

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.

- Avraham, Eli, & Ketter, Eran (2013). Marketing destinations with prolonged negative images: Towards a theoretical model. *Tourism Geographies*, 15(1), 145-164.
- Baum, Tom, & Hagen, Laura (1999). Responses to Seasonality: The Experience of Peripheral Destinations. *International Journal of Tourism Research*. 1, 299-312.
- Dredge, Dianne & Gyimothy, Szilvia (2015). The collaborative economy and tourism: Critical perspectives, questionable claims and silenced voices. *Tourism Recreation Research* 40(3): 286-302.
- Espiner, Stephen, Orchiston, Caroline, & Higham, James (2017). Resilience and sustainability: a complementary relationship? Towards a practical conceptual model for the sustainability–resilience nexus in tourism. *Journal of Sustainable Tourism*, 1-16.
- 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.
- 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]
- Kozinets, Robert V. (2008). Technology/Ideology: How Ideological Fields Influence Consumers' Technology Narratives. *Journal of Consumer Research*, 34(6), 865–881.
- Larson, Mia (2009). Joint Event Production in the Jungle, the Park, and the Garden: Metaphors of Event Networks. *Tourism Management*. 30, 393-399.
- 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.
- Lew, Alan A. (2017). Tourism planning and place making: place-making or place making? *Tourism Geographies*, 19(3), 448-466.
- Lindström, Kristina, & Larson, Mia (2016). Community-based tourism in practice: evidence from three coastal communities in Bohuslän, Sweden. *Bulletin of Geography*. Socio-economic Series. 33, 71-78.
- MacCannell, Dean (1973). Staged Authenticity: Arrangements of Social Space in Tourist Settings. *American Journal of Sociology*, 79(3), 589-603
- McCool, Stephen, Butler, Richard, Buckley, Ralph, Weaver, D., & Wheeler, Brian (2013). Is concept of sustainability utopian: ideally perfect but impracticable? *Tourism Recreation Research*, 38(2), 213-242.
- Munar, Ana-Maria. (2011). Tourist-created content: rethinking destination branding. *International Journal of Culture, Tourism and Hospitality Research*, 5(3), 291-305.
- Munar, Ana Maria, Gyimóthy, Szilvia, & Cai, Liping A. (2013). *Tourism Social Media: Transformations in Identity, Community and Culture*. Bingley, U.K: Emerald. [322 pp. ISBN9781781902622] Also available 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. Pages 187- 301. [114 pp. ISBN 978-0-85793-084-2] Also available 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.
- Saarinen, Jarkko (2013). Critical sustainability: Setting the limits to growth and responsibility in tourism. *Sustainability*, 6(1), 1-17.
- Simpson, Tim (2016). Tourist utopias: biopolitics and the genealogy of the post-world tourist city, *Current Issues in Tourism*, 19(1), 27-59.
- Swapan, Mohammad S. H. (2016). Who participates and who doesn't? Adapting community participation model for developing countries. *Cities*, 53, 70-77.
- Wang, Youcheng, & Pizam, Abraham (2011). *Destination Marketing and Management*. Oxfordshire: CAB International. [370 pp. ISBN-13: 978 1 84593 762 1] Also available 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]

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