most important factors which will determine the future of the world and of tourism itself. Finally we can conclude that these insights of the author offer a new perspective on tourism and its future.
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