

similar organizations are often the most difficult challenge to benchmarking. Measurement standards and systems differ and proprietary or competitive information precludes sharing. A deeper consideration of the necessary information systems and architecture to support an effective benchmarking program would be useful to both researchers and practitioners.

A final improvement of the book could be in the area of organization. Chapters 8 (Data Collection and Analysis) and 9 (Destination Benchmarking: Characteristics and Limitations) seemed too late in the book and might have been placed before the chapters on internal, external and generic benchmarking. Kozak's conceptual framing of the destination benchmarking model (Figure 3.1) might also been used more effectively throughout the book in place of the less insightful Figures 5.1, 6.1 and 7.2.

*Destination Benchmarking* is a book that supplements the generic tourism literature in a "specialized" way. The application of business concepts to destination management is very much needed and appears to be a "hot" topic among academicians and the industry. Books, conferences and workshops are presenting both the theory and the practice of benchmarking. Kozak has provided a thorough coverage of the topic, while still leaving room for deeper discussion on some of the nuances of benchmarking.

### References

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*101 Fun Warm-Up and Cool-Down Games*, John Byl, Ph.D. Champaign, IL: Human Kinetics, 2004

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In the preface to his newly released book, John Byl poses the question, "Why start a practice or a class with something boring, when the warm-up experience can begin the activity in an invigorating and motivating way?" (xxiii). Byl's *101 Fun Warm-Up and Cool-Down Games* provides the reader with plenty of options to the often utilized ho-hum alternatives. Presented in an informative and practical manner, this book would be of value to coaches, physical education teachers and recreation leaders, as well as to the players themselves.

Drawing from more than 25 years of experience coaching and teaching physical education, Dr. Byl has organized his material in a very readable and logical manner. *101 Fun Warm-Up and Cool-Down Games* begins with an alphabetically arranged matrix of the games and variations listed in the book. Each entry includes the game's name, page location, number of players needed, level of experience required, type of playing area, sport(s) for which the

activity is best suited, and whether or not the game could be used as an effective cool-down activity as well. Beginning and veteran coaches alike will find this tool valuable for quickly locating an appropriate activity for their particular athletes, environment, and purpose. By placing the "Game Finder" in the front of his book, users will be able to more readily locate both this tool and the game that would be most suitable for their purpose.

In the Preface and Introduction, Dr. Byl shares foundational information regarding the value of warm-ups, cool-downs and stretching for athletes. In these first ten of his 187-pages, Byl effectively informs his readers of the importance of these aspects of physical exercise, citing studies supporting what he has found true from his experience. He shares this in a tone which sounds much more like a coach than an academic. Byl has obviously benefited from putting these techniques into practice, and desires his readers to share the success that he has had. More importantly, Byl knows the value of physical exercise and wants to help leaders instill a love for physical activity in the students and athletes with whom they work.

The bulk of *101 Fun Warm-Up and Cool-Down Games* is descriptions of the games themselves. Byl organizes them into two main categories: General Warm-Up and Cool-Down Games, and Sport-Specific Warm-Up and Cool-Down Games. General games are divided further into Quick Movement Games, Tag, Relays and Races. This section concludes with a few parachute games for leaders who have one available to them. Seven specific sports are targeted in the second section of game descriptions: badminton, baseball, basketball, football, hockey, soccer, and volleyball. Within each of these sport sections, activities are ordered from easiest to more difficult.

For each of the 101 games listed, Byl presents the essential information logically and practically. Each game description begins on its own page, with a header including information on the name of the game, the number of players needed, level of experience required, and type of playing surface needed. Under each header, sub-sections provide information on recommended equipment, setup, key objective of the activity, safety considerations, instructional tips, variations, and whether or not the activity is suitable as a cool-down with or without recommended variations. The games themselves are ones that players should find enjoyable. Participants of all skill levels will enjoy most of the activities described in the general game section. Games outlined in the specific sport section are generally geared for athletes at the experienced and expert skill levels. Together, the book provides plenty of options for sports teams and classes from beginner and recreational levels to more advanced and accomplished ones.

A bibliography of over 100 references is offered at the back of the book. This provides the reader with extensive references to support and elaborate on the points Dr. Byl has made in the opening sections of his book. Students in Sport Management and Exercise Science programs will find his bibliography to be a valuable resource for learning more about specific research related to exercise, warm-ups, cool-downs, stretching, flexibility, and related topics.

John Byl's book would be a useful resource for coaches, physical education instructors and recreation leaders. His matrix of games, clear instructions, simple graphics, and sound recommendations by the author make *101 Fun Warm-Up and Cool-Down Games* a practical, user-friendly tool. Utilizing this book's suggestions could help leaders design practices and classes to produce desired effects in skill development and fitness, while facilitating fun for participants at the same time.