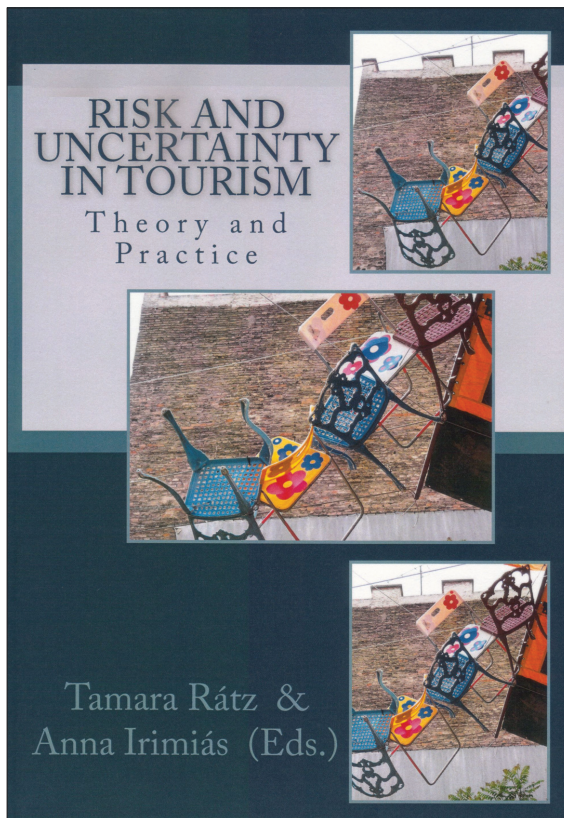


policies alone. Environmental challenges should be assessed in the context of other global challenges such as food and energy security and poverty reduction. As many of the environmental problems are global in nature (e.g. biodiversity loss, climate change) or linked to the trans-boundary effects of globalisation, international co-operation is indispensable to ensure an equitable sharing of the cost of necessary measures.

The *OECD Environmental Outlook to 2050* with its very rich analytical background provides policy-makers, researchers and interested readers with guidance how to address more complex and long-term global environmental challenges and to enhance preventive, effective and efficient environmental policies for better and cleaner future of our children and grandchildren.

István POMÁZI

**Rátz, T. and Irimiás, A. eds.: Risk and Uncertainty in Tourism: Theory and Practice.** Kodolányi János University of Applied Sciences, Székesfehérvár, 2012. 146 p.



During the summer of 2012 a new volume of studies was published as a result of a cooperation between the Kodolányi János University of Applied Sciences and the Egyptian October 6. University, located at 6<sup>th</sup> of October City, a satellite city of Cairo. The chapters of this study book written in English were composed by international and Hungarian authors and they discuss several different aspects of the uncertainty and risk within field of tourism.

Hearing the words uncertainty, risk and risk management in connection with tourism, we tend to associate them with some sort of outer negative effect or threat such as terrorism or attacks on tourists whilst they are abroad. This book wants to avoid that negative tendency. Furthermore, with its 11 chapters, it explains a wide range of potential risks and uncertainty factors via a number of interesting cases.

The book consists of two parts. The first one discusses the matter of risk management in tourism as a whole process, including crisis prevention, the effects of the already developed hazard situations and the solutions of them. The longer second part uncovers the uncertainty factors of tourism, the understanding of these are crucial for the effective tourism management via six practical examples.

The studies within the book are even more emphasized by the fact that the authors honestly discuss questions in which they were personally involved (for example, the Egyptian authors write about the attacks against the Egyptian tourists). Understandably, those actions must have had a great emotional impact on them, nevertheless, they wished to share their experiences, thoughts and the methods of their problem resolution with the readers.

The following six cases presented in the book are all exciting, readable and they are especially good examples on the subject of risk management:

*Proactive Crisis Management in the Hotel Industry – Practical Tips for Hotel Managers.* The conclusion of the study comes from a series of interviews with Chinese, English and Finnish hotel managers and it explains five important practical steps with the help of which crisis situations could be handled in a more effective way.

*Tourism and Security in the Shadow of Terrorism.* The study gives a complex picture of the effect of terrorism on tourism. Additionally, it describes those effects in each main sector of tourism (transportation, hotel industry, travel agencies, insurance companies, security policies and media). Moreover, it presumes the possibility of terror attacks in different regions.

*Tourism as Solution – Perceived Risks Influencing Participation in Health-related Tourism.* In this study the Reader meets another kind, individual, inner assumption type of risk. This chapter follows the consumer society's growing need for health awareness (prevention) and the reduction of health risks factors, the effect of those on health tourism and the reasons causing those tendencies to develop.

*Trust.* The key factors of successful tourism management and competitiveness. The success of a destination, a tourism product can be explained by the effectiveness of the cooperation between the suppliers, which is based on mutual trust between the partners. The study describes the elements of trust through a multidisciplinary analysis on the example of urban tourism.

*Businesswomen on the Move – An Expanding Segment's Lodging Expectations.* The present study draws attention to an interesting segment and the associated risk: it is essential for the hotels to meet the expectations of businesswomen. Since most of the decisions regarding travel are made by women, a positive/negative experience gained during a business trip can significantly influence, for instance, a businesswoman's choices on hotels and programmes, even when she is travelling with her family as a leisure tourist. The value of the study lies in presenting the characteristic travel habits and expectations of this tourism segment, and thereby it is pointed out what the individual accommodations have to prepare for.

*Risk and Uncertainty Associated with Pet Ownership and Travelling.* This interesting study considered to be a niche study both in the Hungarian and in the international literature reveals the uncertainty and risk factors of travelling with pets and the influential role of pets in travel decisions and the choices of destinations. In addition, the study also contains quantitative analysis about the demographic characteristics of that segment, the choice of means of transport and the characteristics of pet friendly hotels, as well.

Altogether, the study is a valuable, well-structured niche work considering the theme. It shows a wide spectrum of risk and uncertainty factors by processing exciting Hungarian and international case studies providing sufficient quantity and quality of

knowledge for the Reader. Although some of the empirical studies were made several years ago, those former statistics do not interfere with the processability of the topics and the making of conclusions.

The knowledge collected by the book is useful both in practice and in the academic area and it could be a great starting point for tourism managers, tourism educators, college and university students interested in the field of tourism.

Noémi KULCSÁR

**Salamin, G., Kohán, Z., Dobozi, E. and Péti, M. eds.: Climate-Friendly Cities. A Handbook on the Tasks and Possibilities of European Cities in Relation to Climate Change. VÁTI, Budapest, 2011, 268 p.**

This handbook was published within the framework of the Hungarian Presidency of the Council of the European Union and geographers working both in human and physical geography can use it as a major source of knowledge in the field. Cities are not only

the major challenge, but also the possible solution to climate change. According to estimations, cities use about two-thirds of the final energy demand and generate up to 70 percent of all CO<sub>2</sub> emissions. To reduce these shares and combat the negative effects of climate change is a great challenge.

The handbook is more than timely. With the Europe 2020 strategy, the European Union has set itself the ambitious goal of recovering European economy and tackling challenges like climate change and growing energy consumption at the same time. There is a solid link between cities and Europe 2020, because cities are the driving forces of economic growth, and it is also in urban areas where a great potential for energy saving lies. Green businesses and eco-innovation can create new jobs and reduce CO<sub>2</sub>-emissions at the same time. Investment in eco-efficient urban infrastructures ena-

