



GRADUATE SCHOOL

GM0615 Corporate Social Responsibility in Event and Tourism, 7.5 credits

Corporate Social Responsibility in Event and Tourism, 7,5 högskolepoäng
Second Cycle

Reading list for GM0615, to be valid from autumn semester of 2020

Reading list was confirmed by Graduate School on 2020-08-10 to be valid from 2020-08-31.

See appendix.

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>
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- 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

- Gössling, S. & Peeters, P. (2007). 'It Does Not Harm the Environment!' An Analysis of Industry Discourses on Tourism, Air Travel and the Environment. *Journal of Sustainable Tourism*, Vol. 15, Issue 4, pp. 402-417
- 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