

Wine Tourism: the role of community sentience

Enoturismo: o papel da senciência da comunidade

Enoturismo: El papel de la sensibilidad comunitária

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ABSTRACT

Wine tourism has emerged as an economic diversification strategy for wine regions, seeking to valorize local products and attract investments. Like any sector, wine tourism impacts various aspects of residents' lives where it is

implemented. This impact can influence the decision to support tourism development in the community. Therefore, this study aims to analyze the role of residents' sentience in supporting the development of wine tourism, using Social Capital Theory (SCT) and Stakeholder Theory (ST) as methodological bases. The research employed an online questionnaire, with 549 responses, of which 498 were considered for analysis. The results indicate that community sentience is positively related to community attachment, perception of the social, economic, and environmental impacts of tourism, as well as support for tourism. While economic impacts have a positive influence on tourism support, they do not motivate community participation. Social impacts may motivate participation, but they are not directly related to tourism support. Environmental impacts are crucial for both participation and tourism support. Surprisingly, community participation has a negative relationship with tourism support. Additionally, community sentience can positively impact all proposed relationships in the study. These results highlight the importance of considering residents' perceptions and attitudes in the planning and development of wine tourism, suggesting that community engagement strategies and environmental impact mitigation can promote greater acceptance and support for this tourism activity. In conclusion, understanding residents' sentiments is essential for sustainable wine tourism development. By integrating community perspectives and addressing their concerns, stakeholders can foster a supportive environment for wine tourism that benefits both the industry and the local community.

Keywords: Support for Tourism. Residents. Wine Tourism. Impacts. Community Attachment.

RESUMO

O turismo do vinho tem emergido como uma estratégia de diversificação econômica para regiões vinícolas, buscando valorizar produtos locais e atrair investimentos. Como qualquer setor, o enoturismo impacta alguns aspectos da vida dos moradores onde está inserido. Este impacto pode influenciar a decisão de apoiar o desenvolvimento do turismo na comunidade. Portanto, este estudo tem como objetivo analisar o papel da sentiência dos residentes no apoio ao desenvolvimento do turismo do vinho, utilizando a Teoria do Capital Social (TCS) e a Teoria dos Stakeholders (TS) como base metodológica. A pesquisa empregou um questionário online, com 549 respostas, das quais 498 foram consideradas para análise. Os resultados indicam que a sentiência comunitária está positivamente relacionada ao apego à comunidade, à percepção dos impactos sociais, econômicos e ambientais do turismo, bem como ao apoio ao turismo. Embora os impactos econômicos tenham influência positiva no apoio ao turismo, não motivam a participação comunitária. Os impactos sociais podem motivar a participação, mas não estão diretamente relacionados ao apoio ao turismo. Os impactos ambientais são cruciais tanto para a participação quanto para o apoio ao turismo. Surpreendentemente, a participação comunitária tem uma relação negativa com o apoio ao turismo. Além disso, a sentiência comunitária pode impactar positivamente todas as relações propostas no estudo. Esses resultados destacam a importância de considerar as percepções e atitudes dos residentes no planejamento e desenvolvimento do turismo do vinho, sugerindo que estratégias

de envolvimento comunitário e mitigação de impactos ambientais podem promover uma maior aceitação e apoio a essa atividade turística.

Palavras-chave: Apoio ao Turismo. Moradores. Enoturismo. Impactos. Apego Comunitário.

RESUMEN

El enoturismo ha surgido como una estrategia de diversificación económica para las regiones vinícolas, buscando valorizar productos locales y atraer inversiones. Como cualquier sector, el enoturismo impacta varios aspectos de la vida de los residentes donde se implementa. Este impacto puede influir en la decisión de apoyar el desarrollo turístico en la comunidad. Por lo tanto, este estudio tiene como objetivo analizar el papel de la sentiencia de los residentes en el apoyo al desarrollo del enoturismo, utilizando la Teoría del Capital Social (TCS) y la Teoría de los Stakeholders (TS) como bases metodológicas. La investigación empleó un cuestionario en línea, con 549 respuestas, de las cuales 498 fueron consideradas para el análisis. Los resultados indican que la sentiencia comunitaria está positivamente relacionada con el apego a la comunidad, la percepción de los impactos sociales, económicos y ambientales del turismo, así como el apoyo al turismo. Si bien los impactos económicos tienen una influencia positiva en el apoyo al turismo, no motivan la participación comunitaria. Los impactos sociales pueden motivar la participación, pero no están directamente relacionados con el apoyo al turismo. Los impactos ambientales son cruciales tanto para la participación como para el apoyo al turismo. Sorprendentemente, la participación comunitaria tiene una relación negativa con el apoyo al turismo. Además, la sentiencia comunitaria puede impactar positivamente en todas las relaciones propuestas en el estudio. Estos resultados resaltan la importancia de considerar las percepciones y actitudes de los residentes en la planificación y desarrollo del enoturismo, sugiriendo que las estrategias de participación comunitaria y la mitigación de impactos ambientales pueden promover una mayor aceptación y apoyo a esta actividad turística. En conclusión, comprender los sentimientos de los residentes es esencial para el desarrollo sostenible del enoturismo. Al integrar las perspectivas de la comunidad y abordar sus preocupaciones, los stakeholders pueden fomentar un ambiente de apoyo para el enoturismo que beneficie tanto a la industria como a la comunidad local.

Palabras clave: Apoyo al Turismo. Residentes. Enoturismo. Impactos. Apego Comunitario.

1 INTRODUCTION

Wine tourism has gained significance as a diversification activity for wine regions (Vagnani; Volpe, 2009) and as a strategy to enhance the value of local products and the territory in general (Silva; Bruch; Bettencourt, 2022). Studies

highlight its significance in the social, economic, and cultural spheres of wine tourism regions (Vicente *et al.*, 2021). The development of wine tourism is rooted in a relational business perspective, intertwining with the dynamics of socio-economic contexts and potentially influencing other tourism sectors, such as agrotourism and rural tourism (Getz, 2000). In this context, wine-producing regions can derive direct or indirect competitive advantages by positioning their wine production as a tourist product (Marzo-Navarro; Pedraia-Iglesias, 2009). To gain a competitive edge, wine tourism experiences play a pivotal role in enabling businesses to seize opportunities (Santos *et al.*, 2020) that can shape the competitiveness, growth, and consolidation of wine tourism destinations. Although wine tourism experiences are pivotal for its evolution, Carlsen (2007) notes that research on the potential of wine tourism destinations to offer such experiences is emerging, emphasizing the need for regions to recognize and embrace this tourism niche for competitive advantages, contributing to regional socio-economic development (González, 2017).

The growth of the wine industry is closely linked to attracting new investments (Sanders, 2004), evident in the economic development due to wineries and the influx of new market entrants. Ben-Nun and Cohen (2008) add that regional characteristics are pivotal for wineries, and wineries are crucial for tourists in these regions, as wine tourism influences regional development. While tourism can bring economic benefits, it has been viewed as a double-edged sword for residents, with both positive and negative impacts (Qin *et al.*, 2021). On one hand, it can lead to infrastructure improvements and increased job opportunities; on the other, it may elevate living costs, cultural degradation, and overexploitation of natural resources (Berselli *et al.*, 2022). For wine tourism, this activity holds particular relevance for rural areas, which often face rural depopulation and heavy reliance on agricultural activities. Hence, fostering positive resident attitudes towards wine tourism is crucial, as such attitudes can influence visitor satisfaction and behavioral intentions (Eusébio *et al.*, 2023). For this reason, there is a growing literature that discusses the social interaction between tourists and residents (Xu *et al.*, 2016; Wang *et al.*, 2021), stating that residents' perception regarding these impacts can induce attitudes towards the

destination development, impacting support for tourism development, which is linked to the long-term success of the sector.

Despite a burgeoning literature aiming to understand resident support for tourism, a gap exists when narrowing focus on wine tourism (Xu *et al.*, 2016). Previous works have explored residents' perceptions in terms of personal benefits, economic, socio-cultural, and environmental impacts (Berselli *et al.*, 2022; Pereira *et al.*, 2022; Xu *et al.*, 2016). However, few studies delve into residents' involvement in wine production (Eusébio *et al.*, 2023) or even if residents are aware of, or have access to, wine tourism in their own region. Moreover, well-being delineation issues have not received adequate emphasis in academic literature (Deijl, 2021). To address these gaps, this study proposes integrating the concept of sentience. Sentience is characterized by the ability to exhibit phenomenological consciousness, signifying the capability to undergo subjective experiences. From this standpoint, assessing the emergent or absent well-being falls within the moral domain (Deijl, 2021). Here, individuals can discern whether their experiences are favorable or detrimental, thus bearing moral implications. According to Deijl (2021), sentience confers moral status and contributes to well-being. Through an ethical lens, Powell and Mikhalevich (2021) contend that sentience is intrinsically tied to well-being concepts and informs policy direction.

Consequently, our research objective is to scrutinize residents' sentience's role in supporting wine tourism development, which, like other tourism activities, impacts the community in various ways. To this end, this research employs the Social Capital Theory (SCT) and Stakeholder Theory (ST). SCT serves as a framework to address the challenge of integrating stakeholders in tourism destination planning and implementation. The concept of social capital functions as an analytical tool, elucidating interconnections among community stakeholders and distinct stakeholder groups (Strobl; Peters, 2013). Furthermore, key theory elements, notably bonding and bridging social capital, enhance understanding of acceptance and support for tourism planning initiatives across various social and geographical dimensions (Moscardo *et al.*, 2017). Additionally, Stakeholder Theory focuses on discerning stakeholder s' distinct roles and impacts on organizations,

aiming to devise strategies that confer competitive advantages (Freeman, 1984). This theory acknowledges the diverse stakeholders' influence on reputation, survival, resource access, and societal impact.

2 THEORETICAL REFERENCE

2.1 WINE TOURISM AND THE SOCIAL CAPITAL THEORY

The community is a complex network system with ecological, institutional, and normative dimensions (Karasda; Janowitz, 1974). According to the authors, a community's intricate system involves friendship and kinship networks, both formal and informal associative relationships within family life, and ongoing socialization processes. Simultaneously, the community is shaped by large-scale institutions. The authors posit that a community is a generic societal structure whose form, content, and efficacy vary. Any shortcomings or disconnections manifest as social issues. Furthermore, within a community, the intensity and scope of participation correlate with factors such as an individual's position within the social structure and the stage of their life cycle. Kasarda and Janowitz (1974) argue that length of residence is the primary exogenous element impacting communal behavior and attitudes, suggesting that a community is a continuous system of social networks where new generations or even new residents are incorporated during their life cycle. There is a temporal process for newcomers until feelings of communal bonds are established.

Connecting social capital theory to the community, it is defined as the "ability of agents to extract benefits from their integration into social structures or networks" (Portes, 1998, p. 6). The term "capital" suggests that such collectivities possess the capability to safeguard, commercialize, or utilize their assets for progress. Given the socio-economic significance of these foundational components, social capital emerges as a potential catalyst for strengthening communities on a significant scale. As noted by Putnam (1998), civic engagement and social cohesion are vital pillars for collective prosperity, emphasizing their imperative role in enhancing security, stimulating economic

growth, and optimizing governmental effectiveness. Additionally, Putnam clarifies that social capital theory provides a synthesis of these modalities or prerequisites, cautioning that without them, social institutional structures could deteriorate.

Recognized as a lasting asset, social capital is intrinsic to tourism dynamics, encompassing aspects like stakeholder engagement, organizational networks, and partnerships (Zhou; Chan; Song, 2017). Research has explored social capital on regional/community and organizational/individual scales (XU *et al.*, 2020). Regionally, there is highlighted positive and reinforcing interaction between tourism and social capital. In regions like The Gambia and South Korea, emerging social capital in communities has been identified as a foundational pillar driving sustainable ecotourism and rural tourism practices (Jones, 2020; Park *et al.*, 2012). Moreover, the role of bridging social capital facilitates collaboration among diverse stakeholders, fostering the creation of distinct tourism destinations, such as areas dedicated to artisanal beverages (GIL *et al.*, 2019). Additionally, it's evident that tourism has the potential to enhance social capital by integrating communities into external networks, promoting public interaction spaces, and the emergence of local tourism organizations (Moscardo (2012). On the organizational front, research has predominantly focused on tourism entrepreneurship (Xu *et al.*, 2020). Studies by Grängsjö and Gummesson (2006) and Wang and Xiang (2007) highlighted collaborative strategies and marketing alliances among tourism sector businesses, underscoring the importance of mutual resource exchange. Other studies emphasized the significance of trust and social network connections for entrepreneurs in the tourism sector, influencing their decisions to start and manage businesses (KC *et al.*, 2019).

There are limited studies applying social capital theory to wine tourism, but they suggest that social capital is associated with the success of this market niche's development (Mcgehee *et al.*, 2010; Xu *et al.*, 2020). For Tomay and Tuboly (2023), social capital strengthens the dissemination of tourism information within a community while simultaneously attracting external resources and expertise. Social connections foster the exchange of ideas, values, and cultural patterns. This social interaction contributes to forming group identity and a profound community sentiment, stimulating various forms of cooperation among

community members. Hall (2005) emphasized the importance of networks and social capital for the flourishing of gastronomy and wine tourism in rural New Zealand. Meanwhile, Franken *et al.* (2018) highlighted how social capital is crucial in supporting entrepreneurial winemakers establishing businesses in new territories in the USA.

Although wine tourism involves multiple stakeholders, studies indicate that garnering support from residents is pivotal for tourism development success (Gursoy *et al.*, 2019; Pereira; Anjos, 2021). Nevertheless, the relationship between residents and wine tourism in their community remains somewhat obscure in tourism studies. We've taken a comprehensive approach, focusing on destination residents, considering the peculiarities of wineries found both in rural sites and central city regions. However, future studies might delve into the differences between surrounding communities and others. Thus, it becomes evident that wine tourism is shaped by the relationships between guests, public and private managers, and the surrounding community, shaping the wine tourism experience.

3 DEVELOPMENT OF HYPOTHESES

3.1 SENTIENCE

This inquiry doesn't primarily focus on discussing the community's social capital in relation to supporting tourism development. Instead, it provides a fresh perspective on the theory of social capital and what has already been studied about residents' engagement as a driver for tourism. We don't aim to disregard any theory in this research but rather to introduce a renewed view on the subject. First and foremost, we observe that the concept of social capital has been pivotal in understanding the interaction of residents and their endorsement of tourism (Rodriguez-Giron; Vanneste, 2018). For these authors, social capital pertains to the networks of relationships, norms, and trust that exist within a community or among individuals. When applied to the context of tourism, social capital can directly influence the support and engagement of residents. Communities with high social capital tend to collaborate more, share resources, and work

collectively to foster sustainable tourism development. Moreover, social capital can also shape residents' perceptions of the benefits and challenges associated with tourism. A community with strong social ties and a solid trust network might be more open to the changes and innovations brought by tourism, whereas communities with low social capital may resist these transformations due to communal concerns or mistrust.

However, to explain the well-being of residents, we must not only include dimensions capable of providing some exchange. Deijl (2021) claims that a theory of well-being must offer an account of the components of well-being and be able to say which someone can be assigned levels of well-being. In this case, the author argues that only sentient beings have well-being, which he calls well-being sentience, explaining that well-being sentience is the ability to have phenomenological awareness or the ability to have experiences (Deijl, 2021).

For Powell and Mikhalevich (2021), sentience is a state of meaning. However, they claim that sentience must involve positive and negative feelings and not simply neutral sensations. In their view, affect is responsible for distinguishing beings who merely perceive from sentient beings. In this case, sentient beings, through effect, can feel good or bad about these states. In this way, these beings can be helped or harmed by the actions of moral agents. So affection is the fundamental factor that makes sentience matter.

One of the questions of sentience is about the admission of degrees in the dimension. According to Powell and Mikhalevic (2021) suggests that sentience, as well as other complex characteristics, will likely be continuously distributed in nature. To justify this possibility, the authors rely on Bayne *et al.* (2016) study, which claims that although a person is aware of more objects or properties than another person, this does not infer that he is more aware than the other.

Lee (2020) reflects on this possibility, warning that many aspects of sentience come in degrees, and cites the intensity, duration, complexity, or precision of the experience, among others, as possible aspects of creating a scale of degrees. However, the author cites that as sentience is still not scientifically clarified and the concepts are still vague, he argues that one should avoid talking about degrees of sentience. The author still makes an analogy

stating that the concept of sentience is clear and compares that sometimes we have lights on, or off, and even the weakest light. However, even if the gradation of sentience is still unlikely, the richness of the subject matter is more important (Powell; Mikhalevich, 2021). For the authors, the content of sentience can have important consequences for ethical treatment.

To make an analogy with tourism and the importance of this theme for residents, we will use the example provided by Deijl (2021). The author uses the Pinocchio robot to explain sentience in well-being. According to the example, after a certain time, the robot developed sentience. As long as the robot was an unconscious being, things for him could get better or worse. If it stopped working, things would go wrong, and if it were working well, without any wear and tear, things would go well. However, when the robot becomes sentient, he begins to experience things, and from that moment on, we can say that things matter for him or his good. In this case, the author says that if the robot is working well, this factor is valuable for the person the robot is serving and the robot itself. So, if this is true, sensitivity is also relevant for well-being. So, for a community where wine tourism has been added as part of the economic matrix, it will be beneficial for the business itself and for the community as a whole.

From the perspective of Kasarda and Janowitz (1974), the number of friends a person has is the social bond that most influences the feeling of a community. However, other effective ties also influence the number of relatives nearby, the length of residence, and participation in formal organizations. These factors may be influenced by the sentience in which Levinas (1991) suggests the attribution of responsibility to my neighbor. The author claims that the vulnerability of the other constitutes our unchosen but inevitable ethical relationship with the next. Moreover, he adds that we are transported "beyond logos, beyond being and non-being, beyond essence" to "one to the other involved in responsibility" (Levinas, 1991; Roberts, 2021).

Thus, sentient members of the community begin to observe the consequences of wine tourism. These consequences will be interpreted as either positive or negative, not only for the individual observing but also for those next in line. In our interpretation, this factor will influence the resident's affective

sentiment towards the community. Therefore, it is important to minimize unforeseen events caused by wine tourism. According to Ap (1992), these random effects resulting from sector development, if not recognized, anticipated, and controlled, could lead to the loss of benefits and, consequently, a decrease in attachment to the community. For McCool and Martin (1994), understanding the sense of community attachment is crucial for sector planning and development. In this case, the author asserts that the sector should not override the values individuals seek in society. Considering that sentience takes affection as its essence, and community attachment represents this affection on the community's part, we understand that sentience is a fundamental predictor for community attachment. Thus, we propose the hypothesis:

H1 – Sentience will influence the attachment to the community.

3.2 COMMUNITY ATTACHMENT

Studies on tourism have incorporated the theory of social capital to elucidate why residents support or resist tourism development (Rodriguez-Giron; Vanneste, 2018). According to the authors, social capital is an appropriate theoretical framework for understanding resident attitudes because it provides a conceptual basis that helps explain the positive and negative impacts perceived by the local community regarding tourism. Ap (1992) suggests that certain relationship networks and trust are necessary to sustain tourism. The interest of some community members in improving economic and social conditions drives community participation, connecting residents and entrepreneurs in the development of tourist attractions (Ap, 1992). However, the author observes that, for some individuals, tourism may be perceived as an imposition. Still, he emphasizes that, regardless of how tourism was introduced to the community, social capital plays a crucial role, enabling residents to significantly influence the performance of the tourism sector.

Similar to other industrial sectors, tourism tends to bring about changes in the community where it is embedded (Mccool; Martin, 1994). From the perspective of Gursoy and colleagues (2019), tourism has impacts on three

dimensions: social, economic, and environmental. According to the authors, well-designed tourism aims to improve the residents' quality of life. Changes such as the overall disruption of residents' lives due to an increase in the floating population, rising crime rates, conflicting values, and impacts on local culture can negatively influence the daily lives of residents, as noted by McCool and Martin (1994). On the other hand, perceived benefits, such as economic gains, can offset the costs of this exchange and, consequently, influence the decision to support sector development (AP, 1992). Understanding the impacts and their consequences is crucial, as these disruptions can lead to feelings of community alienation and the loss of a sense of belonging or even attachment to the community (McCool; Martin, 1994). Community attachment has also been another relevant factor in tourism research (Choi; Murray, 2010), specifically in wine tourism (Santos; Ramos; Almeida, 2017).

According to Lewicka (2010), many other concepts are employed to describe the relationships between individuals and places (e.g., place attachment, place satisfaction, place identity, sense of place, community attachment). When place attachment is mentioned, it is generally understood as the affective ties individuals develop with their places of residence (McCool; Martin, 1994). We will use these terms as Lewicka (2010) does for this research.

In general, community attachment is a complex, integrative, and multifaceted concept that involves relationships between residents and their communities (Nicholas/ Thapa; Ko, 2009). To explain these relationships, various predictor dimensions have been utilized, such as a sense of pride (Lewicka, 2010), interest in community affairs (Flaherty; Brown, 2010), and urban layout (Kim; Kaplan, 2004). Community attachment has been considered a powerful study dimension linked to support for wine tourism development (Santos; Ramos; Almeida, 2017). The reason for mentioning the expression "may be related" is due to the divergence in studies, as some did not find a relationship (Gursoy *et al.*, 2002), found positive relations related to tourism (Allen; Cosenza, 1988), and negative relations (Deccio; Baloglu, 2002).

From the perspective of McCool and Martin (1994), residents' perceptions and evaluations of tourism may vary according to their attachment level. The

authors indicated that attachment was related to positive and negative benefits, costs, and equity and benefit contributions. Choi e Murray (2010) also indicated that attachment positively influences their support for tourism. Pereira & Anjos (2021) identified that environmental, social, and economic impacts are crucial predictors for support in this line of reasoning. Thus, we assume that attachment to the community may influence the perception of these impacts, as previous studies have indicated this possibility. Thus, we hypothesize that:

H2 – Attachment to the community influences social (H2a), environmental (H2b), and economic (H2c) impacts.

H3 – Community attachment influences support for wine tourism.

3.3 SOCIAL, ENVIRONMENTAL AND ECONOMIC IMPACTS

The continuous growth of tourism has impacted communities and attracted the attention of academia in general, making the responses or attitudes of residents regarding the tourism sector a comprehensive and widely researched topic (JOO *et al.*, 2021). Generally speaking, the objective of tourism development is sold, usually by public managers or the private sector, to improve the quality of life of residents. According to McCool and Martin (1994), this improvement in quality of life through this development is due to economic, social, cultural, and recreational benefits. The idea is that promoting tourism in the community will contribute to raising residents' standard of living through economic benefits and may even help give stability to communities that may be in a stage of economic or social decline (Mcintosh; Goeldner, 1984). While there are recent studies on this perspective in various tourism niches, there is a lack of research on residents' perceptions of the impacts of wine tourism (Eusébio *et al.*, 2023).

The development of a community occurs mainly through economic growth, such as job creation and leadership or service development (Theodori, 2000). In summary, tourism development and economic development can enable intangible gains for the local population. However, the author mentions that community development encompasses other aspects of a higher order despite being relevant and necessary. Among them are interaction patterns. Residents' intentional efforts

to articulate and maintain the community are part of this development, providing a collective experience. Wilkinson (1989) mentions that by building the capacity of the local population to work together to meet the interests they have in common as a society, this group develops as a community. Thus, it is crucial to engage the community so that it is part of the sector's development.

Mobilizing community participation can develop additional capacities as social actors earlier than just passive subjects, transforming them into decision-makers and controlling activities that impact their daily lives (Thongma *et al.*, 2011). By involving the community in decision-making, residents feel more respected for their lifestyle and standard values (Lindberg; Johnson, 1997). In response to potential harm to the community, some sectors, such as mining, have used the three pillars of corporate social responsibility (social, environmental, and economic) as a crucial part to mitigate conflict pressures (Tuulentie *et al.*, 2019). From the perspective of Aguinis and Glavas (2012), organizational actions and policies that encompass the social, economic, and environmental tripod have been one of the main focuses of the hotel sector in recent years. These three pillars are crucial for the development of the tourism sector (Pereira; Anjos, 2021) and more precisely, for wine tourism (Eusébio *et al.*, 2023). Thus, we hypothesize that:

H4 – Social (H4a), environmental (H4b), and economic (H4c) impacts influence community participation.

Understanding which attributes influence residents' perceptions of the development of wine tourism is crucial for the management of enterprises (XU *et al.*, 2016). The authors state that resident support is critical for tourism development and increasing community satisfaction. Identifying these relationships can help public and private managers promote the sustainable development of communities where wine tourism is located. The authors mention that understanding the development of wine tourism and its ramifications, such as wine trails, challenges the planning and management of the destination. In addition, the lack of community participation can generate distrust and uncertainty on the part of residents, which can imply a constraint for the development of the sector (Briedenhann; Wickens, 2004).

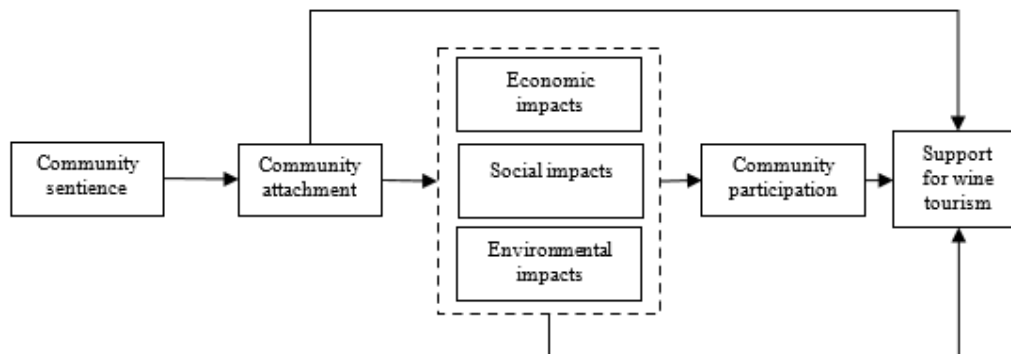
This study used the social, economic, and environmental impacts related to community participation. However, we advance on this theme by inserting that they are also related to supporting tourism. According to the research by Hanafiah *et al.* (2013), resident support for the sector is crucial as it provides the necessary guarantee for political, physiological, sociocultural, commercial, and economic stability. For Gursoy and Rutherford (2004) and Teye *et al.* (2002), the involvement of residents is directly connected to their support for tourism development. Pereira and Anjos (2021) found that these three pillars of sustainable development are related to additional support for tourism development. This same relationship is supported in Gursoy *et al.* (2019) research. The authors investigated the relationship of environmental, social, and economic impacts regarding corporate social responsibility in the hospitality sector. They found that they are related to the commitment of the community as well as its support to the development of tourism. In this way, we hypothesize:

H5 – Social (H5a), environmental (H5b), and economic (H5c) impacts influence support for wine tourism.

H6 – Community participation influences support for wine tourism.

In this context, we present the proposed model that guides our research, considering sentence, community attachment, and economic, social, and environmental impacts as predictors of community participation and support for wine tourism.

Figure 1. Suggested model for supporting wine tourism



Source: prepared by the authors (2024)

4 RESEARCH METHOD

The questionnaire was applied online using the snowball method. It was applied from March 2021 to October 2021. A filter question was used in which we asked whether the participant lived in a city that had wine tourism and a control question for the analysis. In this case, to ensure the reliability of the answer, we asked the respondents to indicate in which city, state, and country he resided at the end of the survey. In addition, in the middle of the questionnaire, a control question was used to determine whether the participant was attentive to the questionnaire.

Five hundred forty-nine completed questionnaires were used. After cleaning the questionnaires, we used only 498 responses for the analysis. Many questionnaires did not answer all questions, or the control question suggested that the respondent was not paying attention. To check whether our sample size was adequate to meet the minimum requirements of the proposed approach, we employed the A-priori sample size calculator for structural equation models (Soper, 2021). We used the following parameters: 0.3 for the predicted effect size, 0.8 for the chosen statistical power level, the number of latent variables, in case 9, the number of observed variables totaling 45, and the probability level of 0.05. As a final result, the calculation recommended that at least a minimum sample of 184 respondents be used for this method. So with 498 responses, we meet this minimum requirement.

As for the instrument application procedures, we initially carried out a pre-test to investigate doubts about the quality of the questionnaire. In general, we could observe that most of the comments were positive, although we had some criticisms regarding the wording of the questions. Some respondents at this stage claimed difficulties in understanding. In recognition of these implications, it has been rewritten to be clearer and more precise for the definitive version. After the review, these questionnaires used for the pre-test were excluded from the final sample. The questionnaires were applied in English, Portuguese and Spanish. An open-ended question was included to identify the residents' perception of wine tourism.

We employed the 5-point Likert scale for all questions (1 = strongly disagree; 5 = strongly agree). The scales of community sentience, environmental, social, economic, and personal enhancement impacts were taken from the study by Xu *et al.* (2016). To measure community attachment, we used the scale by authors Nicholas, Thapa, and Ko (2009). To measure community participation, we used the study by Rasoolimanesh *et al.* (2017). Finally, to measure support for tourism development, we used the study scale by Gursoy *et al.* (2019).

Continuing, we carried out a series of tests to verify if our study met the requirements of the proposed method. Initially, we verified the normality of the sample. For this, we operated the Kolmogorov-Smirnov test, which resulted in the non-normality of the model. In this case, when the sample shows non-normality, the authors Cabelo, Ragle, and Sarstedt (2011) recommend that the structural equation modeling to be used be based on variance. Thus, we used the Smart PLS software (3.3.3) for data analysis.

5 PLS-SEM RESULT

For data collection, we did an online survey and for greater reach and results we opted for the non-probabilistic sampling method known as a snowball. In the first table, we present the demographic profile of our sample. Of the 498 respondents. Regarding gender, 57.4% were male, 41% were female, and 1.6% preferred not to inform. Regarding age, 12.85% were between 18 and 24 years old, 37.75% were between 25 and 34 years old, 27.51% were between 35 and 44 years old, 11.65% were between 45 and 54 years old, 7.63% were between 55 and 64 years old and, finally, 2.61% were 65 years old or older. Of this sample, 2.21% had only basic education, 15.06% had elementary education, 58.43% had undergraduate degrees, and 24.3% had postgraduate degrees. Regarding the average family income, we chose to choose the minimum wage or suggested the minimum wage since it was a survey carried out in several countries. According to the data, 23.29% received less than 3 minimum wages, 36.95% received 3 to 5 minimum wages, 24.9% received 6 to 10 minimum wages, and 6.63% received more than 11 minimum wages minimum -minimum, and 8.23% preferred not to

answer. Regarding the country of origin, the majority were from the United States (42%), and Brazil (29.31%).

Table 1. Demographic data.

Variable		Frequency	%
Gender	Masculine	286	57,4
	Feminine	204	41
	Prefer not to say	8	1,6
Age	From 18-24 years old	64	12,85
	From 25-34 years old	188	37,75
	From 35-44 years old	137	27,51
	From 45-54 years old	58	11,65
	From 55-64 years old	38	7,63
	65 years or older	13	2,61
Education	Elementary School	11	2,21
	High School	75	15,06
	University graduate	291	58,43
	Postgraduate studies	121	24,3

Source: prepared by the authors (2024)

Since this investigation was based on self-reported data derived from a single source, we tested the Common Method Bias (CMB). Harman's single factor was conducted via exploratory factor analysis. The result indicated that no factor was responsible for most of the variance, thus being adequate within the parameters of Podsakoff *et al.* (2003). Our results showed 32.66% of the variation in a single factor. We then evaluated the reliability and validity of the constructs as suggested by Hair *et al.* (2016). Reliability indicators must be greater than 0.708. In our study, all reliability values were greater than 0.791 (Table 2) and were considered adequate.

Regarding convergent validity (AVE), the indicators of the constructs must be greater than 0.500. Our study showed that all constructs were adequate as they fulfilled this requirement (0.559 was the lowest value). We verified the variance inflation factor (VIF) for each item regarding multicollinearity. The results showed that all items had a VIF of less than 5, indicating that multicollinearity was not an issue.

Table 2. Measurement Model.

Variável	Fator	VIF	Cronbach's Alpha	rho_A	C.R	AVE	Q ²
Support for tourism			0.829	0.831	0.887	0.662	0.423
ADT1	0.820	1.798					
ADT2	0.838	1.918					
ADT3	0.776	1.608					
ADT4	0.819	1.845					
Community attachment			0.735	0.735	0.850	0.654	0.228
BA1	0.792	1.392					
BA2	0.839	1.600					
BA4	0.793	1.443					
Environmental impacts			0.701	0.706	0.833	0.626	0.123
IA1	0.787	1.311					
IA2	0.835	1.558					
IA4	0.749	1.364					
Economic Impacts			0.770	0.777	0.853	0.593	0.186
IE1	0.829	1.716					
IE2	0.785	1.616					
IE3	0.754	1.484					
IE5	0.706	1.347					
Social Impacts			0.791	0.792	0.865	0.615	0.114
IS1	0.723	1.368					
IS2	0.794	1.593					
IS3	0.811	1.747					
IS4	0.808	1.762					
Community participation			0.835	0.848	0.889	0.666	0.256
PC1	0.818	1.713					
PC2	0.846	1.931					
PC3	0.808	2.142					
PC4	0.794	2.114					
Community sentience			0.704	0.705	0.791	0.559	
SC1	0.773	1.293					
SC2	0.775	1.283					
SC3	0.693	1.125					

Source: prepared by the authors (2024)

In addition, we used Fornell and Larcker's (1981) criteria to verify discriminant validity. According to these authors, all AVE values of the constructs must be greater than the squared correlations between the constructs. As we can see in Table 3, the values on the diagonals are higher than the values below the diagonal, indicating that the measures of this study are different, thus presenting discriminant validity.

Table 3. Discriminant Validity e R Square

	Community attachment	Support for tourism	Economic Impacts	Social Impacts	Environmental impacts	Community participation	Community sentience
Community attachment	0.809						
Support for tourism	0.767	0.813					
Economic Impacts	0.566	0.581	0.770				
Social Impacts	0.435	0.464	0.619	0.784			
Environmental impacts	0.456	0.524	0.590	0.751	0.791		
Community participation	0.162	0.160	0.408	0.627	0.533	0.816	
Community sentience	0.595	0.608	0.649	0.592	0.522	0.355	0.748
R Square	0.354	0.648	0.320	0.189	0.208	0.402	
R Square Adjusted	0.352	0.644	0.319	0.187	0.207	0.398	

Source: prepared by the authors (2024)

Next, we used the bootstrapping approach with 5000 samples to test the hypotheses developed in this study (Hair *et al.*, 2016). We also verified the blindfolding (Q^2), the effect size (f^2), and the values of the coefficient of determination (R^2). Regarding R^2 , for tourism support, we had an R^2 of 0.648, attached to the community (0.354), community participation (0.398), economic (0.320), social (0.189), and environmental impacts (0.208). As for the effect size (f^2), community attachment affected support for tourism (0.620), economic impacts (0.471), social impacts (0.233), and environmental impacts (0.263). Sentience had a strong effect on community attachment (0.547). Community participation was affected by social (0.175) and environmental (0.014) impacts. Additional support, in addition to being affected by community attachment, was also affected by economic impacts (0.034), environmental (0.046), community participation (0.029), and weak effect of social impacts (0.002). Except for social, economic, and environmental impacts on community participation, all F^2 values indicated were greater than the 0.02 cut-off point (Cohen, 1988). Stone-geisser (Q^2) values were higher than 0.

After the analysis, we present in Table 4 the results of the relationships suggested by this study. After testing the Hypothesis, we found that H1, H2a, H2b, H2c, H3, H4a, H4b, H5b, H5c, and H6 were supported, while hypotheses H4c and H5a were rejected in the general model. Community sentience proved to be a variable capable of predicting attachment to the community. Community

attachment was significantly related to environmental, social, and economic impacts and support for tourism. Economic impacts were significantly related to support for tourism. Social impacts showed a significant relationship with community participation. Environmental impacts were related to both community participation and support for tourism. Finally, community participation showed a significant relationship with support for tourism. On the other hand, the social impacts with support for tourism did not show a significant relationship. The same occurred with economic impacts and community participation.

Table 4. Structural Path Estimates.

Hip	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	2.5%	97.5%
H3 Community attachment → Support for tourism	0.590	0.589	0.052	11.243	0.000	0.482	0.687
H2c Community attachment → Economic Impacts	0.566	0.567	0.044	12.994	0.000	0.480	0.649
H2a Community attachment → Social Impacts	0.435	0.437	0.053	8.207	0.000	0.328	0.536
H2b Community attachment → Environmental impacts	0.456	0.459	0.052	8.811	0.000	0.351	0.557
H5c Economic Impacts → Support for tourism	0.156	0.157	0.055	2.807	0.005	0.050	0.267
H4c Economic Impacts → Community participation	0.004	0.003	0.067	0.061	0.952	-0.126	0.138
H5a Social Impacts → Support for tourism	0.045	0.047	0.053	0.845	0.398	-0.055	0.155
H4a Social Impacts → Community participation	0.518	0.517	0.069	7.553	0.000	0.377	0.649
H5b Environmental impacts → Support for tourism	0.202	0.199	0.058	3.485	0.000	0.084	0.311
H4b Environmental impacts → Community participation	0.141	0.145	0.059	2.394	0.017	0.033	0.264
H6 Community participation → Support for tourism	-0.134	-0.135	0.040	3.390	0.001	-0.212	-0.057
H1 Community sentience → Community attachment	0.595	0.598	0.041	14.624	0.000	0.514	0.675

Source: prepared by the authors (2024)

In addition, we tested the indirect effects (Table 5) of the relationships proposed by our model. The indirect effects of community attachment to tourism support were significant ($\beta = 0.160$, $p < 0.000$) and on community participation ($\beta = 0.292$, $p < 0.000$). Social ($\beta = -0.070$, $p < 0.003$) and environmental ($\beta = -0.019$, $p < 0.049$) impacts had indirect effects on supporting tourism. Economic impacts were not supported ($\beta = -0.001$, $p < 0.953$). Community sensitivity had positive

indirect effects on tourism support ($\beta = 0.446$, $p < 0.000$), economic impacts ($\beta = 0.336$, $p < 0.000$), social impacts ($\beta = 0.259$, $p < 0.000$), environmental impacts ($\beta = 0.271$, $p < 0.000$) and community participation ($\beta = 0.174$, $p < 0.000$). With these results, we noticed that community sentience presented itself as a crucial dimension for our model.

Table 5. Indirect effects

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	2.5%	97.5%
Community attachment → Support for tourism	0.160	0.162	0.035	4.604	0.000	0.098	0.234
Community attachment → Community participation	0.292	0.293	0.040	7.263	0.000	0.212	0.372
Economic Impacts → Support for tourism	-0.001	-0.001	0.009	0.059	0.953	-0.020	0.018
Social Impacts → Support for tourism	-0.070	-0.070	0.023	3.023	0.003	-0.119	-0.029
Environmental impacts → Support for tourism	-0.019	-0.019	0.010	1.966	0.049	-0.041	-0.003
Community sentience → Support for tourism	0.446	0.449	0.044	10.161	0.000	0.364	0.535
Community sentience → Economic Impacts	0.336	0.340	0.044	7.689	0.000	0.257	0.428
Community sentience → Social Impacts	0.259	0.263	0.044	5.827	0.000	0.176	0.351
Community sentience → Environmental impacts	0.271	0.275	0.044	6.129	0.000	0.188	0.364
Community sentience → Community participation	0.174	0.176	0.032	5.486	0.000	0.117	0.240

Source: prepared by the authors (2024)

6 DISCUSSIONS/CONCLUSIONS

The results of this study aim to investigate the role of residents' awareness in supporting the development of wine tourism, which, like other tourist activities, impacts the community in various ways.

Using primary data and modelling, this article examined a conceptual model focused on the role of community sentience in supporting tourism. This research led us to the following conclusions: 1) sentience leads the resident to have a greater attachment to his community. 2) Attachment to the community leads to a greater perception of the social, economic, and environmental impacts caused by tourism. In addition, it has a positive relationship with tourism support. 3) Although economic impacts positively affect support for tourism, they are not motivators for community participation. 4) Contrary to what was found in the

economic impacts, social impacts can motivate community participation but are not related to support for tourism. 5) Environmental impacts are crucial to both participation and support for tourism. 6) Community participation has a negative relationship with support for tourism. Furthermore, finally, 7) community sentience can positively impact all the relationships proposed by this study.

6.1 THEORETICAL IMPLICATIONS

This investigation set out to test the role of community sentience and its relationship with tourism support. Although most studies are related to animal sentience, some authors have brought the discussion to the field of human behavior, such as the investigation by Kirk (1974), and more recently in the context of tourism (Xu *et al.*, 2016). Our research reinforces the study by Xu *et al.* (2016) when testing the scale on personal impacts and benefits, enriched by the Personal Enhancement and Community Sentience dimensions, and as we use sentience as a focus, this can serve for other research in tourist destinations and niches such as Wine Tourism, rural tourism and others.

Regarding the findings of our investigation, sentience had direct effects on community attachment and indirect effects on the entire theoretical model. These findings reflect what was proposed by Powell e Mikhalevich (2021). The rationale for exploring this relationship is that sentience or phenomenal awareness is related to affect and can deliver value. According to Powell e Mikhalevich (2021), the overall concept of sentience in ethics is related to notions of well-being. Deijl (2021) mentions that a good thing for a non-sentient plant does not imply that it is good for its well-being. Attributing well-being to someone implies that things can be good or bad for that subject; in this sense, they can be of final value to him. For the author, sentience is the ability to have phenomenological awareness, that is, in short, the ability to have experiences. For the researcher, although sentience has been little explored within the literature on moral position or status, sentience has gained notoriety, especially concerning the moral status of animals. Although the relationship between moral status and well-being is not examined very often, it has relevance. Deijl (2021) claims that being a subject of

well-being is generally sufficient to receive moral status. In this case, those who can experience what is good or bad for them, as mentioned earlier, are subjects of ultimate value and therefore have moral status. Of course, if sentience is a criterion for moral status, it is adequate to be a subject of well-being.

In making this reflection on sentience, we want to rescue the example of the Pinocchio robot mentioned in the literature review. The moment he acquires sentience, he starts to check whether or not this is good for him. The same thing happens with wine tourism. The idea of proposing sentience as a variable capable of analyzing wine tourism was that, generally, wine tourism was not developed naturally, but rather it emerged from an enterprise. The community became aware of this new reality by adding the wineries and proposing tourism as a strategy for diversification and dissemination of their products and even for extra gains. This is recognized by SET, in the context of tourism, the more residents perceive that tourism activity promotes benefits that exceed expected costs, the more likely they will be to support tourism development (Sánchez-Teba; Benítez-Márquez; Romero-Navas, 2019; Jurowski, 1994), so in our study, the more residents and the community perceive that this activity brings personal and community benefits, the more they will support and disseminate it to others.

In this study, in addition to the closed questions, we left an open question asking about the residents' perception regarding the development of wine tourism. We received numerous comments regarding the distance that wineries have from their community. Some of the reports mentioned that they did not even see tourists, even living in destinations where wine tourism has a strong presence. Returning to the part where we tested the model quantitatively, we realized the importance of the role of sentience in the theoretical model. It is so relevant that the H4c hypothesis, which deals with the direct relationship between economic impacts and community participation, was not supported in this study. What draws attention is that this dimension, economic impacts, contains variables such as tourist spending, increase in the variety of businesses, number of jobs, and economic stability.

The relationship between the social dimension and community participation was also not supported. We also believe that the distance of these

tourist developments, which are often far from the city center, is crucial for this relationship to have not been supported. In addition, the dimension of social impacts is related to cultural activities, sense of identity, quality of services, crimes, and quality of life. On the other hand, community participation presents variables on the involvement of residents in tourism management, decision-making, and requesting opinions on planning and projects.

This hypothesis had a negative relationship, which indicates that the greater the participation, the lower the chances of residents to support tourism. The approximate result to what Rasoolimanesh *et al.* (2017) found did not demonstrate the effect of community participation in supporting rural tourism in Lenggong, confirming just the importance of residents' perceptions and that residents' perceptions of the impacts of tourism development determine their support the development of tourism; as such, it is these perceptions that local authorities in rural destinations must consider.

If we think from the point of view that residents are not included in this type of tourism, when they do or are called to participate, they are due to problematic situations and, therefore, there is no support for tourism. There is a clear reflection of the marketing strategies of this tourism niche that aims to attract tourists, not including residents or developing attractive strategies for the community to participate in the experience at the attractions, which would contribute to a more positive awareness, developing a sense of belonging and consequently support to tourism.

Environmental impacts were related to community participation and support for tourism. Therefore, it is important to monitor the positive and negative environmental impacts on the destination and its relationship with the residents since it is a type of tourism that relies on viticulture, an agricultural culture that generates some kind of environmental impact. Our results indicate that residents are environmentally aware, and this perception of impacts influences tourism participation and support.

However, as mentioned in Table 5, the indirect effects of sentience on relationships make us reflect. The relationship that had the greatest weight was with support for tourism. If we want to make the residents support tourism, is the

separation of the sector from the community something should be done? Our research shows no. Wine tourism, although it has already been changed in some regions, is usually a more isolated tourism niche with a specific target audience. Nevertheless, these attitudes toward the community can reflect long-term disapproval of the community by the industry. Therefore, this research advances by identifying sentience as being able to directly or indirectly influence these relationships. This implies that greater attention should be paid, especially to internal development and internal marketing.

6.2 PRATICAL IMPLICATIONS

Our results point to possible practical implications. According to McCool and Martin (1994), attachment to the community is a complex dimension full of uncertainties. In general, people who live in communities where tourism development is higher have a stronger community bond. The author states that a possible explanation for this relationship can be attributed to residents' dependence on the sector. He adds that new residents, who have moved to work in tourism, can develop an attachment to the community more quickly and evolve. Our investigation gives evidence that the reason for this is sentience, that is, we are moved from a being concerned about myself due to my vulnerabilities to a being responsible for the vulnerability of my neighbor (Roberts, 2021). For the author, sentience overcomes the imaginary boundary of thinking about myself and starts to worry about the collective. For example, the environment is not just mine, but ours on the environmental issue. That way, exogenous factors that can affect the environment will affect not only me but my community as a whole. In the same way, when the community starts to participate in decisions without having internalized a sense of belonging to tourism, their attitudes, such as those seen in this study, tend to be non-supportive, since they have a negative view, possibly judging the activity as not very beneficial for them and their community or even harmful.

Therefore, this research brings important practical contributions. The first one refers to developing internal marketing strategies that aim to present the benefits that wine tourism can bring to the community. When presenting these benefits, must

create engagement strategies. After all, a community has attributes that go beyond the workforce. They can present cultural aspects, art and crafts, and exclusive products, even with a seal of origin, which can be sold in tie-in sales. According to the enterprise, it was installed in the community, so it is up to the wineries to engage the community to participate in sector development strategies, such as creating events or even management. According to Rasoolimanesh *et al.* (2017), destination managers should seek to improve resident participation in tourism development to gain resident support. Community participation will make the resident feel closer to the enterprise, increasing the prospects for tourism support. One of the ways we can recommend is to create activities within the wineries themselves for residents, such as nightly bike rides or a day dedicated to the resident that involves recreation or free activities with some economic incentive, such as transport to the wineries and product discounts. This would be a way of bringing the sector and the resident closer together and engaging them.

It is noteworthy that the development of wine tourism has the potential to engender economic growth and stimulate regional development in the area where it is situated. Thus, the outcomes of this study have yielded data that can contribute to the formulation of strategies aimed at fostering the advancement of the sector, both by governmental authorities and entrepreneurs.

7 LIMITATIONS AND FUTURE RESEARCH

This research is one of the first studies that focused on the application of sentience as a relevant dimension to support tourism in wine tourism. Although the results were relevant, this one has limitations, like all research. The difficulty in getting respondents in a community that contained wine tourism meant that we had to expand to more than one community. In addition, the questionnaire was applied online due to measures against the Covid-19 pandemic. Another factor was the absence of more open questions. Therefore, we recommend studies that explore perceptions in just one community and with open questions.

We want to draw attention to four possible surveys. The first refers to the role of community participation. One of the elements to be explored is the

opportunities available and how this impacts support. Observant participation is recommended. The second recommendation is the role of time in the theoretical model. The third recommendation is about sentience. As we mentioned in the investigation, it is still unclear whether sentience admits degrees. Therefore, exploratory research is recommended. Finally, we recommend checking the relationship of honor in well-being and support for tourism.

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APPENDIX

Table 6. Effect size

	Community attachment	Support for tourism	Economic Impacts	Social Impacts	Environmental impacts	Community participation	Community sentience
Community attachment		1.592	1.000	1.000	1.000		
Support for tourism							
Economic Impacts		2.039				1.720	
Social Impacts		3.053				2.571	
Environmental impacts		2.531				2.434	
Community participation		1.747					
Community sentience	1.000						

Source: prepared by the authors (2024)