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, revised 25 January 2018.

The reading list is valid from 1 February 2018.


The student is supposed to choose articles and book chapters amounting to approx. 300 pages in connection with lecturer.

Total amount of pages: Approx. 1840