

THE WINE TOURISM IN BRAZIL

A Territorial Analysis of the State of Rio Grande do Sul from 1870 to 1970

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The present paper considers the relations among the State, the viticulture and tourism in the Rio Grande do Sul State from the Italian immigration context. This research focus the period from 1870 to 1970, with emphasis in the Italian colonial region located in the State upland slope. It analyses the promotion and the heritage preservation of the wine and the viticultural activities by the State through different territorial vectors, such as the support to regional events, wine tourism and other public actions that aimed to highlight State and National Politics in a local scale. This study used historical and documentary research and the treatment of the sources was conducted by the content analysis methodology. The results suggest that tourism and wine acted as territory promotion vectors and as agents for reterritorialization of a deterritorialized immigrant mass. It was identified a dialogical relation between the State and the Italian immigrants and their descendants, in a game of autonomy and dependency, providing support to the wine industry and building a reality that allowed the wine tourism development in that region. From this scenario, the region was considered a wine territory in the Rio Grande do Sul context. This investigation also allowed the construction of a spatiotemporal correlation matrix, organizing some viticulture and tourism phases in the region.

KEY WORDS: wine tourism, territory, viticulture, historical evolution, Rio Grande do Sul State (Brazil).