

HEDONIC, EUDAIMONIC AND PLACE ATTACHMENT MOTIVATION

A Study at the Culture and Gastronomy Festival Tiradentes (Brazil)

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Gastronomic tourism is related to different experiences, status, symbolism, as well as local and regional development. This type of tourism can be fostered through gastronomic festivals. In this context it is necessary to consider that the experience may vary according to the perception of each individual, that is, the same experience can be perceived by several prisms. The same happens with the motivations to participate in gastronomic events that, besides varying from person to person, may be influenced by internal and external factors. Other motivations may be the pursuit of hedonism, eudaimonism or place attachment. In order to understand the context of gastronomic tourism and the motivations to participate in festivals of this type, a study was carried out at the 20th Festival Culture and Gastronomy of Tiradentes, considered the largest gastronomic festival in Brazil. Thus it was possible to characterize the festival from the perspective of the organization, to investigate the motivations of the tourists of a traditional gastronomic event to participate in the event and to investigate how the place attachment influences the choice of the destination.

KEY WORDS: *Hedonism, eudaimonism, place attachment, motivation, gastronomic festival.*