

PROCESS OF TERRITORIAL TRANSFORMATIONS OF THE VALE DOS VINHEDOS.

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This study seeks to uncover the spatial transformations of the Vale dos Vinhedos, an area that is fundamentally located in the municipality of Bento Gonçalves (RS). It stands out, as well as the Serra Gaúcha, as an important national wine producer. However, in the last decade there has been a marked change in its landscape, associated with the intensive presence of wine tourism. The objective of this research is to seek, through two specific procedures: the cartographic study and the interview and surveys of the local events, to understand the spatial transformations of this. In order to recognize the process of gentrification in a central non-urban area, a questionnaire of the new conditions is made, seeking through the historical-geographic confrontation, to recognize these changes.

KEY WORDS: *Wine territory, wine tourism, spatial transformation, gentrification, Serra Gaúcha of Brazil.*