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ECOLOGICAL MARKETING AS A TOOL OF STRATEGY OF HOTEL BUSINESS AND TOURISM DEVELOPMENT

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Economic Journal of Lesia Ukrainka Eastern European
National University, 2020, 3, 77-83.

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#	Paper	IF	Citations
1	Investigating values of green marketing tools in predicting tourists' eco-friendly attitudes and behavior. <i>Journal of Ecotourism</i> , 1-23	2.2	