



## **The Economy of Tourism in Vale Dos Vinhedos – Bento Gonçalves – RS –BRAZIL- 1990 à 2005**

**Cláudia B. Marques, Ms.**

Professor, Centro de Ensino Superior Cenequista de Farroupilha.

**Carlos Honorato Schuch Santos, Dr.**

Professor in the Graduate Program of Administration, Universidade de Caxias do Sul (UCS).

### **Abstract:**

Tourism has become one of the most important economic activities worldwide. Together with grape and wine production, it has become one of the instruments responsible for economic development in the Rota do Vale dos Vinhedos (Valley of Vineyards Route ) in the municipality of Bento Gonçalves., Rio Grande do Sul, Brazil. In Vale dos Vinhedos, the economy has specialized in grapegrowing and winemaking (viticulture and viniculture). The activities of current types of cultivation and production systems in the Valley present different situations, both in terms of generating economic surpluses and their distribution among the agents that participate in their appropriation, consequently leading to different impacts on the dynamics of development in this region. The main purpose of this paper is to study the economy of the Vale dos Vinhedos Route development during the 1990-2005 period, looking at variables wine and tourism as potential factors driving change in the local economy. The results indicated that all the types analyzed present positive added value margins of contribution, emphasizing the systems that involve grapegrowing and winemaking as integrated and segmented activities.

**Key words:** Regional Development, Tourism, Wine and Vale dos Vinhedos Route.