

Module 4: Marketing sustainable high-end tourism experience products and services

Additional readings

Badulesco, A., & et al. (2014). *Attitudes and Intentions of Business Master Students towards Sustainable Tourism and Entrepreneurship*. Amfiteatru Economic. Vol.16. Issue.8

Cuculeski, N., & Petrovska, I., & Cuculeski, V. (2016). Sustainable marketing and consumers' preferences in tourism. De Gruyter. Vol.7. Issue.2.

Polonsky, M. & Rosenberger, P. (2001). *Reevaluating green marketing: a strategic approach*. Business Horizons. Vol.4. Issue 44.

Seltzer, D. (2019). *Green Marketing Ideas to Promote Eco-Friendly Small Businesses*. Small Business Marketing Tools.

<https://www.sbmarketingtools.com/green-marketing-ideas-to-promote-eco-friendly-small-businesses/>

Tsekouropoulos, G. & Andreopoulou, Z. (2012). *Optimising e-marketing criteria for customer communication in food and drink sector in Greece*. International Journal of Business Information Systems. Vol. 9., Issue.1