



Pato, M.L.; Kastenholz, E., Barroco, C. & Pereira, A. (2022).  
Tourism marketing in rural contexts – the potential of wine tourism in the Dão wine region.  
In Birgit Leick, Susanne Gretzinger, Teemu Makkonen,  
The Rural Enterprise Economy (pp. 101-116). Routledge