

Forthcoming conference

7th International Colloquium on Tourism

The Department of Regional Economics and Administration Faculty of Economics and Administration at Masaryk University in Brno organises in collaboration with the Association of scientific experts in tourism the **seventh annual international colloquium on tourism**. The aim of the conference is to bring together experts from the academic and professional spheres and discuss together the current issues in tourism and thus share experience.

The colloquium takes place from 8th to 9th September 2016 at Hotel IRIS in the small wine village of Pavlov situated at the foot of Pálava hill (near Mikulov) in South Moravia.

The invitation to the colloquium has accepted guests from the Ministry for Regional Development of the Czech Republic, CzechTourism and academics from different Czech and Slovak universities who were asked to contribute to the open discussion about issues: Policy – tourism support, Economic and social-cultural aspects and impacts of tourism, and Environmental aspects and impacts of tourism.

Further information is available at <http://www.econ.muni.cz/veda-a-vyzkum/konference-seminare-a-kolokvia-na-esf/mezinarodni-kolokvium-o-cestovnim-ruchu>.

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Tourism: Study text

(Cestovní ruch: učební text)

Authors: Šauer, M., Vystoupil, J., Holešinská, A., a kol.

Brno: Masarykova univerzita, 2015, 477 pages

This publication, simply called Tourism, aims to describe relatively complex issues of tourism. In the Czech environment, it is an outstanding publication mapping current issues of tourism. It can serve both as a study text and a monograph.

Tourism, a relatively young scientific field, has a multidisciplinary character, which means that its object of research can be examined from different points of view. And this monograph solves these different points of view.

The whole monograph is divided into five key parts and these are then subdivided into eleven chapters. The five key parts cover the main professional fields of tourism. The chapters are logically linked and they offer characteristics of the main issues of tourism, including definitions. This is done gradually from the outcomes of tourism, demand and supply, types and economic aspects of tourism. Special attention is paid to the economic benefits as well as to the measurement of the impacts of tourism, including a tourism satellite account. The important issues of this book are environmental and socio-cultural aspects of tourism which are connected with sustainable tourism. An interesting chapter is the chapter on geography of tourism in which the authors used map results from their previous research. The last part of the book focuses on planning and management in tourism. The chapter on tourism politics adequately reflects both foreign and Czech experience with the conceptual development of tourism politics as well as the tools of its influence at governmental and relevant departmental level. Unfortunately, connection between tourism and regional development and politics is mentioned only marginally.

The text indicates that it is globalization and its economic, regional, environmental, knowledge,

technical, social and other consequences which are the most frequent incentives broadening variety and increasing demands for tourism. Therefore this book represents a compendium, which presents this knowledge adequately and comprehensively. The advantage of this publication is a scope of exploration of the tourism issues as well as the clarity and comprehensibility of the whole text.

The chapters are well segmented. Thus, it is possible to study them separately and thanks to the index list, it is easy to orientate in them. Readers of this book get acquainted with the basic issues of individual fields of tourism. The content of the monograph reflects the latest

knowledge of tourism. The professional level of the text is at high level. Moreover, it is necessary to highlight the authors' erudition in processing a significant amount of source materials and in choosing the case studies and relevant methodology of their presentation for educational needs.

This monograph is an important contribution to tourism, both at general and spatial level since it is the first publication in the Czech Republic which attempts to comprehensively describe the consequences of the development of tourism and its individual spheres. The book is not only topical for educational needs, but also for practice.

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