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Does eco certification sell tourism services? Evidence from a quasi-experimental observation study in Iceland

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Pages 694-714 | Received 22 Jul 2014, Accepted 25 Aug 2015, Published online: 11 Nov 2015

Cite this article <https://doi.org/10.1080/09669582.2015.1088859>

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providers. The research design used in the present study offers a useful alternative for

This research was financially supported by the Australian Research Council (ARC) through Discovery Grant DP110101347.

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Sara Dolnicar is a research professor of tourism at The University of Queensland. She holds degrees in business administration and psychology. Sara's research interests are the improvement of market segmentation methodology and measures used in social science research. She applies her work primarily to tourism, but also social marketing challenges, such as environmental water. She is a member of the International Association of

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