

**RURAL LIVELIHOOD DIVERSIFICATION STRATEGY AND TOURISM IN THE RURAL AREAS**  
**The Case of the Topiaries, Flowers and Aromas Roadmap – Brazil**

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*Rural development can no longer be based only on traditional agrarian activities, permanently subject to risk, uncertainty and exhaustion of the factors of production. Tourism in rural areas emerges as an alternative to meet the demand for tourism activities and as one of the options that contribute to the expansion of the agenda of rural families' livelihood strategies. In order to meet this dynamic, the objective of this article is to apply a structure of analysis that allows observing the development of the strategy of diversification of livelihoods in rural properties from the exploitation of tourism in rural areas. To achieve this goal, an exploratory-qualitative research was carried out on seven rural properties that make up the Route of the Topiaries, Flowers and Aromas located in the city of Victor Graeff-RS. The main findings of the research identified that, in the implementation of the rural livelihood diversification strategy, the motivation is based on the generation of income and permanence in the rural environment, which is feasible from the access that families have to the livelihood platform or capital used in the process. Finally, the performance of the rural livelihood diversification strategy closes the analysis by pointing out that access to natural, human, social, physical and financial capital is a sine qua non for the success of rural tourism, since the diversification strategy is capable of providing sustenance and, consequently, the permanence of families in rural areas.*

**KEY WORDS:** *Rural livelihood diversification strategy, tourism in rural areas, rural Families.*