

Literature GM0615 Autumn 2020

Required Readings (preliminary list)

- Andersson, T. D., Jutbring, H., & Lundberg, E. (2013). When a music festival goes veggie. *International Journal of Event and Festival Management*, 4(3), 224-235. doi:<http://dx.doi.org/10.1108/IJEFM-06-2013-0015>
- Andreasen, A. R. (2002). Marketing Social Marketing in the Social Change Marketplace. *Journal of Public Policy & Marketing*, 21(1), 3-13. doi:[doi:10.1509/jppm.21.1.3.17602](https://doi.org/10.1509/jppm.21.1.3.17602)
- Ashworth, G.J., Kavaratzis, M. and Warnaby, G. (2015). The need to rethink place branding. In Kavaratzis, M., Warnaby, G. and Ashworth, G.J. *Rethinking Place Branding: Comprehensive Brand Development for Cities and Regions*. Cham: Springer, pp. 1-12. (e-book at the GU Library)
- Bansal, P. and Roth, K (2000) Why companies go green: a model of ecological responsiveness, *Academy of Management Journal*, 43 (4), 717-736 (PAGES 717-718; 724-734)
- Bohdanowicz, P. and Zientara, P. (2010) Corporate Social Responsibility in Hospitality: Issues and Implications. A Case Study of Scandic. *Scandinavian Journal of Hospitality and Tourism*, 8:4: 271-293
- Budeanu (2005) Impacts and responsibilities for sustainable tourism: a tour operator's perspective, *Journal of Cleaner Production* 13, pp. 89–97.
- Delmas, M. & Toffel, M. (2008) Organizational Responses to Environmental Demands: Opening the Black Box. *Strategic Management Journal*, 29, 1027–1055 (PAGES 1027-1035 AND 1048-1050)
- Font, X., & McCabe, S. (2017). Sustainability and marketing in tourism: its contexts, paradoxes, approaches, challenges and potential. *Journal of Sustainable Tourism*, 25(7), 869-883.
- Getz, D. (2009). Policy for sustainable and responsible festivals and events: institutionalization of a new paradigm. *Journal of Policy Research in Tourism, Leisure and Events*, 1(1), 61 – 78

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- Gössling, S. Scott, D. (2014) Why sustainable transport policies will fail: EU climate policy in the light of transport taboos. *Journal of Transport Geography* 39 (2014) 197–207
- Hall, C. M. (2012). Sustainable Mega-events: beyond the Myth of balanced approaches to Mega-event Sustainability. *Event Management*, 16(2), 119-131
- Jernsand, E.M, and Kraff, H. (2017). Democracy in participatory place branding: a critical approach. In Karavatzis, M. (Ed.), Giovanardi, M. (Ed.), Lichrou, M. (Ed.). (2018). *Inclusive Place Branding: critical perspectives on theory and practice*, pp 11-22. London: Routledge.
- Miller, D., Merrilees, B., & Coghlan, A. (2015). Sustainable urban tourism: understanding and developing visitor pro-environmental behaviours. *Journal of Sustainable Tourism*, 23(1), 26-46.
- Noah J. Goldstein, Robert B. Cialdini, & Vladas Griskevicius. (2008). A Room with a Viewpoint: Using Social Norms to Motivate Environmental Conservation in Hotels. *Journal of Consumer Research*, 35(3), 472-482
- Peredo, A. M. and McLean, M. (2006). Social entrepreneurship: A critical review of the concept. *Journal of World Business*, 41: 56–65: p. 64.
- Saarinen, J. (2006). Traditions of Sustainability in Tourism Studies. *Annals of Tourism Research*, 33(4), 1121-1140.
- Sharpley, R. (2000). Tourism and Sustainable Development: Exploring the Theoretical Divide. *Journal of Sustainable Tourism*, 8(1), 1 - 19
- Tepelus, Camelia (2005) Aiming for sustainability in the tour operating business, *Journal of Cleaner Production* 13, pp. 99–107