



Faculty of Arts and Social Sciences
Tourism Studies

Course Reading

Communication and digitalisation in tourism

Valid from 11/04/2019

Course Code: TVGT32

Course Title: Communication and digitalisation in tourism

Credits: 7.5 ETCS cr

Degree Level: Undergraduate level

Books

Ash, J., Kitchin, R. & Leszczynski, A. (eds.) (2018). *Digital Geographies*. Sage Publications, 312 sidor

Falkheimer, Jesper & Heide, Mats (2018). *Strategic communication. An introduction*. New York: Abingdon, Oxon: Routledge

Löwgren, J. & Reimer, B. *Collaborative media. Production, Consumption, and Design Interventions*. Cambridge, Massachusetts: The MIT Press <https://mitpress.mit.edu/books/collaborative-media> (valda delar)

Minazzi, R (2015). *Social Media Marketing in Tourism and Hospitality*. Springer, 163 sidor.

Munar, A.M., Gyimóthy, S., Cai, L. (eds.) (2013). *Tourism Social Media: Transformations in Identity, Community and Culture*. Emerald Publishing. Tourism Social Science Series. Vol.18. Valda kapitel (150 sidor). E-bok.

Övrig litteratur enligt lärares anvisningar.

Articles

Bruns, Axel (2006). Towards Prodsusage: Futures for User-Led Content Production. *In Proceedings Cultural Attitudes towards Communication and Technology* , s. 275-284

Fritz, F., Susperregui, A. & Linaza, M.T (2005). Enhancing Cultural Tourism experiences with Augmented Reality Techonogies

Mack, R., Blose,J. & Pan, B. Believe it or not: Credibility of blogs in tourism Journal of Vacation

Marketing. 2008/Vol.4/Nr.2

Mortara, M., Catalano, C. E., Bellotti, F., Fiucci, G., Houry-Panchetti, M. & Petridis, P (2014). Learning cultural heritage by serious games. In Journal of Cultural Heritage 15

Rose G., Degen, M., & Melhuish, C (2014). Networks, interfaces, and computer-generated images: learning from digital visualisations of urban redevelopment projects. Environment and Planning

Volo, S. Bloggers´ reported tourist experiences: Their utility as a tourism data source and their effect on prospective tourists, Journal of Vacation Marketing. 2010/Vol.16/Nr.4

Waterton, E (2009). Sights of Sites: Picturing Heritage, Power and Exclusion. Journal of Heritage Tourism

Xiang, Z. & Tussyadiah, I. (eds.). Information and Communication 525 Technologies in Tourism 2014. s.525-537. DOI: 10.1007/978-3-319-03973-2_38, O? Springer International Publishing Switzerland 2013

Yovcheva, Z., Buhalis, D. & Gatzidis, C (2011). Overview of smartphone Augmented Reality applications for tourism. e-Review of Tourism Research (eRTR)

Reference material

Birch, N (2011). *The Impact of Digitisation on Creative and Cultural Industries*. Munich : GRIN Verlag

Buhalis, D (2003). *Etourism: Information Technology for strategic tourism management*. Pearson: London

Crouch, D., Jackson, R. & Thompson, F. (red.) (2005). *The media and the tourist imagination-convergent cultures*. London: Routledge

Dijck, J. van (2013). *The culture of connectivity: a critical history of social media*. New York: Oxford University Press

Falkheimer, Jesper & André Jansson (eds) (2006). *Geographies of Communication: The Spatial Turn in Media Studies*. Göteborg: Nordicom

Qualman, E (2011). *Socialnomics; how social media change the way we live and do business*. Hoboken, New Jersey: Wiley

Approved by the Faculty Board of Arts and Social Sciences 09/25/2019