

TOURISM ROUTES IN THE CAMPANHA GAUCHA REGION
The Case Of Guatambu Wine Estancia In Dom Pedrito – RS – Brazil

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Despite the link between the wine industry and tourism has been considered recent literature indicates that wine routes exist from the twentieth century. Due to its great economic potential and its great growth in recent decades, the academic community has turned to develop research that contributes to a better understanding of wine tourism and wine tourism. This phenomenon has significantly contributed to the economic and regional development of various destinations. This study aimed to investigate the main market strategies used by Guatambu Wine Estancia to develop wine tourism in the Campanha Region in the State of Rio Grande do Sul - Brazil. This research is characterized as a descriptive case study with a qualitative approach. Primary data were obtained through semi-structured interviews in Guatambu Wine Estancia, and the secondary data were obtained from the website of the company searched. The survey results point to the exploration of wine tourism by the company studied, making use of sustainable management practices and focusing on economic development and regional location.

KEY WORDS: *Wine, service, wine tourism, wine production, Brazil.*