

Wine Itinerary in São Roque: relations between leisure, tourism and socio-cultural participation.

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ABSTRACT

This article is a partial result of a case study carried out on the São Roque Wine, Leisure and Gastronomy Itinerary. In which there is a diversity of equipment and leisure activities, ranging from traditional wineries to restaurants, pastry shops, fishing grounds and events. With a varied public - elderly, adult and young - the demand today represents, mainly, residents of the city of São Paulo and surrounding municipalities. Thus, this work aimed to present elements that characterize the wine food leisure in the itinerary and how this occurs in the equipment distributed and signaled on a map of the association that manages it, as well as the relations with tourism and the socio-cultural participation provided by the activities available. For this, six visits were made for participant observation and application of interview forms with businessmen and visitors from January 2019 to February 2020. As a result, the elements that can be considered in this characterization will be presented, as well as the discussion from the literature, highlighting the possibilities of leisure when related to wine tourism and gastronomy as means of cultural participation. From the interviews with entrepreneurs, a new generation of managers stands out who focus on policies aimed at wine tourism and possibilities for leisure and more significant experiences. Of the interviews with visitors, the following stand out: the search for leisure activities amid a more peaceful environment than urban centers, with the possibility of social interaction and food and wine experiences.

Keywords: Leisure; Wine Itinerary of São Roque; Enotourism; Gastronomy; Socio-cultural participation.

INTRODUCTION

São Roque is a Brazilian County in the interior of the state of São Paulo; it is located in the Metropolitan Region of Sorocaba, in the mesoregion of São Paulo's Macro Metropolitan Region and in the Microregion of Sorocaba. According to the data from the Brazilian Institute of Geography and Statistics - IBGE (2020), its estimated population in 2020 is 92,060 inhabitants spread over 306.908 km² of area, with 106 neighborhoods.

Due to its great potential in the artistic historical, ecological (40% of the County's territory is covered by Atlantic Forest) and cultural scenario, São Roque received the title of Tourist Resort in 1990. With a pleasant weather, mountainous landscape and hospitable people, the city offers lodging facilities, restaurants, trades and wines only 60 km (approximately 1h30m) from the municipality of São Paulo, with access through the highways Raposo Tavares and Castelo Branco. In addition, it is a diversified option of tourism and leisure in the State of São Paulo and the southeastern region, for visitors looking for different experiences near the capital in their free time, mainly related to wine and gastronomy (Farias and Guizi, 2015).

The wine's history of São Roque City began in the early 19th century, when Italian and Portuguese immigrants covered the hillsides with vineyards, installed their cellars and collaborated so that São Roque could become the Land of Wine in the state of São Paulo. But it was in 1936 the vitiviniculture in the municipality was strengthened, with the partnership between the City Hall, the Association of Establishments in the Wine Road and the Union of Wine Producers (SindusVinho) aiming the organization and implementation of the Wine Itinerary, which boosted tourism through the structuring of the activity linked to the production of grapes and wine, then it contribute to increasing interest in the region. According to data from SindusVinho (2020),



in 1942, São Roque had the first edition of the Wine Festival, receiving about 100 thousand people, which implied the decision to interrupt the event, because it was attracting a number of people three times greater than the population of the municipality at that time, and there wasn't the necessary structure to maintain it without undesirable impacts.

The following decade was marked by a movement of real estate valuation, which declined as grape growing areas across the region. Wine production has suffered loss of competitiveness, leading to decrease the wine activity. Naturally, many wineries closed and the Syndicate lost some members - the municipality had 158 wine producers in the 1960s - causing the weakening of wine activity in the region.

In 1993, the city hall considered reformulating the festivity to promote its main agricultural products, including artichoke and flowers, in addition to wine, in a major annual event (Santos & Gimenes-Minasse, 2019). However, the resumption of syndicate activity only happened in 2001 with the election of a new board of directors formed by the descendants of the pioneers. Among them was Cláudio Góes, mayor until 2020, who assumed the presidency of SindusVinho three years later for a mandate that lasted until 2008. In these 70 years of existence, several producers and representatives of the viticulture industry have passed through the presidency (SindusVinho, 2020). Currently, the syndicate has 18 associates and it has the mission of rescuing the scenario of viticulture in the municipality, it is supported by research and adaptation of varieties for the production of fine wines, in the development of local wineries and attraction of new investments with a focus on enotourism, as a manner to develop the local economy, it is allied with gastronomy and the artichokes production, in addition to events such as Expo São Roque and initiatives as the "Itinerary".

The Itinerary as it is known today exists since 2006 and aims to strengthen gastronomic tourism and enotourism, as well as contribute to the local economy. It consists of 44 visitation points (in 2020), they are divided into



subcategories such as restaurants; wineries and cellars; typical products; inns, leisure and entertainment. The main objective of the Itinerary is to provide an opportunity to experience the local history and tradition through spaces, leisure equipment and gastronomy, among the preserved Atlantic forest (Roteiro do Vinho, 2020).

Schülter (2003) highlights that tourist itineraries have as main objective to enhance the local attraction through points that have a similar proposal and characteristics. In this work case, these characteristics about the studied itinerary are typical gastronomy, wine production, about offering spaces for outdoor leisure and experiences through thematic events.

Thus, this article intends to present elements that characterize leisure, linked to the culture of wine and traditional gastronomy, from the enotourism complexes and activities that occur in the Wine, Leisure and Gastronomy Itinerary.

Hereafter, the article presents the methodology and theoretical references that supported the present research, as well as the discussion of the data collected in the field which resulted in the systematization of the characterization of enogastronomic leisure in São Roque, based on the main elements: the landscape, contrasting with the urban scenery of visitors daily life; the search for relaxation and rest; the offer of activities such as: wine tasting, events and entertainment, leisure and recreation, gastronomy and oenology, through events, courses and workshops aimed at those seeking a technical knowledge of the drink or simply leisure, with its possibilities of fun, rest, personal and social development (Marcellino, 2012).

METHODOLOGY

This study was conducted by a combination of literature and empirical research (Severino, 2018), from the case study method (De Bruyne, Herman; Schoutheete, 1991).



For the empirical research, the techniques of centered interviews were used (Thiollent, 2000) with entrepreneurs in the Wine, Leisure and Gastronomy Itinerary of São Roque. To conduct the centered interviews, it was used a script with selected topics according to the research objectives and the interviewees talked about the centers placed in each question and the researcher tried to interfere as little as possible, since this issue is critical in this type of interview. The interviews subsidize in-depth data in an individualized scenario, which can be used to better understand the topic addressed.

Semi-structured interviews were also conducted (Triviños, 2013) with visitors to the of São Roque's Itinerary. The definition of the sample was defined in a non-probabilistic manner (Bruyne, Herman & Schoutheete, 1991), but intentional for the interviewed professionals, based on representativeness and availability criteria. For the interviews with visitors, the sample was defined accidentally, by criteria of accessibility and convenience.

Altogether, six visits were made, with six interviews applied to the Itinerary's entrepreneurs and 100 interviews with visitors. For the visitors application forms, the interview filter used was interview only people over 18 years old and non-residents of São Roque.

In addition to the interviews, the technique of simple or non-participant observation was used; it was resorted of reports and notes of what was witnessed in the place. To perform this technique, it was decided to formulate an observation script for guidance, focusing mainly on communication, events and activities offered in each equipment visited. Observation is more suitable for an analysis of spontaneous behaviors and the perception of non-verbal attitudes, which may be simple or demanding the use of appropriate instruments (Zanelli, 2002). Due to the volume of information, it was decided to use a form to organize the collected information.

It was made a few visits before the start of this research through the "tourist gaze" highlighted by Urry (2001, p.30) that "[...] the tourism involves



necessarily the daydreaming and expectations of new and different experiences, which differ from those normally found in everyday life”.

Thus, this first visit was conducted under the aspect of rupture of everyday life, in order to have an experience outside the urban environment experienced daily in the capital of São Paulo. Of course, the personal choice was also due to the easy access and the idea of remembering visits to wineries, vineyards and green areas already made abroad, but without leaving the State of São Paulo. Although the city of São Paulo is the country's gastronomic capital, it can be quite stressful to go out for lunch on weekends, since there is a lack of space to park, there are long waiting lines, crowded restaurants, traffic, noise, among other aspects for those who live in large urban centers already seem normal, however such situations are the least expected of a time of relaxation and rest.

In this first contact, the conscience of a researcher in the Studies of Leisure and Tourism began to work and observe what was happening in the places. Some points drew attention such as the number of visitors of different ages (children, young, elderly) and social groups (friends, couples, families, excursions), the variety of spaces with green areas, restaurants, wineries and cellars, in addition to genuine hospitality and the possibility of a ludic experience through gastronomy and wine, as well as socio-cultural participation.

During other visits, it was possible to analyze and reflect more about these characteristics in a context of the equipment and leisure activities present in São Roque, provided by this object of cultural expression and easily accessible to São Paulo's residents.

Thus, after surveying the literature about the subject and its main concepts, it was possible to go out into the field again to collect information that will be presented and discussed below, but this time, through the academic and sociological view of leisure and tourism.



The first field visits were between November 2018 and November 2019, they were reserved only for simple field observation using a pre-established script, except for the last visit during this period, in which some visitors from Expo São Roque were also interviewed with the use of semi-structured interview forms.

It is worth mentioning that the main limitation of this study was to organize visits and schedule all interviews with the selected entrepreneurs, considering that they are all very busy entrepreneurs, especially on weekends and holidays. However, everyone was very attentive and helpful, striving to serve with great hospitality.

Another aspect that needs to be pointed out was the difficulty of maintaining the frequency of visits to the destination, since even climatic factors could prevent the visit schedule (raining in the summer, for example), from March 2020 the pandemic of the new coronavirus prevented the continuation of field visits to apply interviews with local residents, which would be the third stage of interviews in the city.

Hereafter, there are some topics in the literature that could contribute to an academic discussion after data collection in the field.

Leisure: cultural phenomenon of rest, development and fun

It is understood as a historically generated phenomenon in which values that contribute to moral and cultural changes emerge, it can be said that leisure is, above all, a cultural phenomenon that can be experienced through practice or fruition (Marcellino, 2012), with a disinterested character, in which the search is summarized only in the satisfaction caused by the situation experienced.

Regarding the possibilities of experiencing leisure activities, the classification of cultural leisure interests, most commonly used in Brazil, is highlighted by Dumazedier (1980a), which was based on the cultural interest that prevails in each situation and space, he classified them in manuals,



intellectuals, social, physical and artistic. For the author above, the interest should be understood with “[...] a knowledge that is rooted in sensitivity, in the lived culture” (1980a, p.110). Thus, it can be said that leisure is above all, a phenomenon experienced through the practice, knowledge or fruition of cultural (Marcellino, 2012), ludic, recreational activities, in different spaces and equipment.

The understanding of culture is in a large sense, consisting of a “[...] set of manners about making, being, interacting and representing that, when produced socially, it involves symbolization and, in its turn, it defines the manner in which social life is developed” (Macedo, 1982, p.35). In other words, it is necessary to recognize and value that human activity is related to the construction of meanings that gives significance to human existence.

In addition, the importance of diversified experience of contents is emphasized, since one of the main characteristics related to leisure – its freedom of choice, can only be effectively accomplished if the subjects know different possibilities in terms of content. The lack of options generally leads people to always do the same activities in their daily lives, not because they want to, but because they do not know other situations (Marcellino, 2012).

Besides, the options could be further expanded if the leisure programs considered the possibilities of leisure experiences regarding the possibilities of participation (Dumazedier, 1980b), according to the leisure understanding mentioned above. If leisure can be experienced through practice, knowledge and assistance / fruition, each of the activities related to the contents could be thought and performed in relation to making, knowing and watching, thus, such possibilities could increase the options, when it is worked on the formation of good practitioners, connoisseurs and / or spectators of a certain activity.

Such possibilities could collaborate with the change of what Marcellino (2012) points out in relation to the development of leisure as an instrument of



alienation, as an escape valve, so that people can adjust to an unfair society, valuing only productivity and work values, disregarding the creative and questioning possibilities of society developed in the scope of leisure.

About the dialectical relationship between leisure and consumption, Padilha (2006) highlights the hybrid shopping center (hybrid mall), as more than a space for consumption of objects, but also a center for purchasing services, food and leisure. It is a space created to replace the city with its real problems and just be a place of entertainment. However, if for the author, malls are the “cathedrals of consumption”, it is understood, on the other hand, that they are also opportunities for leisure, diversified experiences of content, in their different genres, expanding and valuing the possibilities of people's development.

Tourism: cultural content of leisure

Collaborating for the development of the theory of leisure, Camargo (2017) suggested a sixth cultural content - tourism -, it's based on the explosion of enterprises and the emergence of specific interest in travel. For the author, the tourism interest is marked by the search for a change of landscape, rhythm and lifestyle, in other words, a temporal / spatial break, seeking of new landscapes, new cultures. In turn, for Uvinha (2007), tourism has become a contemporary leisure element fundamental for its analysis, because in addition to having economic highlights, tourism is also a strong appeal to cultural expressions and exchanges. For the author, tourism cannot be reduced to just an economic practice, but also as one of the cultural expressions of leisure, which provides development, therefore, being a field of human promotion and an integrant element of culture. According to Mayor and Isayama (2017), its achievement is directly linked to the education grade, because tourism increases substantially from the group that has completed high school and the leisure activities experienced vary according to social



class, as opportunities and possibilities are different since the appropriation of available time is uneven in today's society.

Gastronomic leisure: sociability and socio-cultural participation

In the perspective of Dumazedier's studies (1980a; 1980b) several other authors point out new interests as they present themselves as a highlight in society. Although the issue is controversial, Campos (2006) presents gastronomy as a cultural interest of leisure, whose content is the pleasure of satisfying the palate, which may include any food or drink from the point of view of pleasure and not only nutritious. Although the highlight is for the palate, nowadays many authors and gourmets say that gastronomy is one of the only (if not the only one) arts capable of provoking the five senses in a single instant, further reinforcing its possibilities as a source of satisfaction and pleasure.

Currently, it is clear that this activity is linked not only to the consumption of food and drinks itself, but also to the content of courses, cooking classes, books, utensils, programs, films and cooking series, as well as related to practice cooking, emphasizing the pleasure of preparing, serving, eating and sharing.

The recent research by Fernandes and Stoppa (2020), based on data from Decode's research (2020), points out that during the coronavirus pandemic the number of people seeking information about home cooking or delivery applications linked to food consumption grew. The demand for gourmet recipes, as well as appliances and kitchen accessories shows the interest in cooking as a leisure experience, as a hobby, not only for survival.

It is evident that food and drink are present in interactions, as a social component linked to commensality (Poulain, 2013); however, there are still individuals who go to certain places of consumption for the pleasure of



discovering a new flavor or even in search of knowledge of a certain culture or cuisine, in their leisure time.

In this direction, some authors have analyzed gastronomy in a leisure context. Barreto & Senra (2001), for example, defend the inclusion of gastronomic leisure as one of the possibilities for those seeking pleasure and entertainment, because with the separation of working time and free time, the concept of food only as a need for survival was added to the search for hedonism in the art of eating.

The sociologist Heck (2004) states in her article "Eating as a leisure activity", that urban populations seek food outside their homes in search of sophisticated, difficult to prepare and exotic food. However, according to the author herself, this argument cannot be explained in front of the popularity and consumption of so-called junk-food and homemade food. Another phenomenon is the appearance of the "comfort food", known for taking consumers to childhood memories and their taste memories through various resources, such as molecular gastronomy.

Heck (2004) explains it means that individuals feel great pleasure about consuming food in public places. Going out to eat demonstrates a willingness to interact socially even before the need to nourish oneself. It is a manner for the individual to present himself in society and, through commensality, to mediate his social relations (Fischler, 2021; Poulain, 2013), since the restaurant is seen as a place where his image is reflected. Here, the role of food and drinks is perceived as elements related to social interests of leisure.

Wine: from tradition's symbol to cultural product of enotourism

In Brazil, because of immigration, wine has become one of the symbolic references of and for immigrants and descendants for several reasons, whether religious order linked to wine symbolism in Christianity, religion followed by immigrants, whether cultural, therefore, in its origin's local, there



was the daily habit of drinking wine and in this manner, Portuguese, Italians and others, brought vine seedlings to Brazil (Lavandoski, Tonini and Barreto, 2012). Wine has become a source of pleasure, the result of agriculture and the work of immigrants and descendants, thus, a cultural mark of immigration in Brazil (Valduga, 2009; 2011).

Initially, wine had a popular character, however, over time it acquired a symbolic connotation of status for those who purchase it / drink it. It does not mean that wine is no longer popular, but through the processes of certification and aggregating value, in addition to the territorial and identity value, the character of scarcity turned out to value the product, limiting its access through strategies of production, price, awards in contests, among other things. Thus, wine began to be attributed some values, transforming it into a commercial product that symbolizes status, power and social distinction (Valduga, 2009; 2011).

Thereby, the idea of an oenological "culture" arises, in which the subject, motivated by market influences that enhance the characteristics of wines, starts to seek the drink for its values, as a cultural product (Valduga, 2009; 2011), including in his leisure time.

It is in enotourism that wine becomes a cultural product, carrying symbolic meanings in its context, ranging from the feeling of referring to other times and spaces, to materialization through monuments, vineyards and parties related to viticulture (Lavandoski, Tonini and Barreto, 2012).

A great example of enotourism experience in Brazil is found in Bento Gonçalves city (RS), which occurs Maria Fumaça's "wine train" tour and presentation of immigration's history in Brazil. The activity begins at the Train Station where the visitor is received and guided through a space of nine scenarios, in real size, by actors who interpret immigrants and tell their story from the main reason that brought them to Brazil (post-first war European economic crisis) until the beginning of viticulture in southern Brazil (Debenetti, 2008).



After the presentation, the party begins with a lot of wine and grape juice, then boarding the wine train, which at the beginning of the twentieth century, served to drain the production of wine and other local products. The tour, since 1992, has been used only for tourism purposes crossing the historic cities of Carlos Barbosa and Garibaldi. Along the way, inside the train there are several shows with dancing, Italian and gaucho music, and of course, with the presence of wine and grape juice, served at will. Beyond fun, the experience is cultural, educational and ludic, since it tells a story, they celebrate their cultural legacies. People of all ages have fun together; they make friends and toast the history of Italians, making everything even more valuable in terms of tourist and social leisure.

This activity is an efficient manner to create and induce a flow of visitors in a wine region, since it offers a set of cultural elements, landscapes, wine, gastronomy, art and crafts. Even those who don't like wines can visit the localities that produces the drink, because these areas are full of diverse activities.

In São Roque, there are also examples of smaller and seasonal activities, which will be presented below.

RESULTS AND DISCUSSIONS

According to the previous notes, 50 km from the capital, the Wine Itinerary is formed by the Wine Road, Venâncios's Road and the Quintino de Lima Highway. The tour through the Itinerary is free and the accesses are necessarily made by private vehicle or by excursions organized by small receptive agencies.

Among the activities are: wine and juice tasting, typical products, lunch at great restaurants and memorable programs on farms, fishing grounds, ranches and inns, food and wine complexes. In addition, it is possible to visit vegetable productions, especially the artichoke, brought by European



immigrants in the past, who found in São Roque, an ideal climate to develop their cultures. Today the artichoke is one of the symbols of the city alongside wine.

As its name suggests, the Itinerary includes wine, leisure and gastronomy. For this reason, the objective of this research focuses on the characterization of spaces, equipment and activities in the field of enogastronomic leisure as means of socio-cultural participation.

During field observation research, the following visitation points were considered where the activities occur, as described below:

1. *Alcachofras Bonsucesso*: It's specialized in the planting, preparation and commercialization of the artichoke.
2. *Quinta do Olivardo*: wine tourism complex, with several options of food, drinks, events and outdoor leisure and adventure activities.
3. *Villa Canguera*: enotourism complex with several options of food, drinks, events and green areas, as well as a museum.
4. *Vinhos Bella Quinta*: cellar of wines commercialization and other local products, grapes' derived and artichokes, as well as cheeses and oenological articles.
5. *Vinhos XV de Novembro*: the newest wine tourism complex, with cellar, emporium and lots of green area.
6. *Vinícola Casa da Árvore*: enotourism complex with restaurant, emporium, outdoor and adventure activities.
7. *Villa Don Patto*: wine tourism complex with several options of food, drinks, events and green areas.
8. *Vinícola Góes*: enotourism complex with several options of food, drinks, events and green areas.

From the field observation and the application of the interview with the Itinerary professionals, it can be perceived some of the main activities, elements and characteristics that help in the understanding of the enogastronomic leisure in São Roque.



Chart 1 and 2 simplify the description of these 8 visited spaces, followed by some observations that were made during visits to these places.

Local	Space and Equipment
Alcachofras Bonsucesso	Restaurant, Emporium and Artichoke Plantation.
Quinta do Olivardo	Grapevine, Adventure Sports (Arborism, Tyrolean), Horse Riding, Emporium, Pedaled Lake, Cream Pastry Factory, Tasca (Snack Bar), Cellar and Restaurant.
Villa Canguera	Natural Land Store, Canguera Village Restaurant, Cellar, Wine Museum, Lake, Hammocks and Playground.
Vinhos Bella Quinta	Emporium and Cellar.
Vinícola XV de Novembro	Sant'Angela Emporium, Cafe road, Grapevine, Cellar, Artichoke Plantation, Playground and Sensory Garden (flowers).
Vinícola Casada Árvore	Grapevine, Adventure Sports (Arborism, Tyrolean), Pedaled Lake, Trattoria Casa a Árvore, Emporium and Cafe.
Villa Don Patto	Grapevine, Playground, Cascata Lounge, Portuguese Restaurant, Italian Restaurant, Emporium and Wine Cellar, Cafe and Boulangerie, Ice Cream Shop, Draft beer and beer store, Off Road Track and trails, Hammock and Instagramable spaces and space for private events.
Vinícola Góes	Vineyard, Playground, Pedaled Lake, Cellar, Garden, Emporium, Wine Store and Fine Wine Boutique, Wine Valley Restaurant, Mini-Shopping and space for private events.

Chart 1 - Spaces and Equipment in the São Roque Wine, Leisure and Gastronomy Itinerary. Source: developed by the author (2020).

On the chart it can be seen that the spaces are more and more complex, in order to offer options so the visitor stays in the place, resembling, kept in the proper proportions, the outdoor malls. During interviews with entrepreneurs, many of them pointed out that until the 2000s there wasn't a



vision about leisure and wine tourism associated with São Roque wineries, but it came from the holistic look of the new generation it became aware that something more had to be offered for visitors, thus expanding not only the public, including children and the elderly, but also the permanence and consumption of people in these spaces, in addition to the quality of the experiences offered.

For that, the management of Villa Canguera affirms that the union of the wineries, restaurants and attractions in association was very important, because only "[...] through the Itinerary it was possible to establish rules and a quality standard so everyone could profit and achieve success". For him, the work that the Itinerary and the syndicate develop is great and it helps in the growth and development of the destination, guaranteeing the constant flow of people between the wineries "[...] as if it were an open-air mall".

It can be said that the enogastronomic leisure in São Roque, even presenting consumption and status components, also involves visitors as participants and it puts them in contact with the viticulture, it offers a rich experience and here, it can be seen all the spaces with open doors for everyone who wants to visit, with free entry and parking.

In addition, as noted below, the events offered provide a participation of visitors, as well as rest, fun and development (Dumazedier, 1980a). For example, at events such as Expo São Roque, besides enjoying the local cuisine and wines, visitors also enjoy cultural presentations, participation in the grape treading, as well as experiences related to the social interest of leisure, as the outdoor spaces provide coexistence through an environment formatted to foment such integration between people - arrangement of tables, chairs and tasting counters.

The administrator of Vinícola XV de Novembro emphasizes that he values interaction with visitors and believes that it aggregates value to his product, as "people don't just come to drink wine, they come to know a story or visit friends, and after all, we became friends with those who come here".



At Expo São Roque, it was possible to observe the activity of the grape treading that provides a moment of playfulness for the participants, through a traditional cultural practice linked to the oldest manner to produce wine.

Chart 2 presents some of the events and activities offered by the Itinerary:

Local	Events and Activities
Alcachofras Bonsucesso	Expo São Roque
Quinta do Olivardo	Expo São Roque, Grape tread; Dinner with Fados; Wine of the Dead Dinner; Lunch with MPB; Portugal Spain Meeting; Portuguese cockerel (galeite) Style; Feast of São Martinho; Quinta of Olivardo's Anniversary - Wine caster; Wine and Cheese Night; Winter Festival and June feast (San John's feast).
Villa Canguera	Expo São Roque, Guided Tour to the Wines's Production, June feast (San John's feast), Carnival, Thematic Lunch, Fermentation in Amphoras and Wine Tasting.
Vinhos Bella Quinta	Expo São Roque, Wine Tastings, Grape Harvest and Guided Tours
Vinícola XV de Novembro	Expo São Roque, Brazilian Wine Day and August Festivities, Consultancy for the Production of your Own Wine and Wine Tastings.
Vinícola Casa da Árvore	Lunch at grapevines, Picnic Harmonized Tastings, Guided Visits, Slavic Easter with Cooking Class, Harvest and Grape Tread.
Villa Don Patto	Grape Harvest and Grape Tread, Handicrafts, Visit with train, Themed Dinners, Artichoke Festival, Mini Coopers Meeting, BMWs Grand Brasil Meeting.
VinícolaGóes	Expo São Roque, Harvest and Grape Tread, Guided Tours, Wine Tasting, Oenology Lessons, Guided Tasting and Live Music, Dance and Theater on weekends, Thematic Harmonizations, Moonlight Harvest and Winter Festival.

Chart 2 - Events and Activities of Wine, Leisure and Gastronomy Itinerary of São Roque. Source: developed by the author (2020).

Among the activities, the highlights are the grape harvest and guided tours at the wineries, in which a relaxed presentation of the procedures about wine making is carried out, from the harvest in the grapevines to the



traditional procedures (such as the grape treading) and most modern ones (with high-tech equipment) of all viticulture. People of all ages are accepted in the activities, therefore, the experience provides, in addition to having fun, personal development related to the theme of oenology, since the stages of the visit present specific knowledge about history, geography, chemistry, biology, among others sciences related to the world of wine.

At the end, adults toast with wine tasting and children can participate by taking the grape juice also produced locally. Lunches and dinners also involve contact with the culture of immigrants, as well as other cultural manifestations of immigrants' heritage (decoration, music, typical parties, among others), even, highlighting the possibilities of leisure.

In this direction, Fagliari (2005) reinforces the idea that typical dishes and products are elements that can be worked on in order to become tourist attractions. The author believes that through regional and territorial peculiarities, a local experience can be offered to visitors and that experience would involve not only the five senses, through gastronomy, but also intellectuality through historical and cultural elements of the country. In leisure studies, moreover, this understanding refers to the intellectual interests of leisure.

At the *Alcachofras Bonsucesso* enterprise, for example, during the guided tour, it is possible to know the process and history of the plant, and then taste it in the dishes offered at the local restaurant. Food becomes part of a complete experience that goes from the plantation to the table, an experience that aggregates value to the product as food and intellectual development during a ludic activity. This type of experience is increasingly wanted in travel, in the scope of leisure, as it is something that aggregates knowledge and value to what you eat.

The visit is free and needs to be scheduled. During the visit, the owner receives and explains about the artichoke and its processes, she tells the family story with the city, the itinerary and the artichoke, and then she serves



the delights of her kitchen. Among the main dishes on the menu are: stuffed artichokes, parmigiana and pasta. As in the other businesses in the Itinerary, *Alcachofras Bonsucesso* is also a family business. "Here everyone in the family helps," comments the owner, pointing to her granddaughter who was present. And she explains that her husband is responsible for the plantation, her mother helps with decoration and handicrafts, her daughter makes the sweets and everyone is always present to attend the emporium and restaurant, reinforcing the identity ties of the place.

Other points observed during the visits were: communication and signaling in the Wine Itinerary, which are presented as a standardized model for the entire Wine Road, Venâncios Road and Quintino de Lima Road. This situation suggests that the enterprises are part of a whole; it's a characteristic of an itinerary, since at the beginning it is already possible to find signs such as "You are in the Wine Itinerary".

From the visited equipment, there was difficulty in accessing the *Alcachofras Bonsucesso* only, due to poor signaling to reach the place, because on the road the signaling was deficient, with few signposts and the entrance is hidden, it wasn't paved, which makes it very difficult for those who goes without the support of receptive tourism agencies.

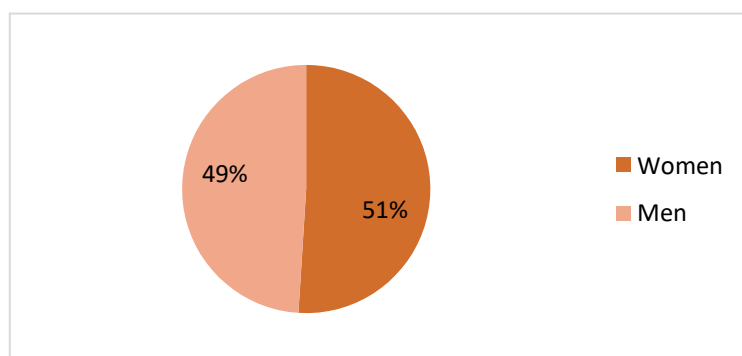
In six of the eight visited locations, it was possible to remove the printed map from the Itinerary, which makes the visitor understand that there are other places to visit, something fundamental to promote the presentation of the Itinerary as an integrated and unique product (75% of interviewed in this research, claimed to know the São Roque Wine Itinerary, even if it was the first visit).

Another positive point is social media, an important ally in consolidating and communicating with visitors. Only *Alcachofras Bonsucesso* doesn't have active websites or social media until the date of visitation, but on the other hand, the property is well known, as it is always on television reports or



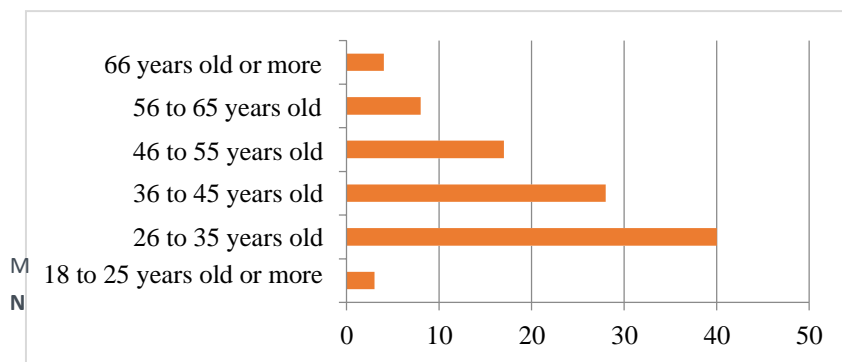
magazines, it is mainly linked to agribusiness. It is also known and recommended by everyone in the Itinerary.

After collecting the data through simple observation of the spaces, it was possible to apply the forms to the visitors. Altogether, 100 visitors were interviewed. The information collected showed the diversity of the public and interests. For example, as shown in Graph 1 below, the public is divided almost equally between male and female genders.



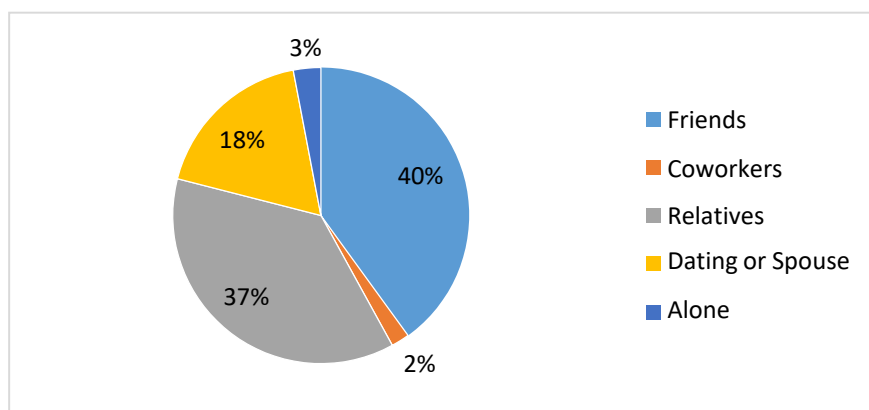
Graph 1 - Gender of the interviewed visitors in the São Roque Wine Itinerary.

Regarding the age group (Graph 2), the highest percentage comprises the age group from 26 to 45 years old, but it is important to note that people up to 81 years old were also interviewed and many children and adolescents were observed with the interviewees and with other visitors in the locals. The result is similar to the result of the investigation carried out by Silva (2016) about the analysis of the wine tourism profile in Chile. In his research, the author found that this type of tourist is divided between men and women practically equally and they are concentrated between 25 and 44 years old. The study showed that the older, the greater is the involvement with wine and the greater is the preference for traveling in smaller groups.



Graph 2 - Age range of interviewed visitors on the São Roque Wine Itinerary

Graph 3 shows who accompanies the interviewees when visiting the São Roque Itinerary. If the data shows that gender and age group are diverse, the situation is exacerbated in relation to the companions of visitors to the Itinerary. There is a strong appeal for an outing with friends, couples, co-workers and, especially, family members. In this direction, the social content of leisure highlights itself as one of the possible most expressive characteristics of the enogastronomic leisure developed in São Roque. However, in smaller numbers, it was possible to interview people who were alone too.



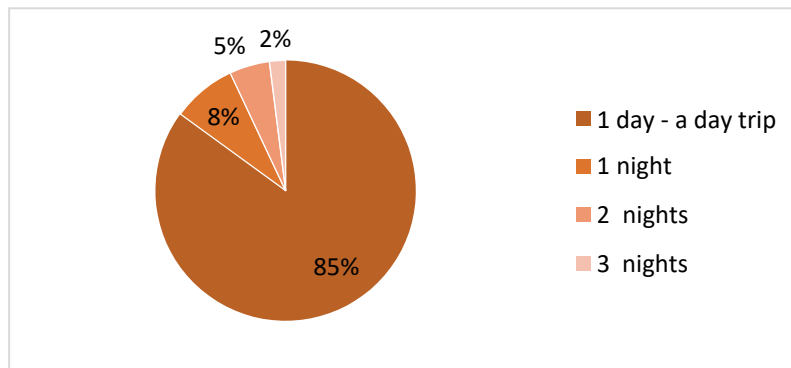
Graph 3 - Who the interviewees were with during the visit to the São Roque Wine Itinerary.

Another characteristic pointed out by the research data is the permanence of people in the city to enjoy the wine Itinerary and other possibilities around. Although many of them affirm that they don't sleep in the destination, 15% of the interviewees stayed at least one night. It is worth mentioning that, in the literature, Hall and Macionis (1998) consider in the group of wine tourists, both excursionists and visitors who stay more than 24 hours in the destination, expanding the possibility of understanding the profile of this tourist of specific interest.



In this work, however, it was decided not to concentrate on describing the profile of this tourist, but on the activity that visitors share in the context of wine and gastronomy.

However, it is important to note that among the 6 entrepreneurs interviewed, 5 affirmed that they think of strategies to increase the permanence of visitors in the future.



Graph 4 - How long time the interviewees spent in São Roque

The question that provided the most information was “Why did you come to São Roque today?” The answers represent, above all, the search for a place of:

a) “Fun and rest in the fresh air” - Which could refer to values linked to leisure, especially about fun and rest by Dumazedier (1980a), although the answers do not directly mention development, as values associated with leisure. It would be up to the Itinerary, in its schedule of activities that favor the accomplishment of the development value, according to the author above.

The author points to rest, as a manner of recovering physical and mental energies; fun, as a manner to ward off boredom and break routine; and development, focused on the process of evolution of knowledge or individual and collective skills.

Another important situation in the statement is the search for “pure air”, which would refer to the city's escape and escapism and its urban problems

such as pollution. In this direction, Brunhs (2009) draws attention to the dialectical elements involved in the modern leisure experience, with freedom, choice, escape, satisfaction and pleasure, in which they are exploited by industry, they are transformed into escape and fulfillment products as part of strategies that lead individuals to believe that they need a reward for what they live. The possibility of choosing activities and the disinterested character of their practice are basic characteristics of leisure. However, what is often observed are compulsive practices, dictated by fads, or denoted status (Marcellino, 2012).

b) "To socialize with family and friends" - In this statement, the social interest of leisure is evident. Usually, individuals look for outdoor areas, restaurants and bars to socialize with friends and family. In São Roque, it is observed that in addition to spaces promoting coexistence and commensality, there is also the presence of food and wine as important elements of sociability. Escohotado (1996) argues that the existence of alcohol is quite old in society and it is present almost in most parties and social gatherings, since it is attributed a strong socializing character, due to the possibility of reducing the timidity of the most introverted individuals.

Thus, the drink is linked to the cultural content of the social interests of leisure, since it is present in moments of social interaction in free time. In the São Roque Wine Itinerary, it becomes even more relevant, since the main product of attractiveness to the Itinerary is wine.

c) "Guided visits to wineries and visits to restaurants" - The relationship between wine tourism and leisure is present in visitations in São Roque, as affirmed by Camargo (2017), activities of tourist interest are represented by the tours and trips that put the individual in contact with new situations, landscapes and cultures. In this direction, it is believed that in São Roque, even though most people do not stay overnight, there is a search for contact with the different and the breaking of the routine of the big city or surroundings.



The discussion about guided tours is proposed by Hall et al (2004), who points out enotourism as a subcategory of gastronomic tourism, which includes elements such as visiting vineyards and wineries, wine festivals and tasting as the main elements of attraction for wine lovers, tourists, as well as the production of its culture and landscape. For Hall and Macionis (1998), enotourism is a form of tourism of specific interest in which traveling is motivated by the destination, the activity (wine tasting), or both. The authors' concept does not address the issue of travel time, accepting as enotourists both visitors who stay more than 24 hours at the destination or those who just go "a day trip", as previously mentioned in relation to graph 4.

Another conceptual question discussed earlier in the article, about the genre "to know" already discussed by Dumazedier (1980b), it appears in the interviews's responses about the Wine Itinerary in guided tours, since these programs promote knowledge about wine, in addition to tasting or shopping. The visitor is placed in a listening situation in a short course format, with explanations about the wine making process, from planting and harvesting to consumption.

In this experience, the oenologist who conducts the activity from the grapevine to the table on which the glasses and bottles are placed, he assumes his role as a cultural animator (Marcellino, 2012) in the leisure experience, trying to stimulate and properly guide people, so they can fully exploit the possibilities linked to the activity. This educational experience will provide the participants with a better understanding of issues related to oenology, stimulating their skills, sensitivities and appreciation related to the theme. It's a direct relationship in the formation of the good connoisseur of wine and its relations with other daily issues, such as gastronomy.

Last but not least, in the visitors' statement the restaurants appear as another space that characterizes the local enogastronomic leisure. According to Schlüter (2003), gastronomy is part of the new demand as part of cultural attractions, but it is not always the main motivator of displacement.



Thus, it resorts to thematic and cultural itineraries that allow the integration in a single product the elements that they alone would not arouse sufficient interest themselves. By combining these elements, it aggregates a greater symbolic value and increases its economic and social benefits. This situation can be found in São Roque, which created an itinerary integrating the different grapevines, wineries, restaurants and leisure centers, thus enabling the strengthening of a network between different local entrepreneurs.

The management *Bonsucesso Alcachofras* states that only with the creation of the Itinerary that everyone gained more strength to appear, because it was from this initiative that the space began to be more sought after by people, schools, universities and those interested in their local cuisine.

d) “Bike ride with friends” - In this statement, the physical activity related to the bike ride, reveals the relationship with at least two more cultural interests, in addition to the physical-sportive one, since it is predominantly the human body's movement. However, the use of the bicycle can also motivate interest not only about the movement, but also in the search for new landscapes and cultures, a characteristic of the tourist content, involving the stroll between the points of the Wine Itinerary (all interviewees were in one of the spaces of the Itinerary). In this direction, another possibility is related to social interest, as it involves social relationships with friends. But it is important to make it clear that cycling is a physical-sportive activity, according to the classification of Dumazedier (1980a), and it can be developed from other interests, according to the individual decision of each individual.

This situation shows that managers should not take the classification so rigidly, because human interests are not statically divided just like the mentioned classification. However, it is divided into different categories to facilitate planning in its specificities. Thus, the more content a space or activity houses, the richer and more interesting the experience will be for those who experience it.



e) "Participation in events and thematic dinners" - Here gastronomy appears again as a motivating factor with thematic dinners. Most of the events shown in Chart 2 are related to wine, typical local food (artichoke, Italian and Portuguese cuisine) and other cultural manifestations such as music and dance. Most of the given answers say they are in the locality with the objective of participating in the Quinta do Olivardo's Dead's Wine Dinner an event held on the third Saturday of the month with Portuguese cuisine and live music.

Participants in this ludic activity can bury a bottle of wine by filling out a form stating the lot and the date of the event. Six months later they are advised about the date of the next Dead's Wine Dinner and return to dig up their bottle. This experience, locally offered, presents itself as an immersion in Portuguese culture, as the practice arose in Portugal in 1807, when the country was invaded by Napoleon Bonaparte's troops; it led the Portuguese to bury their possessions, including bottles of wine. With the departure of the French soldiers, the Lusitanian recovered their possessions and dug up the wines, discovering new organoleptic properties of the product, in addition to a new storage method (Salvado, 2017).

In summary, it is clear that São Roque's Wine, Leisure and Gastronomy Itinerary has some elements that show relationships between leisure, tourism and socio-cultural participation (Figure 1). Such elements are presented in the scheme below and comprise the universe of the Itinerary. Among them: the landscape, for contrasting with the urban scenery of the visitors' daily life; along the same lines, the search for relaxation and rest; the offer of activities such as: wine tasting, events and entertainment, leisure and recreation, gastronomy and oenology, through events, courses and workshops aimed at those who are seeking technical knowledge of the drink.

In view of these elements, it was evident that the new generations who manage the Itinerary's equipment are already more concerned about leisure



and tourism than their ancestors, thus expanding the possibilities of the destination and offered experiences.



Figure 1 - Elements that characterize the relationship between leisure, tourism and socio-cultural participation.

The commercial director of *Vinícola Góes* emphasized the concern to offer unforgettable and enchanting experiences, as well as the training and professional capacitation for it, it includes offering internal workshops such as “The Disney way to enchant people” with speakers from Disney itself, to insert the principles of this entertainment giant in the winery’s processes and professionals.

At *Vinícola VX de Novembro*, despite the interest in maintaining traditions, they also plan to modernize, expand and promote new ideas that will be put into practice in a long term. One of them is the investment in hospitality, inspired by southern and international properties. He believes that the complete experience of enogastronomy, permeates food, accommodation, wine production and tasting, all combined with the concept of culture.

The owner of *Vinícola Casa da Árvore* addressed issues related to sustainability. He said that they already work considering the principles of



sustainability and he intends to continue focusing on the preservation of local resources, composting, social responsibility and maintenance of spaces. He also stated that in a long term, he intends to make the gastronomic experience even more programmed and exclusive, in order to serve people looking for a complete enogastronomic experience and not just eating and drinking.

The owner of *Vinhos Bella Quinta* highlights that "times will change a lot and we need trained people with innovative ideas so we can continue to serve with quality and excellence". For him, tradition is important, but it is necessary to listen to younger people, with ideas that provide the quality of enotourism and enrich the activity for everyone.

Thus, it is clear there is an alignment between the different ideas and managers of the Itinerary, contributing to a positive result.

CONCLUSION

The main objective of this work was to characterize São Roque's enogastronomic leisure, since there was a potential cultural space for leisure activities related to wine and gastronomy.

It is understood that leisure is, above all, a cultural phenomenon experienced through the practice, knowledge or fruition of ludic and recreational activities, in different ambits, as activities related to different leisure interests that have a disinterested character, in which it seeks only the satisfaction caused by the situation experienced. (Marcellino, 2012).

In this direction, the interviews conducted with entrepreneurs showed a new generation of managers focused on policies aimed at enotourism and possibilities for leisure and significant experiences. Most owners and administrators addressed concepts such as the "holistic thinking" of their businesses, the focus on the "playfulness" of activities reaching diverse audiences, "memorable experiences" and "educational programs". Such



concepts are linked to activities, but they can be enriched with the assistance of public and private policies aimed at leisure. Thus, it is important that the municipal power is present in the actions in order to enhance the actions taken by entrepreneurs and the local population.

Another point of emphasis in the speech of the entrepreneurs is the link of cultural identity with the family business, something they believe to aggregate value to the enterprise, since history and tradition are part of the product they want to offer.

The interviews with visitors highlighted some elements that characterize São Roque's enogastronomic leisure, with emphasis on:

- The social content of leisure and the 3 D's¹ of Dumazedier.
- The social and tourist interest of leisure in its relations with wine tourism;
- The winemaker as a cultural animator;
- The promotion of gastronomic leisure through thematic events and tastings;
- The potential for development of physical-sportive content.

Therefore, it is clear that the Wine, Leisure and Gastronomy Itinerary, as well as the events promoted in the local wineries, are centered on enogastronomic activities, with an eminently leisure character. It was also observed that the proximity to the great urban center, São Paulo, is an important factor for the development of the Itinerary, with expressive demand in the search for an "escape from everyday life" on the weekend through leisure spaces, gastronomy, wines and culture in the available time of their obligations.

Regarding leisure, wine and gastronomy activities, accomplished through spontaneous and / or stimulated / animated actions in the visited locals, it

¹ It refers to "Descanso, Desenvolvimento e Diversão", translated from Portuguese as Rest, Development and Fun.



was noticed a great managers' concern in offering experience opportunities for all ages, such as offering playgrounds, adventure activities, participation in events with tasting, harvesting and grapes treading.

However, it is clear that the Wine Itinerary, as a civil society organization, still works with weak support from public policies aimed at leisure. There is a visible awareness directed to tourism, however, the Itinerary offers a potential leisure opportunities and development that is little explored, or reduced to playgrounds in gastronomic complexes. This may be explained by the presence of few leisure professionals working in the management of spaces.

Leisure, as a cultural phenomenon, is present in several situations that can be considered rich from the point of view of diversity of contents; however, it is observed that these opportunities could be better structured, with the presence of leisure and tourism professionals, from public and private policies planned from the specificities the area requires. If family tradition is important, the adequate planning based on joint actions with the municipal power, as well as local civil society is essential.

In this direction, the São Roque Wine Itinerary, becomes an important leisure and tourism development program, with rich options for experiencing close to the capital of São Paulo, including as a field of opportunities for future studies to be compared with others destinations in Brazil and Latin America, as well as a more in-depth study of visitors' profile or even dedicated to exploring public policies and proposals for the Itinerary.

Finally, it cannot be left to think that the present study could be complemented about the impacts of the pandemic of the new coronavirus, which not only directly affected business due to the decree of closing trade in March 2020, but also the social coexistence due to the isolation recommended by the health authorities, thus preventing various leisure, tourism and culture activities.



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