

CARLA SILVA

Polytechnic Institute of Viseu, Portugal

ELISABETH KASTENHOLZ

University of Aveiro, Portugal

CARLOS MARQUES

University of Trás-os-Montes e Alto Douro, Portugal

The Role of Place Attachment in Rural Wine Tourism

Tourism is motivated by the desire to explore and experience distinct places and these places are typically perceived and connected to distinct emotions and meanings. Both physical/ natural and social/ cultural elements of a place are important factors to attract and connect people to it, which is true for both visitors and residents. These specific characteristics of places differentiate them, trigger feelings about these places and make people get attached to them. Wine regions, sometimes denominated 'wine terroir', are not only visually appealing man-shaped cultural landscapes, they are also sources of histories with strong symbolic meaning, to which people tend to create strong links, connecting the place to one's personal identity. Wine tourism is, indeed, very much place-based, since tourists enjoy quite territory-specific experiences, marked by unique environmental, cultural and societal features that differ from other tourism sites. Consequently, wine tourists may develop the before-mentioned strong links, preferring a specific wine area for its typical facilities and particular features, reinforcing the 'dependence' dimension of place-attachment, while also enhancing its 'identity' dimension. Place attachment has received increasing interest amongst tourism scholars, due to its obvious potential contribution to tourist loyalty and sustainable destination development. Albeit the apparent pertinence of this concept within wine tourism, there are few studies on place-attachment regarding wine regions. Within this context, the present conceptual work aims at a) presenting the main meanings, dimensions and connections of the 'place attachment' concept with other constructs in the tourism literature; b) discussing its potential role for wine tourism, in particular. This systematization is a result of a literature review using the search engine of the scientific database scopus, including the most relevant international scientific contributions in the field of tourism, with the keywords 'place attachment' and 'tourism' and 'wine tourism'. Key results include the finding that: a) despite the