

ROOTS TOURISM. MEMORY ROUTES FROM THE PORTUGUESE DIASPORA

A Motivational Assessment Model

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Diasporic short-term return mobilities to connect to the homeland are strong motivational factors for tourist flows of migrants and their descendants who want to (re)search for their roots, (re)experience their ancient homeland and (re)allocate their identity. Portugal has been traditionally a country of emigration, since the imperial expansion and colonization processes, thus, using the theoretical framework of push-pull factors this paper aims to create a tool to identify what motivational factors will lead roots tourists to consume a new tourism product - Memory Routes - aimed at enhancing the way Luso-Brazilian descendants traveling for tourism from Brazil to Portugal can relate to place and experience home and belonging.

KEY WORDS: *Portuguese diaspora, memory, roots tourism, travel motivations, tourist routes.*