

THE VALUING OF CRAFT IN SOUTHERN BRAZIL IN CONSEQUENCE OF TOURISM

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Due to its heterogeneous and complex nature, tourism has been both a mediator and a protagonist in the economy of the destinies where it is practiced. Tourism's plural capacity to involve different sectors has raised interest in the craft production of places able to combine culture, identity and art. In this respect, this study aimed to analyze the craft production in Rio Grande do Sul from the tourism perspective and contextualize the craft activity in the tourism sector. It presents the main legal aspects concerning the activity as well as evidences on craft production and craft opportunities in the state. A literature research of qualitative approach was carried out. Information was collected from scientific papers, books and documents. The discussion highlights the relevance of craft activity as a result of its valuing and marketing by tourism. The study provides a dialogue about the craft contribution to the communities that adopted this activity as a source of income, welfare, quality of life and development.

KEY WORDS: *craft production, identity, cultural tourism, opportunities, local development.*