



Faculty of Arts and Social Sciences
Tourism Studies

Course Reading

Marketing and communication in tourism studies

Valid from 08/30/2021

Course Code: TVGT14

Course Title: Marketing and communication in tourism studies

Credits: 7.5

Degree Level: Undergraduate level

Books

Avraham, E. & Ketter, E (2007). *Media strategies for marketing places in crisis. improving the image of cities, countries, and tourist destinations* (1 ed.). Amsterdam: Butterworth Heinemann Kapitel 1-5

Kotler, P. & Armstrong, G. & Parment, A (2012). *Marknadsföring: Teori, strategi och praktik*. London: Pearson Education Finns som E-bok. Kapitel 1-6

Lupton, Ellen (2011). *Graphic design thinking: beyond brainstorming: Introduktion + kap.1*. Princeton Architectural Press

Palm, L (2006). *Kommunikationsplanering: en handbok på vetenskaplig grund*. Stockholm: Studentlitteratur

Rose, Gillian (2016). *Visual methodologies: An introduction to researching with visual materials* (4 ed.). London: Sage

Vanolo, Alberto (2017). *City branding. [Elektronisk resurs] : the ghostly politics of representation in globalising cities*

Övrig litteratur enligt lärares anvisningar, ca 200 sidor.

Reference material

Anholt, Simon (2010). *Places: Identity, Image and Reputation*. Basingstoke: Palgrave Macmillan Finns som E-bok, Karlstads universitetsbibliotek.

Colomb, Claire. (2012). *Staging the new Berlin [Elektronisk resurs] place marketing and the politics of urban reinvention post-1989*. London: Routledge

McCabe, Scott (red.) (2014). *The Routledge handbook of tourism marketing*

Middleton, V. & Fyall, A. & Morgan, M (2009). *Marketing in Travel and Tourism* (4 ed.). Oxford: Routledge Finns som E-bok.

Tresidder, R. & Hirst, C (2012). *Marketing in Food, Hospitality, Tourism and Events: A Critical Approach*. Oxford: Goodfellow Publishers Ltd Finns som E-bok.

Approved by the Faculty Board of Arts and Social Sciences 09/13/2021