



Tourism marketing as a tool for the valorization of the territory: the case of the ordo christi project

Ramos, E., Paiva, T., Neves, J., Raposo, D., Silva, R., Castilho, L., Desterro, T., & Rodrigues, J. (2019). Tourism marketing as a tool for the valorization of the territory: the case of the ordo christi project. *Journal of Tourism and Heritage Research*, 2(4), 404-420.
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