



## **Literature for SMMP22, Place and Destination Development applies from spring semester 2014**

Literature established by the board of the Department of Service  
Management and Service Studies on 2014-02-11 to apply from 2014-02-17

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See appendix.

## **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.

The reading list is valid from 17 February 2014.

- 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]
- Kolb, Bonita (2006). *Tourism marketing for Cities and Towns. Using branding and events to attract tourism*. Oxford: Butterworth-Heinemann. [306 pp. ISBN 075067945x]
- 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 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. 2500 pages.

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

Litteraturlistan är fastställd av styrelsen för institutionen för service management och tjänstvetenskap 2014-02-11.

Litteraturlistan börjar gälla 2014-02-17.

- 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.
- 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 s. ISBN 9780631232520]
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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 2500