

## **Reading list for Place and Destination Development (SMMP22), 15 credits**

The reading list was approved by the Board of the Department of Service Management and Service Studies 11 February 2014, revised 1 March 2015.

The reading list is valid from 1 March 2015.

- Colomb, Claire (2012). *Staging the new Berlin. Place marketing and the politics of urban reinvention post-1989*. London: Routledge. [315 p. ISBN 9780415594035] Also as an E-book.
- Hall, Peter & Hall, James (2002). *Cities of Tomorrow. An intellectual history of urban planning and design in the twentieth century*. 3 ed. Chichester: John Wiley. [576 p. ISBN 9780631232520]
- Kolb, Bonita (2006). *Tourism marketing for Cities and Towns. Using branding and events to attract tourism*. Oxford: Butterworth-Heinemann. [306 p. ISBN 075067945x]
- Munar, Ana María, Gyimóthy, Szilvia & Cai, Liping A. (2013). *Tourism Social Media: Transformations in Identity, Community and Culture*. Bingley, U.K: Emerald. [322 p. ISBN 9781781902622] Also as an E-book.
- Pike, Andy (2013). *Brands and Branding Geographies*. Cheltenham: Edward Elgar. [384 p. ISBN 1849801592] Also as an E-book.
- Ward, Stephen (1998). *Selling Places. The marketing and promotion of towns and cities 1850-2000*. Abingdon: Spon Press. [240 p. ISBN 0419242406]

In addition there is articles and within the fields of city development and place marketing, amounting to approx. 200 pages.

Articles are chosen in interaction with tutor, amounting to approx. ca 500 pages.

Total amount of pages: approx. 2820 pages.

## **Litteraturlista för Plats- och destinationsutveckling, 15 hp (SMMP22)**

Litteraturlistan är fastställd av styrelsen för institutionen för service management och tjänstvetenskap 2014-02-11, reviderad 1 mars 2015.

Litteraturlistan börjar gälla 2015-03-01.

- Colomb, Claire (2012). *Staging the new Berlin. Place marketing and the politics of urban reinvention post-1989*. London: Routledge. [315 s. ISBN 9780415594035] Finns som e-bok.
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Artiklar om stadsutveckling och place marketing ingår, ca 200 s.

Artiklar valda i samråd mellan student och lärare, ca 500 s.

Totalt antal sidor: ca 2820