

## **Sustainability | Poster**

PP - (21152) - ASSESSING PLACE AUTHENTICITY – A SYSTEMATIC LITERATURE REVIEW

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### **Research or practical problem and objectives**

Assessing place authenticity (PA) and uniqueness are crucial to explore place identity. Since identity *of* a place has been less explored than identity *with* a place, both the construct and the assessment of PA dimensions and indicators are not standard. This presentation arises from the need to use an accurate and reliable instrument to evaluate PA, within the scope of a wider research to explore the representations of the Azores (Portugal), among locals, residents, and visitors, and to understand the role of Nature in it. We performed a systematic literature review on how PA has been evaluated in the last seven years.

### **Methods and process (for empirical research)**

“Place authenticity” was used in Google Scholar to search for scholarly literature published between 2016-2022. Of the 645 papers retrieved, those that were not empirical studies nor explored perceived authenticity were excluded. The remaining were used to feed a database including construct operationalization, strategies and instruments for assessing PA, contents of PA assessment, instrument validation process, and scientific domain of the study.

### **Main results preview and importance (or main arguments in the case of critical reviews)**

The dispersion of instruments/strategies found reflects a lack of agreement on PA operationalization. Many studies present specific instruments, while others patchwork items from different sources, making it difficult to compare results. Inconsistencies between the constructs “integrity”/“genuineness”, and its operationalization in “traditional”/“unchanged”/“original”, and the need to evaluate Azorean natural heritage authenticity, led to the development of a new instrument in which PA is evaluated on a semantic differential scale, in contents related to natural and built heritage, both tangible and intangible. This instrument may contribute to: i) promote construct validity and reliability of perceived PA assessment, whose epistemic and applied potentialities for Environmental Psychology and Tourism are evident; and ii) produce knowledge for the development of sustainable tourist products and the promotion of well-being also among natives/residents while using local places.

**Palavras-chave : authenticity assessment, identity of a place, representations about Azores, place integrity, uniqueness**