



Digital Marketing and User-Generated Content: A Case Study of Vidago Palace Hotel

Clara, I., Paiva, T., Morais, E.P. (2022).

Digital Marketing and User-Generated Content: A Case Study of Vidago Palace Hotel.

In J. L. Reis, E. P. López, L. Moutinho, J. P. M. Santos (Eds.), *Marketing and Smart Technologies. Smart Innovation, Systems and Technologies* (vol 279).

Springer, Singapore. DOI: https://doi.org/10.1007/978-981-16-9268-0_38