

Pato, M. L., Kastenholz, E., Barroco, C., Pereira, A. (2021). Tourism marketing in rural contexts - the potential of wine tourism in the Dão wine region. In B. Leick, S. Gretzinger, T. Makkonen (Eds.), *The Rural Enterprise Economy*. London: Routledge. DOI: [10.4324/9781003034001](https://doi.org/10.4324/9781003034001)