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THE ROLE OF ATTACHMENT IN EMIGRANTS TOURISM DESTINATION CHOICE:
A PERSPECTIVE ON ETHNIC TOURISM

Bruno Sousa

Polytechnic Institute of Cávado and Ave – IPCA (Portugal)

bsousa@ipca.pt

Rossana Santos

University of Madeira (Portugal)

rossana.santos@staff.uma.pt

Diana Azevedo

Polytechnic Institute of Cávado and Ave – IPCA (Portugal)

diazevedo23@gmail.com

ABSTRACT

Over the years, the emigration of Portuguese population has been a constant debate, reaching large percentages in certain periods of Portuguese history. This phenomenon has had significant impact in areas such as economy, demography, culture, among many others, visible at national, regional and local levels. Emigrants become Portuguese communities residing outside the country, and emigration generates the emergence of the Portuguese diaspora. The phenomenon of emigration involves the bilateral focus between the country of origin and the country of destination. Therefore, the affection component assumes special importance in tourism studies and decision making by visitors and tourists (e.g. behavioural intentions). In this study, a preliminary contribution is presented based on a sample of 1057 respondents (i.e. Portuguese residing abroad), aiming to better understand and analyse the profile of migrants and what motivates them to return to Portugal in contexts of tourism and leisure. More than 50% of respondents report

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visiting their home country (Portugal) at least once a year (i.e. ethnic tourism). Therefore, a conceptual model is presented, which seeks to highlight the role of attachment on emigrants` behavioural intensities (i.e. choosing the tourist destination Portugal). The results show that attachment influences the decision of emigrants to choose Portugal as a holiday destination, namely with regard to satisfaction and loyalty to the destination (revisit and recommendation). In the end, conclusions and limitations of the study will be presented and guidelines for future research will be discussed.

1. INTRODUCTION

In the current, globalized and competitive world, tourist destinations need to differentiate themselves from their competitors to stand out from the crowd and attract more tourists, investors and residents (Pestana, Sánchez & Moutinho, 2019). Tourism is a multi-faceted and geographically complex activity and has developing to new (and different) market segments with distinct individual interests (Dinis & Krakover, 2015). These segments are characterized by the motivations that make them travel and, in turn, by differentiating the existing supply (Sousa & Simões, 2010). In this context, Visiting Family and Relatives (VFR) is a considerable way to travel, although this form of tourism has been largely ignored and long forgotten (Backer, 2007). Trips that involve visiting friends and family may have a variety of special properties. For example, travel may have as its main objective a special event such as a birth or marriage, or it may just be part of a desire to return to important places in an individual's history.

This manuscript considers relevant to study the role of attachment as a driver of ethnic tourism and VFR tourism, from a perspective of connection with family origins and roots. The term diaspora was originally used in the context of the dispersion of the Jews from Palestine, but in recent years has become to mean dispersion, as of people originally belonging to one nation. Such links between ethnicity, emigration and tourism have been noted in a more general sense by other authors (e.g. Hall & Williams, 2013; Singh & Krakover, 2015).

Only recently attachment and personal involvement have been placed as

predictors of destination loyalty of interest to tourism academics. According to Gross & Brown (2008), tourism knowledge has advanced by applying theories developed in other disciplines and so it is surprising that some research streams have been developed, tested and widely reported in leisure journals without attracting the interest of tourism researchers (e.g. Yoon & Uysal, 2005; Sousa & Rocha, 2019).

In this sense, place attachment attracted researchers' interest when investigating the relationship between psychological impressions of people with aspects related to geography, architecture, environment, tourism or leisure. Ultimately, place attachment becomes instrumental in supporting the management of destinations and territorial planning (Green & Chalip, 1997; Hwang et al., 2005; Poço & Casais, 2019; Sousa & Rocha, 2019). Based on relevant inputs from previous studies (e.g., Ramkissoon, Smith & Weiler, 2013; Yoon & Uysal, 2005), and an exploratory study by the authors, the researchers advance research propositions that expand previous studies developed in similar contexts.

The positive relationship between attachment and tourist activity is an economic catalyst for growth in specific territories, promoting local products and providing added value to the tourist. In this context, ethnic tourism is an excellent business opportunity for Portugal if the country is able to capitalize on the development of sense of place, city brand management and hospitality. The exploratory study of the researchers should allow to evaluate the phenomena of place identity and place dependence with the participants and the consequent effect on behavioural intentions. This study presents a preliminary contribution around the theme of tourism (i.e. types of tourism). Specifically, research topics such as ethnic tourism, VFR tourism and affection theory were addressed. The study further allows to draw relevant managerial implications and suggestions for future research in specific contexts of ethnic tourism and VFR tourism.

2. BACKGROUND

2.1) SEGMENTATION, ETHNIC TOURISM AND EMIGRATION

The study of consumer behaviour has gained particular interest in recent years in multiple contexts, notably with the development of the digital age (e.g. Filipe, Rocha & Viena, 2018; Pinto da Silva et al., 2019). Tourism is a good example, assuming

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itself as a multifaceted and geographically complex activity, and tourism increasingly generates new (and different) market segments with different individual interests (Sousa & Simões, 2010). These segments are characterized by the motivations that make them travel and, in turn, by the differentiation of the existing offer (Sousa, Malheiro & Veloso, 2019). According to Robinson and Novelli (2005) niche tourism has emerged in recent decades and is strongly associated with the niche marketing theory. On the other hand, Dalgic & Leeuw (1994, p.41) argue that *"niche marketing has been with us for some time, what is new is the increasing diversity of markets, and the advanced technologies that allow new approaches to marketing and the deterioration of large companies and their traditional approaches to marketing"*. Focused marketing and micromarketing are other terms used interchangeably with niche marketing. Although they have similar characteristics, they differ to some extent (Dalgic & Leeuw, 1994). The term niche, in a marketing perspective, refers to two key interrelated ideas: that there is a place in the market for the product and an audience for that same product. This refers to a specific product capable of keeping up with the needs of a specific market segment. Therefore, one should not look at the market in a simplistic and homogeneous way, since it represents a group of individuals with specific characteristics and needs (figure 1).

Figure 1: Mass tourism and Niche tourism
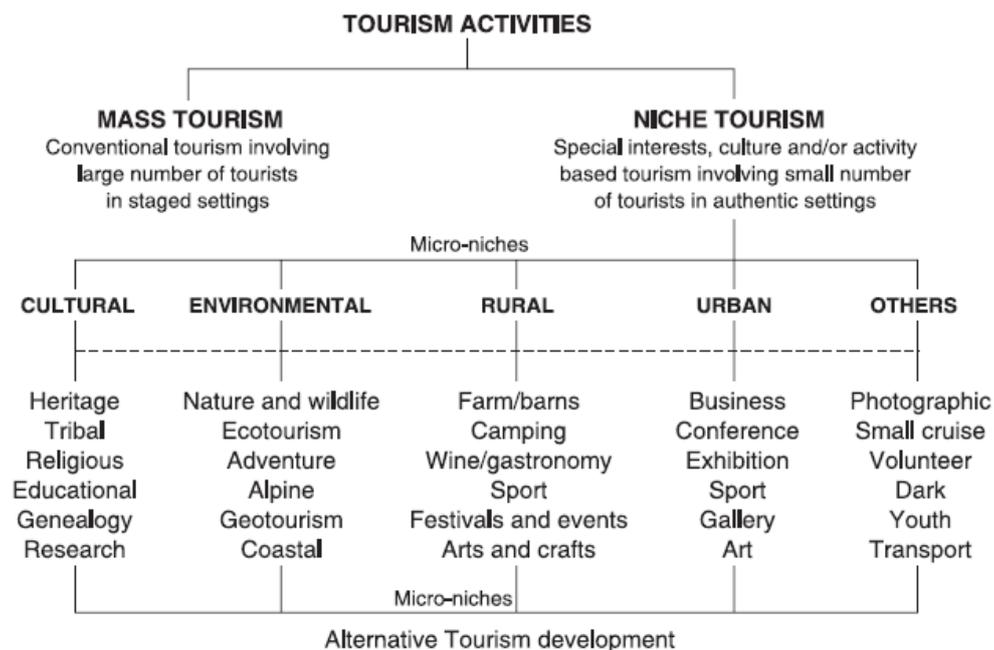
Source: Robinson and Novelli (2005, p.9)

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A "niche market" can be viewed as a narrower group, where individuals are identified based on the same type of needs or wants (Robinson & Novelli, 2005). Niche tourism is a way of providing a connection between the tourist's dreams, desires, imaginations and experiences (Robinson & Novelli, 2005). Due to attentive competition, only the strongest survive and niche marketing can help companies to stay among the healthiest survivors. It is possible, in the context of macro niches, to identify a wide variety of micro niches that arise from the most attractive features, places of destination and specific interests (Sousa & Rodrigues, 2019). In this way, niche markets emerge as a response to the growing demand for sophisticated and specialized tourism, such as ethnic tourism. According to Yang & Wall (2009), ethnic tourism is employed by many countries to facilitate economic and cultural development and to assist heritage preservation. Ethnicity has been increasingly promoted to attract tourists and to generate income and foreign exchange for ethnic communities and the countries in which they are located (Jamison, 1999; Sousa & Rodrigues, 2019). Many countries take advantage of their cultural diversity and employ ethnic tourism to stimulate local economic development (Henderson, 2003; Dinis & Krakover, 2015). VFR as a Visiting Friends and Relatives is a *"considerable way to travel, although this event has been largely ignored and long forgotten"* (Backer, 2007, p.368). Trips that involve visiting friends and family may have a variety of special properties. For instance, travel may have as its main objective a special event such as a birth or marriage, or it may just be part of a desire to return to important places in an individual's history (i.e. nostalgia). Alternatively, a visit to friends or family can be an added bonus to vacationing at a popular destination or a business trip (Moscardo, Pearce, Morrison, Green & O'leary, 2000). Curiosity about VFR tourism is an important part of the scientific community, as studies of this tourism segment began to emerge in 90's through Jackson (1990). Understanding the complexities and parameters of this tourism segment has been the main challenge for researchers. VFR travel is recognised as a large form of tourism worldwide. It is also likely to be the oldest form of travel (Backer, 2012) as travelling to visit friends and relatives has always been socially important. One of the earliest recognised VFR travelers was Celia Fiennes, who between 1685 and 1712 created itineraries around visiting friends and relatives (Leiper, 2004). Such links between ethnicity, emigration and tourism have been noted in a more general sense by other

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authors (e.g. Spalding, 2003). Given the above, this manuscript considers relevant to study the role of affection and the sense of belonging as a driver of ethnic tourism and VFR tourism, from a perspective of connection with family origins and roots. The following section aims to explore attachment as an influential variable of tourist (e.g. ethnic) motivations.

2.2) ATTACHMENT THEORY

The concept of place attachment presented, from the beginning, some difficulties in the way it was defined and understood universally, considering the most appropriate methodological approach (Sousa & Rocha, 2019). In recent years, the notion of place attachment has become one of the most engaging topics for tourism marketing researchers (e.g. Vaske & Kobrin, 2001; Kaltenborn & Williams, 2002; Kyle et al., 2003; Hwang et al., 2005; Matzler et al., 2007; Sousa & Casais, 2019). Yet only recently have place attachment and personal involvement as predictors of destination loyalty been of interest to tourism academics (Alexandris, Kouthouris & Meligdis 2006; Hwang, Lee & Chen 2005; Yuksel, Yuksel & Bilim 2010; Prayag & Ryan, 2012; Sousa & Rocha, 2019; Sousa & Casais, 2019). The researchers who adopted the multiple-factor approach proposed place attachment comprising the two separate dimensions of place dependence and place identity, establishing the dual-dimension–dual-factor solution for defining the dimensionality of place attachment (e.g. Williams et al., 1992; Vaske & Korbin, 2001; Kaltenborn & Williams, 2002; Williams & Vaske, 2003; Hwang et al., 2005; Tsai, 2011; Sousa & Rocha, 2019). Other terms are used in an undifferentiated way such as community attachment (Kasarda & Janowitz, 1974), community sense (Sarason, 1974), local identity (Proshansky, 1978), place dependency (Stokols & Shumaker, 1981) and sense of place (Hummon, 1992). On the other hand, some authors use attachment in distinction as if they were synonyms such as Adams (2016), showing attachment and identification separately. In certain contexts, it is found that one of the terms used as a generic concept encompasses some dimensions, serving as an example (Lalli, 1992; Sousa & Rodrigues, 2019; Tonge et al., 2015), the attachment to a place is a component of identity. This terminological and conceptual confusion limited scientific advances to some extent (Giuliani & Feldman, 1993; Lalli, 1992; Unger &

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Wandersman, 1985). Currently, there seems to be some consensus on the use of the term place attachment. In general, attachment to the place is designated as a connection or effective bond between specific people and places (Sousa & Rocha, 2019). It is considered as an active bond or association between individuals and their residential environment. Hummon (1992) considers emotional involvement with places. Low (1992) describes emotional involvement as an individual with a cognitive or emotional connection with a particular configuration or form. According to Poço & Casais (2019, p.226), the "competitiveness of places has been growing with no signs of slowing down. People are more informed and demanding when looking for a place to live or visit and the development of an emotional marketing has been an important dimension in city and tourism management". In this sense, and according to Sousa and Simões (2010) some studies relate the place attachment theory with the theory of emotions in specific tourism contexts (e.g. cross-border tourism). According to Tsai (2011), the notion of place attachment, accentuating the establishment of long-lasting relationships with the tourist, is in one way or another related to the philosophy of emotional branding that extends from the paradigm of experiential marketing. As the advocates of this paradigm posit, all sorts of dynamic exchanges and contact points in the sensory, affection, social and intellectual dimensions work together to create desirable and memorable experience, out of which the brand/consumer relationships are fostered and strengthened. According to Prayag & Ryan (2012), the variety of scales measuring place attachment and personal involvement in different fields (including tourism). The similarities between items/dimensions of such scales with the affection component of destination image, for example, require a more integrated approach towards understanding tourist liking to places and its influence on future behaviour. For instance, destination image measurement has centred on measuring cognitive, Affection, and conative components (Beerli & Martin 2004; Gallarza, Saura, & García 2002; Tasci & Gartner 2007). The literature has focused on factors promoting place attachment and its consequence in place satisfaction. It is natural for people to develop feelings or emotions, negative or positive, pleasant or unpleasant, for places related to past or current experiences, for example, places connected with childhood or linked to future perspectives (such as the dream place to live or to go /come back) (Sousa & Rocha, 2019). Perhaps the absence of a feeling of mutual affinity, community, fraternity among people, in a formal or informal way,

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institutionalised or not – no sense of diversity, aversion, and hostility – is in any way related to issues of place, territory and attachment to places (Lee, 2001). The emotional place attachment has attracted significant attention in the study of individuals' bonds to a specific place. Emotional attachment to the place implies the attribution of emotions and that represents the perceived relationship of an individual with functional dependence to a place. Individuals create emotional bonds with places by developing regular contacts, with specific contexts, over more or less lasting periods (Poço & Casais, 2019). The positive relationship between attachment and tourist activity is an economic catalyst for growth in specific territories, promoting local products and providing added value to the tourist. Ethnic tourism is an excellent opportunity for Portugal if the country is able to capitalize on the development of place attachment, city brand management and hospitality.

2.3) PORTUGUESE EMIGRATION BACKGROUND AND PLACE ATTACHMENT

The notion of place attachment is traceable back to the interpersonal attachment theory, first proposed by Bowlby (1979). The target-specific emotional and psychological bonds formed by attachment are found extendable beyond the person-to-person relationship context to the person-to-object or a place (Tsai, 2011). There have emerged two main diversified approaches of conceptualizing the causal antecedents of place attachment: the tourist involvement approach and the destination-attribute approach. According to Tsai (2011), Adopting the tourist involvement approach, scholars including Kyle et al. (2003, 2004, 2005), Hwang et al. (2005), Hou et al. (2005), Gross & Brown (2008) and Ghumman et al. (2009) combined the consumer involvement theory with the place attachment research. In another vein of studies on delineating the causal antecedents of place attachment, the destination–attribute approach is adopted. For example, Warzecha & Lime (2001) found that the tangible and intangible attributes of the destination impacted significantly on nurturing place attachment; tangible attributes resided in the physical setting and functional quality of the destination, and intangible attributes resided in the delectable atmosphere and emotional gratification created by the destination.

This section intends to make a framework of the Portuguese emigration context, from the second half of the twentieth century to the present. In this part of our

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research, the authors intended to understand the mobility strategies of emigrants and what significance they attach to their place of origin, with the target of being visitors of their homeland (or relatives' origin). In this scope, Munoz et al. (2017) have proposed a new definition for "visiting friends and relatives" (VFR) which consisted of the group of emigrants that not only included VFR as a trip purpose and accommodation but also participated in activities with their hosts and received advice from them (pure VFR).

The second group of emigrants don't have any motivation to see their hosts but take their advice and use their accommodation (exploitative VFRs) (Marschall, 2018). Contextually, the past of Portuguese emigration reveals that the outmigration occurred between the mid-1950s and the mid-1970s and was linked to post-war European economic growth, in an essentially intra-European process of massive transfer of labour from the South to the industrialized North, where Portugal was substantially involved in this transfer from the 1960s (Barreto & Mónica, 1999). Until the 1960s most Portuguese population who emigrated went to Brazil (Marques, 2001). From this decade onwards, Portuguese emigration goes mainly to Europe, integrating progressively the national migratory flow into the processes of transfer of labour forces from the South to the Northern European countries that began in the 1950s (Marques, 2001).

In the host countries, Portuguese communities, as a whole, have been associated with the aim of combating the risk of losing their identity, and associations or collectivities based on nationality and even regionally (from origin) have been one of the strategies to do so. The topic of residents' attitudes towards tourism development has been analysed by many authors (e.g. Vargas-Sánchez, Plaza-Mejia & Porras-Bueno, 2009; Vargas-Sánchez, Porras-Bueno & Plaza-Mejía, 2011; Vargas-Sánchez, Porras-Bueno & Plaza-Mejía, 2014). There have been few studies that have included the impact resulting from tourism perceived by residents of a particular region in a very early stage of tourism development, where, consequently, this industry is not yet economically important, the relationship between the impacts of tourism perceived by residents and their degree of satisfaction with their community (Vargas-Sánchez, Plaza-Mejia & Porras-Bueno, 2009).

Therefore, emigration led to the formation of several Portuguese communities today scattered around the world. Many of them made up of individuals from the

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same region (see for example Arroteia & Fiss, 2007; Silva et al., 1984): "as a prisoner of his culture, the emigrant cannot completely detach it from his social and spatial movements. It transports and modifies it in a dynamic that characterizes its own existence. When going into the unknown, it becomes natural, because the attitude that emigrants have is to seek support from those who are culturally similar to them, in order to alleviate the discontinuity produced by the distance of their home country. This greatly contributes to the definition of specialized destinations" (Rocha-Trindade, 1976, p.997). In this scope, Gonçalves (2007) identifies the birth and the origin (78.9%), as well as the length of stay and the experience in the country (21.1%) as the main reasons of place attachment of the Portuguese emigrants.

With the political determinants, in Portuguese context, in the mid-1970s, measures were taken by host countries to simultaneously promote the integration of emigrant communities and encourage the return of migrants to their countries of origin (see for example Arroteia, 1985; Rocha-Trindade, 1992; Baganha & Góis, 1999). Consequently, the 1980s match to a greater number of returns. In the late nineties Portuguese population living abroad (Portuguese and Portuguese-descendants) exceeded 4.6 million citizens (Arroteia & Fiss, 2007). However, the 1990s were clearly marked by a progressive reduction in estimated fluxes and especially by the affirmation of a logic of temporary fluxes with some EU countries (Germany, United Kingdom and France) (Ferrão, 1996; Malheiros; 2005). In this scope, it turns out the existence of a new migration-circulation strategy, resulting from the forces of globalization and the desire to return to place of origin that is accompanied by the practice of "second home" and imposes a mode of behaviour that varies according with the opportunity (Villanova, 2007). This behaviour corresponds to a new migration-circulation strategy which is part of the dynamic of increasing mobility driven by globalization and is facilitated by inherent rights of European citizenship (Rato, 2001).

According with the latest United Nations estimates of 2017, the number of emigrants born in Portugal was about two million and three hundred thousand individuals, which means that 22% of Portuguese population are living abroad, mostly in a European country (66%) (Pires et al., 2019). In this scope, in 2017 the United Kingdom remains the main country of destination to Portuguese emigration (22,600 entries), followed by France (more than 18,000 inflows in 2014), Switzerland (9,200

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in 2016) and Germany (8,800 in 2016). Outside of Europe, the main destination countries for Portuguese emigration are Africa, namely Angola (2,900 in 2017) and Mozambique (1,400 in 2016). Thus, given the context of the past and present Portuguese emigration, it should be noted that Portuguese emigrants' associations or collectivities, as well as the practice of "second home" have been one of the strategies for keeping their identity and linkage to place of origin.

3. METHODOLOGY AND PRELIMINARY RESULTS

This research is divided into four phases: i) the first, the conceptual phase, where the literature review on the case study is presented; ii) the second, the methodological phase, to define how the study will be carried out and by what means; iii) the third empirical phase, is related to the collection and analysis of quantitative and qualitative data and their conclusions; iv) finally, the fourth phase, discussion of results. As the questionnaire was applied online, it was decided to construct a simple questionnaire, consisting of 23 closed questions, including multiple choice and dichotomous. The average response time per questionnaire was 3 minutes. The survey respondents were "Portuguese around the world" (i.e. emigrants). A total of 1,057 valid responses were obtained (i.e. Portuguese respondents residing in a foreign country), from April to May 2019.

The major cause of Portuguese emigration to visit Portugal was found to be professional activity (84%) followed by family reasons (6%) and studies (4%). It is also found that 69% of respondents have been living outside Portugal for over 5 years and only 5% for about 1 year. The results show that of the 623 individuals who emigrated, almost 90% were accompanied by relatives. Of the 1057 respondents, 622 have children with them and only 16% do not speak Portuguese. Most respondents are employed (85%), followed by self-employed (12%). One of the questions addressed highlights the regularity with which respondents visit Portugal. More than 50% visit their home country more than once a year. 59% of respondents stay overnight with their relatives in Portugal, followed by overnight accommodation (35%). Only 5% of respondents use commercial establishments for their stays in Portugal. A relevant question that was posed to the respondents was intended to understand the activities that respondents like to practice most during their visits to

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Portugal. In this matter individuals could choose up to four options. It is noteworthy that of the 1,057 respondents, 1001 chose "to be with family and friends", 624 chose "to go to the beach", 456 opted for "dining experiences" and 437 chose "to travel the country". More than 90% of respondents in their stays in Portugal enjoy catering services. 37% of respondents always buy souvenirs, 25% do not always buy and 38% do not buy.

The study also shows the reasons why respondents did not visit Portugal more often. In this matter individuals could choose up to three options. It should be noted that the main reason is undoubtedly the professional burden, followed by the financial issues, the distance that separates the country where people live from Portugal and the issues that travel implies. In terms of "the willingness of respondents to visit Portugal more regularly", 87% of respondents, if given the opportunity, would visit Portugal more regularly. In one of the survey questions, we can see what Portuguese emigrants miss most. In this question, respondents could answer up to 3 options. 954 respondents stated that they are the "friends and family" they miss the most, 537 said "Gastronomy" and 461 selected "Sun and Beach".

However, it should be noted that once again the liking is higher, 58% of respondents associate Portugal with their home, followed by Cristiano Ronaldo (11%) and Rooster of Barcelos (11%). In a survey question, we can see how respondents define their homeland in just one word. 35% of the individuals who contributed to this study define Portugal as synonymous with "Family", 25% as "genuine" and 22% as "Home". More than 60% of respondents, sooner or later intend to return to Portugal. While the rest have already decided that their future will not go back to Portugal. Respondents are distributed across different age groups, from 26 - 36 years (429 people), followed by 37 - 47 years (353 people), and 48 - 58 years (158 people). Only 2 respondents were under 18 years. Most respondents are female (688) and the remaining male (369).

The purpose of this questionnaire was, in a first phase, to know what led these emigrants to leave their country and go to the unknown. The vast majority of respondents (892 respondents) emigrated for work, more than 50% of respondents did not emigrate alone (623 respondents) and 622 (with children) they speak the Portuguese language (521), which is an asset, as they can maintain contact with Portugal. With regard to visiting Portugal, half of the respondents (556 people) visit

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more than once a year (i.e. VFR tourism). 623 respondents confirmed that during their stays in Portugal, they spend the night with relatives; 646 respondents on their visits to Portugal do not rent a car. Also, 1,001 respondents say that one of their main activities in their visits to Portugal is to live with family and friends; 954 confess that all that exists in Portugal, is the friends and family who miss most in the country where they live.

The authors asked to define Portugal in one word, 373 people define it as "Family" and 222 people as "Home". Something similar happens when you are asked to associate Portugal with something or someone and 610 people associate Portugal with "Casa". The preliminary results show that, apparently, the affection represents a strong driver of ethnic tourism and VFR tourism. Thus, in the next section, a conceptual model will be presented. With this preliminary contribution, the current study also corroborates the contention that tourist involvement and place attachment correlates closely with each other, as proposed by the tourist involvement approach scholars including Kyle et al. (2003), Hwang et al. (2005), Hou et al. (2005), Gross and Brown (2008), Ghumman et al. (2009), Tsai (2011), among others.

4. PROPOSED RESEARCH MODEL: AFFECTION AND BEHAVIORAL INTENTIONS OF TOURISM

This section discusses the increasing phenomena of ethnic tourism and VFR tourism and the marketing perspective associated to specific contexts of tourism (Kartal et al., 2015). Based in the literature review and this preliminary research, we propose a model that connects the Affection marketing dimension developed by the place attachment (and also tourism marketing perspective) with the consequent satisfaction with ethnic tourism contexts and the behavioural intention of repeating the experience or reinforcing the experience with a variation of VFR tourism experiences - loyalty to the destination place. Several studies in marketing and tourism contexts have discussed the association between affection to the site and consumer purchasing behaviour, including the study of satisfaction, loyalty or quality of service (Hwang et al., 2005). In specific contexts of tourism, as ethnic tourism and VFR tourism, there are several challenges to tourism research level (Gheorghe, Tudorache & Nistoreanu, 2014), as the relationships between affection of a particular

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place and behavioural intentions by the visitor. Based on the earlier background and on the ethnographic research we propose the model in Figure 2, showing the proposed connection between local identity and local dependence (Gross & Brown, 2008) on behavioural intentions of ethnic tourism. This is a hypothesized model to be examined in a subsequent study.

The literature does not show convincing results with respect to the effect of the local satisfaction (Yüksel et al., 2010), as already had been mentioned earlier. Some authors argue that satisfaction, depending on how this is defined, can positively influence local liking (Hou et al., 2005). However, a considerable group of authors argue that consumer satisfaction, particularly in tourism contexts, may be influenced by the local affection type (Halpenny, 2010; Yüksel et al., 2010). Given the above, and since the supply of this type of tourism can be designed to specific markets, it is suggested that place attachment can be assumed as a relevant variable (place identity - P1 and place dependence - P2, respectively) to ethnic tourism satisfaction and consequent loyalty. Hence we establish the following propositions:

Proposition 1: place identity has a positive effect on satisfaction of ethnic tourism and VFR.

Proposition 2: place dependence has a positive effect on satisfaction of ethnic tourism and VFR.

The literature highlights that satisfaction tends to favour the development of behavioural loyalty. These results are particularly evident in tourism contexts, as the example of the importance of satisfaction in revisiting or recommendation family or friends (Kozak, 2003; Bigné et al., 2005; Prayag, 2008; Prayag & Ryan, 2012). This aspect was corroborated in our empirical study. Based on this discussion, we propose that, in a context of ethnic tourism, the increase in satisfaction facilitates the development of behavioural loyalty. Hence we propose that:

Proposition 3: Satisfaction has a positive effect on the ethnic tourism and VFR destination loyalty.

This study should reveal the potentials of individual destination attributes to cause satisfaction and/or dissatisfaction, and it shed light on the most determinant and critical attributes in explaining the overall tourist experience, in specific the case of ethnic tourism and VFR tourism in Portugal.

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Figure 2: The Affection and behavioural intentions of ethnic and VFR tourism
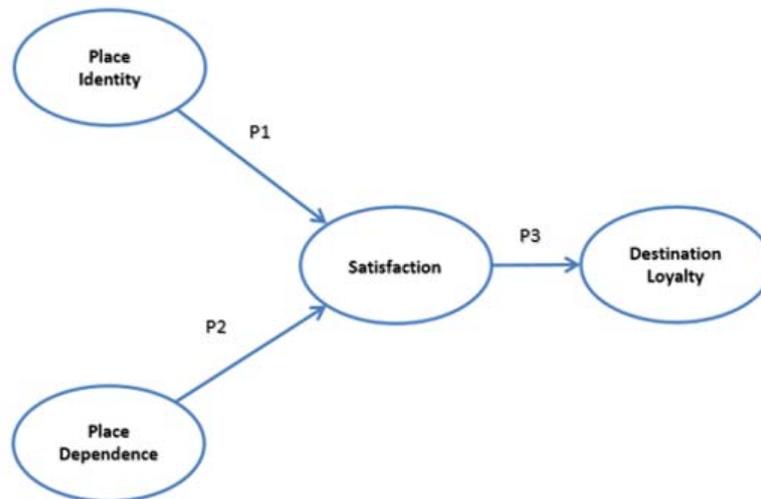
It is well established in the literature that the tourist's assessment of different destination attributes influences his or her overall satisfaction and, subsequently, intentions to revisit a destination (e.g. Baker and Crompton, 2000; Kozak, 2003; Alegre & Garau, 2010, Krešić, Mikulić & Miličević, 2013). Respective studies typically apply linear modelling techniques in analysing these influences, such as multiple regression analysis or structural equations modelling (Krešić, Mikulić & Miličević, 2013). Both literature and the ethnographic experience described earlier support to the propositions presented in this preliminary study.

References to place identity and place dependence were observed in the questionnaire, as being part of the satisfaction with the experience (P1 and P2). The development of the tourism films, sports, food & wine and music described earlier allow the observation of the affection to the ethnographic products with the sharing of experiences among residents and observed the natural generosity and helping "Portuguese identity" and "Portuguese hospitality" card between them which may increase and reinforce the loyalty to the destination (P3).

5. CONCLUSIONS AND NEXT STEPS

It is confirmed that the money they save on accommodation, given that they spend the night with family and friends or even their own home, is spent on activities such

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as travel around Portugal, restaurants, concerts, etc. The realization of this study was based on the originality of the theme "Tourism Visiting Family and Friends - Portuguese around the world", at a time when Portugal wins again for the third consecutive time the best European destination for the World Travel Awards, together with 38 other tourism awards, Portugal receives three more awards than in 2018 (Neves, 2019). For instance, and according to Vargas-Sánchez (2018), the DMO appear to be the ideal entities for crisis communication and development of the marketing and publicity campaign in the written press, radio and television, with the aim to collaborate in the recovery efforts. As poor destination management can erode the destination competitiveness, places and cities can identify which competitiveness attributes reach tourist expectations and can work towards strengthening that particular element stressed (Batra, 2017). Therefore, this study was conducted with the objective of understanding the importance of VFA Tourism in the context of Portuguese emigrants. Realizing first of all the reason for their departure and then their attitudes and choices in their visits to Portugal. According to the interviews, there are in fact factors in common. Although the seven respondents did not have a follow-up pattern in the reasons that led them to emigrate, and for some of them the adaptation to the host country was easier compare to others, generally with regard to keeping in touch with them. The country, on their arrival in Portugal, the motivations of these visits and stays, follow the same line of thought, all of them see practicing, even if they are unaware, tourism Visiting Family and Friends, bearing in mind that the main reason for their travels Portugal is just that: visiting family and friends.

Tourism is increasingly one of the most important socioeconomic activities in many countries, and in some cases the most powerful activity, particularly in countries that live from this tourism sector. In general terms, there has been a growth in tourist activity. Thus, tourism is presented as an activity that when well-planned and developed has advantages and positive aspects, such as job creation and environmental conservation, culture enhancement, conservation and / or recovery of historical heritage and large increases in infrastructure, among others. However, in order to cope with this rapid growth in the tourist flow that has occurred in recent decades, it is important to adopt tools for preparing and controlling tourism activity in tourist destinations, avoiding negative impacts (Oliveira, 2014). The exploratory study of the researchers allowed them to understand the phenomena of place identity and

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place dependence with the participants and the consequent effect on satisfaction and loyalty. These conclusions are based on the perception of researchers derived from the preliminary research. This study presents a preliminary contribution around the theme of tourism (segmented). Specifically, research topics such as ethnic tourism, VFR tourism and affection theory were addressed. Preliminary results from the study show that emigrants are willing to return to their home country. The initial results of the study show the role of belonging and Affection ties when choosing tourist destinations. Therefore, the authors presented a conceptual model that aims to establish the causal relationship between affection variables and satisfaction and fate loyalty (e.g. Portugal). From an interdisciplinary perspective, this study presents contributions to marketing, tourism and local development. Future studies should measure causal relationships presented and test the influence of affection on specific tourism contexts (i.e. ethnic tourism and VFR tourism). Future research may move on to examining whether such tourists perceive place attachment differently. It is worthwhile to test if the model structure and path pattern of the proposed model validated by the current study may vary and alter because of changed affluence levels of the country the tourist comes from.

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