

## Reading list for Destination Development and Marketing (SMMS22), 15 credits

The reading list was approved by the Board of the Department of Service Management and Service Studies 25 January 2017.

The reading list is valid from 1 February 2017.

- Baum, Tom, & Hagen, Laura (1999). Responses to Seasonality: the Experience of Peripheral Destinations. *International Journal of Tourism Research*, 1, 299-312.
- Bell, Daniel (2007). The hospitable city: social relations in commercial spaces, *Progress in Human Geography*, 31(1), 7-22.
- Diken, Bülent, & Laustsen, Carsten Bagge (2004). Sea, sun, sex and the discontents of pleasure, *Tourist Studies*, 4(2), 99-144.
- Fuchs, Matthias, Höpken, Wolfram, & Lexhagen, Maria (2014). Big data analytics for knowledge generation in tourism destinations – A case from Sweden, *Journal of Destination Marketing & Management*, 3 (4), 198-209.
- Fyall, Alan, Garrod, Brian, & Wang, Youchen (2012). Destination collaboration: A critical review of theoretical approaches to a multi-dimensional phenomenon. *Journal of Destination Management & Marketing*, 1, 10-26.
- González, Jesús M. et al (2014) The city of Varadero (Cuba) and the urban construction of a tourist enclave, *Urban Affairs Review*, 50(2), 206-243.
- Gustafsson, Eva, Larson, Mia, & Svensson, Bo (2014). Governance in Multi-Project Networks: Lessons from a Failed Destination Branding Effort. *European Planning Studies*, 22(8), 1569–1586.
- Gyimothy, Szilvia, & Larson, Mia (2015). Social Media Co-Creation Strategies: the 3C:s. *Event Management*, 19(3), 331-348.
- Heeley, John. (2015). *Urban destination marketing in Contemporary Europe*. Bristol: Channel View Publications. [165 pp. ISBN 9781845414924]
- Höpken, Wolfram, Fuchs, Matthias, Menner, Th., & Lexhagen, Maria (2016). Sensing the online social sphere – the sentiment analytical approach. In Zheng Xiang and Daniel R. Fesenmaier (eds), *Analytics in Smart Tourism Design – Concepts and methods*, Springer International Publishing: New York, pp. 129-146
- Jonescu, Emil (2016). Densification through globalized tourism: shaping urban development and realities of local culture, *Spaces and Flows: An International Journal of Urban and Extraurban Studies*, 7(6), 33-42.
- Kozinets, Robert V. (2008). Technology/Ideology: How Ideological Fields Influence Consumers' Technology Narratives. *Journal of Consumer Research*, 34(6), 865–881.
- Larson, Mia, Lundberg, Christine, & Lexhagen, Maria. (2013). Thirsting for Vampire Tourism: Developing Pop Culture Destinations. *Journal of Destination Marketing & Management*, 2(2), 74-84.
- Larson, Mia, & Gyimothy, Szilvia. (2013). Collaboration Deficiencies in Meetings Networks: Case-studies of Two Peri-urban Destinations. *Journal of Policy Research in Tourism, Leisure and Events*, 5(1), 62-80.
- Liang, Zeng-Xian, & Bao, Ji-Gang (2015). Tourism gentrification in Shenzhen, China: causes and socio-spatial consequences, *Tourism Geographies*, 17(3), 461-481.
- Lindström, Kristina, & Larson, Mia (2016). Community-based tourism in practise: evidence from three coastal communities in Bohuslän, Sweden. *Bulletin of Geography. Socio-economic Series*, 33, 71-78.
- Minca, Claudio (2010). The Island: work, tourism and the biopolitical, *Tourist Studies*, 9(2), 88-108.
- Munar, Ana-Maria, & Ek, Richard (2014). Relationbits: You, Me and the Other. In T. Miller (ed.). *The Routledge Companion to Global Popular Culture*. Routledge, New York & London, 137-148.

- Munar, Ana María, Gyimóthy, Szilvia, & Cai, Liping A. (2013). *Tourism Social Media: Transformations in Identity, Community and Culture*. Bingley, U.K: Emerald. [322 pp. ISBN9781781902622] Also as an E-book.
- Okazaki, Etsuko (2008). A Community-Based Tourism Model: Its conception and use. *Journal of sustainable tourism*, 16(5), 511–529.
- Pike, Andy (2013). *Brands and Branding Geographies*. Cheltenham: Edward Elgar. [384 pp. ISBN 1849801592] Also as an E-book.
- Ruhanen, Lisa, Scott, Noel, Ritchie, Brent, & Tkacynski, Aaron (2010). Governance: a review and synthesis of the literature. *Tourism Review*, 65(4), 4-16.
- Simpson, Tim (2016). Tourist utopias: biopolitics and the genealogy of the post-world tourist city, *Current Issues in Tourism*, 19(1), 27-59.
- Wang, Youcheng, & Pizam, Abraham (2011). *Destination Marketing and Management*. Oxfordshire: CAB International. (370 pp. ISBN-13: 978 1 84593 762 1) Also as an E-book.
- Ward, Stephen (1998). *Selling Places. The marketing and promotion of towns and cities 1850-2000*. Abingdon: Spon Press. [240 pp. ISBN 0419242406]
- Wynne-Hughes, Elisa (2015). Governing through garbage-city tourism: producing international neoliberal subjects, *Interventions*, 17(6), 839-852.

The student is supposed to choose literature amounting to approx. 150 pages in connection with lecturer.

Total amount of pages: Approx. 2000

## **Litteraturlista för Destinationsutveckling och –marknadsföring, 15 hp (SMMS22)**

Litteraturlistan är fastställd av styrelsen för Institutionen för service management och tjänstvetenskap 2017-01-25.

Litteraturlistan börjar gälla 2017-02-01.

- Baum, Tom, & Hagen, Laura (1999). Responses to Seasonality: the Experience of Peripheral Destinations. *International Journal of Tourism Research*. 1, 299-312.
- Bell, Daniel (2007). The hospitable city: social relations in commercial spaces, *Progress in Human Geography*, 31(1), 7-22.
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- Gustafsson, Eva, Larson, Mia, & Svensson, Bo (2014). Governance in Multi-Project Networks: Lessons from a Failed Destination Branding Effort. *European Planning Studies*. 22(8), 1569–1586.

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- Höpken, Wolfram, Fuchs, Matthias, Menner, Th., & Lexhagen, Maria (2016). Sensing the online social sphere – the sentiment analytical approach. In Zheng Xiang and Daniel R. Fesenmaier (eds), *Analytics in Smart Tourism Design – Concepts and methods*, Springer International Publishing: New York, s. 129-146
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Tillkommer: Artiklar valda i samråd mellan student och lärare, 150 s.

Totalt antal sidor: ca 2000