

SLOW FOOD IN THE CONTEXT OF ENOGASTRONOMIC TOURISM IN THE SERRA GAÚCHA (RS, BRAZIL)

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In the context of gastronomic tourism, the itineraries developed in wine-growing areas stand out, exploring as attractive the foods and drinks that provide tourists interactions with traditional products. In this scenario, is found the Serra Gaúcha, mountainous region that is located in the northeast of the state of Rio Grande do Sul - Brazil. In addition to the growing interest in regionalized cuisine, the Slow Food movement, which is present in 160 countries, stands for the consumption of good, clean, and fair foods, aligned with the precepts of conscious consumption, preservation of the environment and cleaner production. In this scenario, the proposal of this study presents, with the objective of analyzing the relationship between Slow Food and enogastronomic tourism in the region of Slow Food Conviviality First Italian Colony in the Serra Gaúcha - Brazil. For the development of the research proposal, triangulation between theoretical concepts related to the Short Food Supply Chain approach, enogastronomic tourism and the Slow Food movement. The Slow Food movement, the Serra Gaúcha environment and the tourism segments developed in the region, evidenced the shortening of the chain, characterizing itself as a Short Food Supply Chain. Finally, it is possible to expand the studies related to the Short Food Supply Chain theory and tourism activity, or to explore the relationship between the Slow Food movement and local development.

KEY WORDS: *localism, gastronomy, tourism, enotourism, short food supply chains.*