Record Nr. UNINA9910404085403321 Autore Marine-Roig Estela Titolo Sustainable Tourism Marketing MDPI - Multidisciplinary Digital Publishing Institute, 2020 Pubbl/distr/stampa **ISBN** 3-03928-683-8 Descrizione fisica 1 electronic resource (204 p.) Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Sommario/riassunto In this book, we introduce the themes and approaches covered in the issue Sustainable Tourism Marketing. Its objective was to analyze the main contributions made as a result of research related to sustainable tourism-marketing management and current trends in the field. This book gathered articles about the marketing of destinations, and the marketing and communication management of companies and tourism organizations from a sustainable tourism perspective.