



Literature for SMMR22, Place and Destination Development applies from spring semester 2016

Literature established by the board of the Department of Service
Management and Service Studies on 2016-02-10 to apply from 2016-03-01

See appendix.

Reading list for Place and Destination Development (SMMR22), 15 credits

The reading list was approved by the Board of the Department of Service Management and Service Studies 10 February 2016.

The reading list is valid from 1 March 2016.

- Colomb, Claire (2012). *Staging the new Berlin. Place marketing and the politics of urban reinvention post-1989*. London: Routledge. [315 pp. 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 pp. ISBN 9780631232520]
- Heeley, John. (2015). *Urban destination marketing in Contemporary Europe*. Bristol: Channel View Publications. [165 s. ISBN 9781845414924]
- Munar, Ana María, Gyimóthy, Szilvia & Cai, Liping A. (2013). *Tourism Social Media: Transformations in Identity, Community and Culture*. Bingley, U.K: Emerald. [322 s. ISBN 9781781902622] Also as an E-book
- Pike, Andy (2013). *Brands and Branding Geographies*. Cheltenham: Edward Elgar. [384 pp. 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 pp. ISBN 0419242406]

In addition there is articles within the field of place development amounting to approx. 300 pages.

Articles are chosen in interaction with tutor, amounting to approx. ca 200 pages.

Total amount of pages: approx. 2500 pages.

Litteraturlista för Plats- och destinationsutveckling, 15 hp (SMMR22)

Litteraturlistan är fastställd av styrelsen för institutionen för service management och tjänstvetenskap 2016-02-10.

Litteraturlistan börjar gälla 2016-03-01.

- 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 destinationsutveckling ingår, ca 300 s. Artiklar valda i samråd mellan student och lärare, ca 200 s.

Totalt antal sidor: ca 2500