

Literature list, AP in Service, Hospitality and Tourism Management, Autumn 2019
Theme 1 + Specialisation (international classes)

Part	Course	Literature	UCN price
Theme 1: Services & Experiences	Servicemanagement & -marketing	Essentials of Services Marketing, Global Ed. Jochen Wirtz & Christopher H. Lovelock, Lovelock Associates, Pearson, 3 rd edition, 2018. ISBN: 9781292089959 Online students: e-book is available at www.lix.com .	Kr. 675,00
	Experience economy	The Experience Economy - updated edition B Joseph Pine II & James H. Gilmore, Harvard Business School Press, 2011. ISBN: 9781422161975 Online students: ISBN: 9781422143438 (e-book)	Kr. 235,00
	Business Economics	Economics for Students in the Service, Hospitality and Tourism AP Programm - Financial Management in Practice Annette Vangstrup, PRAXIS - Nyt Teknisk Forlag, 3 rd edition, 2016. ISBN: 9788757128642 Online students: ISBN 9788757133714 (e-book)	Kr. 389,00
	Methodology	Methods in Marketing and Service Per Bergfors, Poul K. Faarup & Jeanette Thomsen, Hans Reitzels Forlag, 1 st edition, 2018 ISBN: 9788741271897 Online students: ISBN 9788741274379 (i-book)	Kr. 250,00
Specialisation (All students will choose 1 specialisation and buy the required books for this)	Hotel & Restaurant Management	Mastering Hospitality Management - Modern competencies and approaches to successful hospitality management Søren Brøns-Poulsen & Kim Michael Mylin Varius Business, 1 st edition, 2016. ISBN: 9788793007123 Online students: The book is not available as e-book.	Kr. 499,00
	Tourism Management	Tourism Management - an introduction Clare Inkson & Lynn Minneart, Sage Publications Ltd., 2nd edition, 2018 ISBN: 9781526423894	Kr. 460,00

		Online students: e-book is available at www.lix.com .	
	Sport & Event Management	UCN Compendium – more information will follow.	

Literature lists for Theme 2, 3, 4 + electives will follow later.

Buy the books at the UCN bookstore, Sofiendalvej 60, 9200 Aalborg SV. (10% student discount).