

GREEN MARKETING AND TOURISM

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The article intends to show the relevance green marketing has for tourism, in particular to nature-based tourism. At the same time, it points out the risks of the excessive use of strong ecological characters, such as ecotourism and the Amazon amongst others, when associated to a low quality environmental product. It concludes assessing that with the growing importance of natural environment in the tourism field, the environmental marketing should be used considering the parameters of social responsibility and ethics.

KEY WORDS: *marketing, ecotourism, green market, ethics.*