



Gastronomy as a tool for rural tourism development - the case of the Casa Carnasciali Winery

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ABSTRACT: This paper focuses on the development of sustainable rural tourism, considering gastronomy as a tool. It examines the dynamics that occur between tourism and gastronomy, focusing on the valorization of gastronomic traditions and food regionality and highlighting them as motivating elements of tourism. Its specific objective is to analyze the relationship between gastronomy and rural tourism at the Casa Carnasciali Winery and Gardens, located in Apucarana-Paraná, through the application of a case study. The exploratory-descriptive analysis was based on the concepts of rural tourism and sustainable development and on the relationships between tourism and gastronomy, therefore a case study was the chosen as the most suitable research method. A technical visit was made to the site, to observe the dynamics that occur between gastronomy and rural tourism, and semi-structured interviews were conducted with the owner and the chef responsible for the gastronomic offer of the enterprise. It was found that the offer of gastronomic services on the property helps bring financial sustainability to the business, with impacts on the dissemination of the food culture.

Keywords: Rural tourism ;
Sustainability;
Gastronomy;
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INTRODUCTION

In the 1980s, century, due to the huge expansion of technological innovations in food production, smaller producers, with limited financial resources to expand their productive capacity or make large investments, lost space in the domestic market to the large agricultural estates, which managed to increase production and decrease the final value of the product, through the application of huge and diversified investments (Silva, 2010; Whitacker, 2012).

According to the Ministry of Tourism [MTur] (2004), this situation led to a stimulus for the development of parallel activities at these rural properties, alongside agriculture, in order to promote appreciation of the rural characteristics, increase resources and the results obtained, and consequently, provide social inclusion.

One of these initiatives is rural tourism (RT), i.e. tourist activity carried out in rural areas. "Rural tourism is the set of tourist activities developed in the rural environment, committed to agricultural production, adding value to products and services, safeguarding and promoting the cultural and natural heritage of the community (Brazil, 2003, p. 23)."

Rural tourism offers as a form of alternative income, as a business that allows rural owners to keep their farms in production while generating jobs for the local population. It also helps raise ecological awareness and understanding, transforming the local population, in a spontaneous way, into agents for nature conservation, especially when they begin to see tourism as a source of economic income.

This paper examines the dynamics that occur between tourism and gastronomy, focusing on the appreciation of gastronomic traditions and food regionality and highlighting these aspects as motivating elements of tourism. It seeks to answer the following research question: how can the typical food aspects of a region contribute to and strengthen the promotion of sustainable rural tourism?

The main objective of the study is to analyze the relationship between gastronomy and rural tourism at the Casa Carnasciali Winery. As a secondary objective, it seeks to identify elements of the local and regional gastronomy, and to see how these are used to promote rural tourism in this locality.

THEORETICAL FRAMEWORK

Rural Tourism and Sustainable Development

Rural tourism is not a new phenomenon in Brazil. The growing interest in recreational activities in the rural environment was seen in the 19th Century, in Europe. In Brazil, this mode of tourism is mainly popular among

the middle and upper classes, who place great importance on local values and cultural identity and, at the same time, the possibility of regional economic development.

Rural tourism also contributes to providing well-being for the families involved in the activity, giving them a sense of pride in their local region, and a better awareness of the importance of preserving their heritage, which is sought after by the rural tourists, as they visit the countryside to satisfy their leisure needs, interacting with the local community and joining in the local activities. Tourists' motivations may also include the warm welcome often extended by country folk, or a desire to learn more about their own culture and origins, or perhaps a desire to escape the hustle and bustle, noise and pollution of the cities (Zimmermann, 1996).

Tourism is one of the activities that can contribute to the promotion of sustainable socio-economic development. According to Bosetti and Oliveira (2016, p. 43), "tourism is currently seen as an innovation for the socio-economic development of localities wishing to improve the quality of life of individuals". According to the existing attractions, municipalities invest in tourism in order to lower unemployment, increase incomes, and decrease the social exclusion of the most fragile communities, which suffer from a lack of social opportunities.

The considerations about the principle of regional development, which, like the concept of sustainable development introduced above, refer to the interaction between man and nature, and this, in a way, modifies the conditions of existence of human beings.

Nowadays, the development process can be considered as encompassing more and more aspects, beyond the simple production/inhabitant relationship. It involves, for example, social relationships, culture, human habitats, individual fulfillment, and the environment (Ablas, 1991, p. 44).

Hanai (2012, p. 211) writes:

"Like the concept of development, tourism has also incorporated the idea of sustainability into its concept. Sustainable tourism is defined by the World Tourism Organization as tourism that meets the needs of today's tourists and the host regions while protecting and expanding opportunities for the future. Thus, it seeks to meet economic, social, and quality of life needs for regional development, while conserving the natural resources and maintaining the cultural integrity of the local population, promoting collective responsibility, and meeting tourists' expectations so that the activity can continue" (Translated by the authors).

Rural tourism is an activity that should be understood as complementary to the traditional agricultural activities of rural properties, such that the daily lifestyle of the rural inhabitants continues to exist, albeit with some necessary changes. Rural tourism must, there-

fore, be properly planned and implemented, preserving the roots and daily activities of the property, as it is these characteristics that are the main attractions for those who seek rural tourism (Fontana, 2005). Thus, the complementary activities generated by rural tourism are added to the products already existing on the property, and also enable the appreciation of the non-material characteristics of the property.

Gastronomic Tourism

From the intertwining between cultural tourism and gastronomy emerges the search for knowledge about new cultures, flavors, and knowledge, seeking to identify aspects of material culture, through as the sensations of the immaterial (Córner, 2006). Some authors point out that gastronomy is assuming greater importance in cultural tourism, as tourists, in search of new experiences and knowledge of other cultures, try out different types of food and drink. Thus, Gastronomic Tourism is a segment that articulates the tourist activity with the offer of food services and should establish a relationship with the identity of the local culture, by sharing the values and customs of people. Gastronomic Tourism is, therefore, travel prompted by an interest in the typical gastronomy of a locality or regions (Brazil, 2010).

Gândara (2009, p. 185) writes:

"From the relationship of gastronomic supply and tourism emerges the opportunity for visitors to learn about regional dishes and also establish a connection with the history and culture, and the local community. This connection contributes to sharing values and customs that accompany food from its raw state (in nature) to the table, allowing the tourist a kind of tasting of the reality visited. Gastronomic tourism, as it considers both cultural identity as a tourist attraction and the perspective of symbolic consumption, takes advantage of opportunities to develop destinations and products capable of enhancing their cultural characteristics" (Translated by the authors).

Although food is considered by the majority of travelers as a technical offer, there is a growing interest in typical regional foodstuffs. Goeldner (as cited in Fagliari, 2005, p. 10) points out that "part of the fun, for the tourists, is trying out local dishes, i.e. food is sometimes perceived as an attraction for the trip."

According to Segala (2003), gastronomy is one of the most expressive cultural manifestations, and a source of attraction of tourist flows, besides contributing to the appreciation and coexistence between different cultures, customs, and habits. Thus, food production, typical cuisine, and preparation methods enable the development of 'gastronomic routes' that aim to promote the gastronomic, cultural, and environmental potential of a region. Fagliari (2005) points out that 'gastronomic routes' aim to promote knowledge

among different civilizations and cultures, showing their interrelationships and influences.

Therefore, many municipalities are seeking ways of enhancing these gastronomic aspects, and adding them into their tourist itineraries, aiming at the development and attraction of resources that tourism can provide. In many of these itineraries, the focus is the gastronomic routes because they have this potential attraction, besides comprising places where gastronomy has important characteristics according to the product, with cultural and rural traits in the region in which it is inserted. Thus, the organization of tourist routes is among actions adopted by the Ministry of Tourism, especially in relation to family agriculture in the rural environment, and many enterprises have been set up to provide services associated with these routes. Gastronomy may also constitute the central idea of an event or be associated with some celebration. Food acquires particular characteristics during celebrations, often providing the central focus of the event (Schlüter, 2006).

The relationship between tourism and gastronomy

The classical Greek philosopher Arcestratus defined gastronomy as the study and observance of the laws of the stomach (Montanari & Flandrin, 1998; Franco, 2001). This definition, when applied to a certain tourist context, helps us to understand how society developed and coexists with the environment around it. According to Carneiro (2003) and Dória (2009), food reflects how man evolved in a given environment, expressing his values and way of life.

Gastronomy is one of the most basic elements for tourism, as it meets a basic need. Dória (2009), Carneiro (2003), and Castelli (2005) contextualize gastronomy as an important cultural aspect of any territory as, since the origins of civilization, food has reflected the way of life of the area, built through the interactions between man and his environment, how they influence each other, and the geographical characteristics.

According to Krause (2001, p. 5) "one of the enabling elements of tourism, based on the movement of people in places far from their homes, is tourist facilities that primarily offer food and accommodation for travelers". The author also cites the importance of gastronomy as a driver of tourist destinations, through the appreciation of local culture.

In destinations where sun and sea tourism is predominant, planning is essential, to ensure environmental preservation urban development that will guarantee the longevity of the destination. Where business or events tourism are prevalent, i.e. Where the natural attractions are not the focus of the tourist interaction, tourism planning is also important, to enable the deployment of essential equipment and contribute to the development of the local infrastructure and preserva-

tion of the local culture, focusing on sustainability (Theobald, 2002).

According to Ruschmann and Solha (2006, p. 45), "one of the consequences of the development of societies in the 20th century is that nowadays, there are fewer and fewer territories without tourists, a factor associated with aspects such as the growth of the transport sector, the consolidation, and the formation of a consumer class of tourism products."

The importance of tourism as an important economic activity is well known, in any of the contexts mentioned. However, tourism to unattractive locations has currently become the focus of discussions and increasing investments, since this activity has proven to be an important economic catalyst. The World Tourism Organization [UNWTO] (2014, p. 2) states that "tourism is a key factor for social and economic development, with the growth of jobs, an increase of companies in the sector and implementation in infrastructure."

From the tourism point of view, gastronomy can basically be viewed from two perspectives: as a tourism product (Hornig & Tsai, 2012; Sánchez-Cañizares & López-Guzmán, 2012), and as an element of the basic infrastructure for tourism (Castelli, 2005; Montanari & Flandrin, 2007).

As a tourist product, it denotes the culture of a locality, its ways of interpreting food, specific techniques used, values, means of production, arousing curiosity, and immersion in the local culture from the tourist's point of view (Carneiro, 2003; Dória, 2009; Castelli, 2005; Hornig & Tsai, 2012).

Krause (2001, p. 17) also states that 'gastronomy as an important factor of attraction of tourist destinations, motivated by curiosity, flavor, pleasure, and leisure.' Gastronomy as an element of the basic tourism infrastructure is explicit in the very definition of tourism, as well as in the importance of food for sustaining life, and consequently, it must be present in the supply of tourism equipment (Castelli, 2005; Ruschmann & Solha, 2006).

In the context of gastronomy, wines are important consumer products, generators of value, and important economic aggregators, since the consumption of wine is widespread, particularly among the higher social classes. Bernier, Valduga, Gabardo and Gândara (2020) show that wineries located in metropolitan regions or near large centers are important tourist attractions that can help boost the local economy.

In relation to this aspect, it is seen that there is an appreciation of culture and the local landscape, and of traditional knowledge and skills, and that these aspects further add to the appeal and atmosphere of wine consumption, especially when it takes place in the rural environment (Gabardo & Valduga, 2021).

Thus, improving, expanding, and consolidating the gastronomy offer as part of the tourist infrastructure, and a tourist attraction, will help promote the develop-

ment of this economic activity. It will also provide jobs for the local communities, better working conditions, appreciation of the local culture, and an increase in sustainable consumption.

Gastronomy and Sustainability: The Slow Food Case

In places where rural tourism is more widespread, a strong influence on the development of local gastronomy can be identified in the economic, social, and cultural spheres of the local community. Tuscany and Umbria, for example, are regions of Italy that produce gastronomic excellence while preserving a strong culinary tradition. With the help of the Slow Food movement, these regions have managed to preserve the production of livestock, vegetables, legumes, cheeses, bread, and cold meats that were at risk of extinction due to intensive farming techniques and mass trade.

Convivias establishes relationships with producers, encourage chefs to use regional foods, make visits to small food producers, promotes campaigns to protect traditional foods, promotes taste education in schools, organizes tastings and lectures, and cultivates a taste for pleasure and quality of life on a daily basis (Honoré, 2007).

The activities of Convivias range from visiting orchards to tasting new products, offering courses, visiting wine and coffee plantations, etc. This enables Convivias members to refine their knowledge of flavors and expand their learning and appreciation of production methods.

Slow Food is a coherent movement in the context of gastronomic tourism, as it seeks to value regional food that is locally grown or produced, and to highlight and consequently value local communities. The philosophy of 'good, clean, and fair food' characterizes the movement's fight for less standardized and industrialized gastronomy, which has resulted in the significant loss of traditional food cultures, and the disappearance of typical foods and culinary traditions.

In this context, Slow Food supports a new model of agriculture that is less intensive, healthier, and more sustainable, and that does not exacerbate the climate crisis. Slow Food is based on the knowledge of local communities and agroecology, taking advantage of the wisdom developed by these communities, in coexistence with the territories where they live (Slow Food, 2021).

METHODOLOGY

According to the theoretical background presented, this study deals with the development of sustainable rural tourism and emphasizes the use of gastronomy as a factor of competitive advantage and tourist attraction. To this end, a case study was carried out, taking

as its object of study the Casa Carnasciali Winery and Gardens. This study has exploratory and descriptive characteristics. First, a virtual technical visit to the property was carried out, aimed at finding out more about its history, operation dynamics, specific characteristics, and financial profitability so far.

To identify how gastronomy contributes to the context studied, semi-structured interviews were carried out with the owner of the winery and the professional chef involved in the management and operation of the gastronomic area of the enterprise. The interview sought to identify how tourism is developed on the property, and how gastronomy contributes to the offer of services, in the view of those responsible for the enterprise. The interview included questions aimed at exploring the quality and characteristics of the services provided to visitors, aspects of gastronomic management, regional ingredients used, and other relevant aspects, from the gastronomic point of view.

The following analysis criteria will be considered: a) the relationship between rural tourism and gastronomy; b) how sustainable rural development occurs in the winery; and c) how gastronomy is used as a tool for sustainable rural tourism. It should be noted that, because this is an initial exploratory and descriptive analysis, only the vision of the entrepreneur and the person responsible for the gastronomic sector of the site will be addressed, and their responses analyzed in light of the theoretical background given in this research.

Being exploratory and descriptive, the case study method contributes to answering the research question and meeting the general and specific objectives. According to Marconi and Lakatos (2010), descriptive case studies answer the questions 'How?' and 'Why?', and other qualitative variables. In addition to these answers, the descriptive study gathers information about a phenomenon or a certain population, and describes its characteristics, according to (Univali, 2011). It is worth noting that a case study assists in the observation of social phenomena and small group behaviors, but also enables a better understanding of many situations that contribute to the knowledge of the individual, organizational, political phenomena, etc. (Yin, 2010).

Next, the history of the winery and the initial presentation given by the entrepreneur are described, and some relevant aspects are highlighted by the researchers. After that, the elements contained in the interviews are presented. Finally, the analytical criteria are explored, and the conclusions and final considerations presented.

Case study: the casa carnasciali winery & gardens

The interest in the property and consequent study arose out of a virtual technical visit that took place on May 13, 2021, organized and transmitted remotely by teacher Rosilene de Fatima Fontana during the disci-

pline of Rural Tourism and Sustainable Development. Due to the COVID-19 pandemic, the teacher made the visit in person, and transmitted it via the internet to the students of the program. A semi-structured interview was conducted with the owner, aiming to understand the history and operational dynamics of the winery as a tourist attraction. A tour around the winery was made, presenting the environment and showing its operations. During the visit, care was taken to prevent the spread of Sars-Cov-2.

The winery is situated in the hills of Apucarana, in the municipality of the same name, in a pioneer region in the north of the state of Paraná. The land was acquired in 2012, and took two years to clear. The cultivation of vines began in 2014 when the producer ordered the first vines, based on the guidance of a winemaker and an agronomist; these professionals still advise the enterprise today. The agricultural activity began in 2016. The varieties grown on the property are Chardonnay, Pinot noir, and Syrah. According to the owner, it took four years for the wine activity to mature, and it was only in 2020 that the first wines were produced from grapes grown there.

The winery was presented by the owner, Mr. Rogério Carnasciali, who described how the idea for the winery came from his experience living in Switzerland and France, where he had the opportunity to visit wineries and had contact with the production of grapes and wine, identifying it as an opportunity for income generation and as a pleasurable economic activity. The owner also saw similarities between the European terroir and the characteristics of the territory of Apucarana, a place that already had a vocation for the production of table grapes. At this point, the opportunity was identified to produce wine grapes in small properties, a gap found in the region.

The producer reports that a long-term investment was necessary for the activity, as well as many studies, to understand grape production and fine wines. He describes the agricultural activity of the property as precision agriculture with state-of-the-art technology.

Rogério describes area in which the property is set as mountainous, with an area of 3.5 bushels; the vineyards are planted in an East-West orientation, to maximize the incidence of sunlight throughout the day. Another important characteristic of the terroir is that it is windy, which contributes to the good development of the grapes. Concerning the soil, the owner says that it took five years to identify the ideal part of the property in which to cultivate the vines; an area with a higher proportion of gravel. The environment of Casa Carnasciali is best suited to light, fruity wines, he says.

The vineyards have been developed as gardens, and according to the owner, the attractive look of the plantation generates interest in visiting it. Notably, the vineyards have rose bushes at the start of each row, a

bio-indicator for the presence of pests that can affect the vines. This aspect adds beauty and enhances the environment.

During the virtual tour, it was possible to observe the environments that make up the winery. The Bistro and Wine Bar have a rustic layout, with buildings that appear to be made of wood, and that integrate the nature and the landscape with the visitor areas. The service areas consist of tables, placed both inside and outside the restaurant. There is a grassy area with a view of the vineyards and mountains, where visitors like to enjoy the scenery after their meals. The landscape around the winery has well-structured areas of human intervention that interact with the natural landscape of the hills of Apucarana. The kitchen of the Bistro has a good structure and hygienic conditions, and is adequate to serve the target public. According to reports, people tend to visit the winery for around four or five hours, taking in the environment, eating in the restaurant, and visiting the various parts of the winery.

Another attraction of the winery is its gardens, which are separate from the vineyard. There is a Japanese garden, a French garden, an orchid and bromeliad garden, and a hibiscus garden. These attractions are offered as a backdrop for paid photo shoots, and also to visitors.

The owner, when presenting the winery, describes it as an attraction for Rural Tourism, with emphasis on Wine Tourism and Gastronomic Tourism.

Visits to the property began in 2019, the year the vineyards were formed. In that same year, the Bistro and Wine Bar was inaugurated on the site. The purpose of adding these activities, according to the manager, was to generate income, so as to obtain own financing for the better development of the wine activity. The bistro has three cooks and three kitchen assistants, and the bar employs three people. Altogether, there are six permanent employees and eleven temporary ones, besides the owner, who also works in the winery operation. The employees are mostly from neighboring towns. Five employees carry out the agricultural production.

A highlight mentioned by Mr. Rogério is that tourist activity on the property is quite feasible, due to the well-organized vineyards. Visits to the vineyards are linked to reservations for the Bistro at lunchtime, or the Wine Bar in the late afternoon.

According to the owner, his educational background in Marketing, as well as his professional performance in cultural marketing and tourism marketing, were motivating aspects for the activity he performs today.

Another point presented was the competitive advantage gained, when the customer is able to purchase wines directly from the property where the grapes are grown, with the involvement of the tourist activity. In this case, according to the entrepreneur, this direct sale enables the winery to fetch a better price than it would

be selling to trade customers, or through a middleman or wine retailer. An interesting fact highlighted is that all the wine produced ends up being sold in loco, without having to reserve stock for distribution or even internet sales.

The planning of the agricultural activity and the other economic activities of the property, especially tourism, began in 2012, and according to the owner, has contributed to the success of the winery in the region.

Despite having its own vineyards, the vineyard does not make the wines. This activity is outsourced to another winery. This, according to the owner, is due to the high cost of the physical structure for the winemaking process, and the need to know in advance the characteristics of the wine obtained before investing in the winery, as well as the volume that can be obtained from the installed capacity of the vineyards.

Currently, the grapes are harvested on the property and transported to a winery responsible for making Casa Carnasciali wine. The entrepreneur plans to establish its own wine production facility in 2022.

The target public of the winery is the surrounding metropolitan regions (Londrina, Apucarana, and Maringá), which as Rogério points out, have a population of approximately two million people. The main characteristic of the visitors is that they have high purchasing power, being mostly social class A. The easy access between these metropolitan regions, the accessibility of the winery, and its good infrastructure are factors highlighted as essential for attracting this public.

The owner reports that since the start of the pandemic, the Bistro has operated on a reservation-only system, limiting the number of visitors per day.

Its strong presence in the social networks is an essential tool for the disseminating and promoting the winery, according to Rogério, who also considers that there are security problems related to fake profiles of the winery in the social networks. Despite this, there is great customer interaction with the official social networks of the winery. According to Rogério, the official Instagram profile of the winery has 42.8 thousand followers, and that number is increasing by around 1000 followers per week.

Due to the high demand for visits to the Bistro, it opens from Wednesday through Sunday. The entrepreneur says that in the beginning, it opened only on weekends. One point observed by Rogério is that the capacity of the Bistro is currently limited (150 to 200 people), to provide a more pleasant and exclusive environment, meeting the demands of the target public. The average consumption per person is R\$175 (one hundred and seventy-five reais). The growth of the winery's economic activity has reached the point where the daily turnover during the weekend is now equivalent to the monthly turnover at the beginning of the activities, says Rogério. This growth, he believes, is due to the constant improvement in the quality of the services provid-

ed, and the constant investments made.

Finally, Mr. Rogério points out that for rural tourism to be successful it is necessary to have adequate planning, investment in infrastructure, and quality of services offered, especially for visits and in the gastronomic sector, as is the case on his property. Besides the wine production, he also plans to build chalets to receive guests as from 2022, a demand that was observed over time by the owner.

Gastronomy at Casa Carnasciali Winery and Gardens

In order to deepen this study of the gastronomic sector of the winery, a semi-structured interview was carried out with the owner, and also with the chef, who is currently responsible for coordinating the sector at the winery.

Initially, it was pointed out by the owner that the chef is responsible for all the development of the gastronomic sector, including procurement and relationships with suppliers. The owner also pointed out that since visitors first starting coming to the winery, they have enquired about the possibility of having a meal there. In the beginning, there was only the Wine Bar, but customers also wanted to have lunch. Thus, a demand was soon perceived that would enable the expansion of the gastronomic sector in the winery.

The restaurant opened up with an initial menu of roast pork ribs and fresh pasta, which was acquired from a local chef. As the numbers of visitors increased, more elaborate gastronomic services were required. In October 2020, a chef was hired to improve the services offered to visitors, and this led to a considerable increase in the revenues of the winery.

The owner made considerations about the current target public of the winery, mentioning that the offer of a more complete menu enabled visitors to spend longer at the winery, and catered for a repressed demand that had existed in the region for this type of tourism. This is evidenced by the statement that tables are reserved for the entire evening, without making overlapping table reservations, as it is expected that customers will want to remain whole evening, generating increased consumption at the Bistro and Wine Bar.

The chef is responsible for the menu and its concept, which he says is based on the principles of Slow Food. He mentions that the basic principle is to value the region's producers and inputs. One resource used by the chef in the construction of the restaurant's concept is that the menu is changed on a seasonal basis. The wine consumption changes with the seasons, and so the menu be adapted to ensure good pairings of wine and food.

According to the chef, the target public values the local products offered on the menus, as they are looking for quality and exquisite products, and are not particularly

bothered about the price.

The chef is responsible for presenting the menu. Describing the seasonal nature of the menu, he also emphasizes that all the products used are fresh and of high quality. The method used to prepare the menus involves testing the recipes, in what he calls his lab, preparing the cost datasheets, and pricing. According to the chef, the dishes on the menus often come from the discovery of high-quality local products, and the desire to use them in the bistro.

It was emphasized that the quality of the table service reflects the quality desired at the bistro, with a greater number of waiters. This allows more agility, attention, and exclusivity in table service, something that is essential for his customers. According to the chef, there are seventeen employees involved in the service, catering for a public of up to two hundred people on peak days. There is no sommelier – a professional dedicated to describing and selling wines – but it was reported that there are waiters and the owner who can perform this job. According to the chef, the wine list is self-explanatory and contains technical data of the wines, therefore a sommelier is not necessary.

The chef's background is a highlight for the gastronomy organization at the site. Graduated in Gastronomy Technology, he also mentions some subsequent training, especially a post-graduate courses in Contemporary Cuisine and another in International Classic Cuisine. This training, according to him, brought him closer to the concept approach at the Bistro and gave him the necessary technical and conceptual tools for his work there.

It is reported that by mentioning the origin of products on the menu, customers realize the added value of the products. Both the owner and the chef report that the target public values the known origin of the foods they eat because their consumer profile is focused on refined and high-quality gastronomic products. An important factor that was highlighted is often, the customers will enquire about some of the ingredients on the menu, and ask if they can buy them, e.g., honey, salted granola, and colonial cheeses.

It is possible to find on the winery's menus several local and regional products with their origins mentioned. These include honey from a neighboring producer, natural fermented Italian bread from a local chef, sun-dried tomatoes from Marialva, São Martinho sausages, fresh pasta from a local chef, salted granola produced in the city, and cheese from the Witmarsum colony.

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As an example, the owner highlights that several cus-

tomers recognize the São Martinho sausages featured on the menu, demonstrating the recognized quality of these products in the region. It is noteworthy that São Martinho, a district of Rolândia in the pioneer north of Paraná, is known as the sausage capital of the state.

The entrepreneur explains that the reason for highlighting the origin of the products on the menu is to demonstrate that everything is of the finest quality, therefore, giving the origin of the food is a way of demonstrating this characteristic to visitors.

The chef states that the products from small producers are of excellent quality, and add significant value to the menu and to the final quality of the dishes.

The owner also mentions that with the addition of the accommodation services at the winery, there will be an expansion of the gastronomic services provided on-site, to include breakfast and dinner, adding value to the experience of future guests and visitors.

When asked about the appreciation of local producers and their suppliers, the entrepreneur states that they feel proud to work together and they advertise whenever possible in the local market that they are suppliers of the winery. In his view, they see the winery as a reference in the local gastronomic market.

As a reflection of the added value of these products and the perception of high quality that they bring to the menu, the chef reports that there is a project to build a store at the winery, where regional products will be sold, something that, according to him, will help consolidate the image of these producers to the customers of the place.

RESULTS AND DISCUSSION

Seeking to answer the research question, and aiming to meet the intended research objective, the information obtained through observation during the technical visit was analyzed, and the reports from the interviews were also considered, discussing the relationship that exists between rural tourism, sustainable development, and gastronomy.

The rural tourism and gastronomy of Casa Carnasciali Winery and Gardens

Gastronomy has different functions in contemporary society. In tourism, it assumes two fundamental roles - to serve as a tourist attraction and to provide the basic infrastructure for tourism to occur (Hornig & Tsai, 2012; Sánchez-Cañizares & López-Guzmán, 2012; Castelli, 2005; Montanari & Flandrin, 2007; Carneiro, 2003; Dória, 2009; Ruschmann & Solha, 2006). According to what was observed and reported in the interviews, it appears that the food and beverage sector, when implemented in the winery at the time it was opened to visitors, has fulfilled these two functions. Both the own-

er and the chef highlighted the importance of the Bistro for the constant flow of tourists to the property.

It is worth noting that the characteristics of the target audience contribute greatly to the success of the operation at the winery. As these are tourists with high social class and high purchasing power, the actions developed in the winery are consistent with this consumption profile, especially the visitation of vineyards, gardens, and fine dining. These activities are popular among this type of public on trips abroad, especially to Europe, and presenting these attractions in the region attracts a public that allows a high per-capita spending. These attributes are verified in the development of cultural and gastronomic tourism, by awakening in travelers the desire to learn about new cultures and environments (Gândara, 2009; Gimenes, 2006; Segala, 2003).

Fontana (2005, p. 20) considers rural tourism as:

"The tourism activities practiced in productive rural properties, involving the local population, their uses, and customs, with the purpose of complementing the income and valuing the culture of the residents, by making available an alternative tourism option that meets the leisure needs of the urban man" (Translated by the authors).

Therefore, the important relationship between rural tourism and gastronomy observed in the winery can provide a basis for increasing tourism activities in other properties, as this interaction had positive results in the context analyzed, according to the interviewees and the observations made during the virtual technical visit.

Development of sustainable rural tourism on the property

The gastronomic sector of the winery was shown to be an important generator of income for the property, such that it was highlighted by the owner as the main economic activity of the property at present.

The local gastronomy featured on the menu enhances the value of the rural surroundings. Involving the local production chain in a venture of this size helps create a favorable environment for everyone.

It is important to highlight that the high quality of the artisanal products used in the menu adds value to the restaurant's concept. This is a resource that is widely used in contemporary commercial gastronomy.

The planning of the activities to be carried out, associated with the knowledge of the owners and others involved, especially the enologists and the gastronomy professionals, was the highlight for the creation of a solid economic activity, seen in the constant concern to use local and regional products, and the wine list containing only high-quality national wines.

Gastronomy as a tool for sustainable rural tourism



As mentioned by the chef, the menu is based on a Slow Food concept, adopting an awareness of regional products, which according to the founder of the movement, must be 'good, clean and fair' (Slow Food, 2021). The owner commented on the fact that customers value and recognize local products, identifying them as quality generators to the products they are consuming. Gastronomy with a differentiated concept, as well as products of recognized origin, were highlights of gastronomy trends in the years leading up to Pandemic (Serviço de Apoio a Micro e Pequenas Empresas [SEBRAE], 2018; National Restaurant Association [NRA], 2018; Associação Brasileira de Bares e Restaurantes [Abrasel], 2020), during which period the services of the winery were expanded.

It is known that gastronomy is an important motivator of tourism and economic activity, and as this is a successful case of combining rural tourism and gastronomy, the winery can be seen as an example of this. The dynamics developed there should be the object of studies on the possible interactions that can be beneficial when applied to other rural properties throughout Brazil. The planning, knowledge and preparation, quality services, adequately delimited target public, high-quality local products, and adequate conceptualization of the gastronomic services provided were aspects to be highlighted.

Thus, consumers are not just looking to spend a few days of relaxation, they are also seeking an experience, hoping that the chosen destination can provide them with a unique and different emotion. Therefore, the experience in tourism adds and also highlight their experiences in tourist destinations, providing the visitor with a unique experience, always striving to surprise and delights tourists with new emotions.

In order to carry out the tourist activity satisfactorily, there must be a basic infrastructure in place, with sanitation, security, hospitals, transportation, etc.; some attractions, whether cultural, natural, or both, and support infrastructure, such as hotels, inns, restaurants, car rental agencies, travel agencies, etc.

Philereno and de Souza (2009) conclude, based on the results of their study, that rural tourism may provide a solution to various problems, providing economic increase and improving the living conditions of the communities involved and their surroundings, in other words, more evidence of a 'new rural' that is developing in the region studied.

According to Queiroz (2006), as rural tourism represents an entirely new product in the relationship between producers and consumers, it is necessary for public policies to be tailored to this activity.

In terms of its offer, the gastronomic sector has been concerned with issues of service quality and competitive advantage, using the marketing tool to add positive value and advertise the attractions and destinations. It is noted, from the studies that one of the strat-

egies in the tourist market is regional gastronomy, which is capable of providing a unique emotion in which all five senses are activated.

According to Zimmermann (1996), it must be a differentiated product, in which some basic principles are respected, such as self-identity, authenticity, environmental harmony, preservation of roots, and dissemination of customs.

FINAL CONSIDERATIONS

Local and Regional Development depends on the coordination and good functioning of several factors. The typical and differentiating elements of rural accommodation establishments, along with the qualifying factors, can be the key conditions to resolve the problem desertification in the economic and social development policies. Having a tourism system that is the result of cooperation among several entities, aimed at developing the territories, in this case, a region with low demographic density, is perceived as a way to promote tourism of these regions.

Gastronomy is assuming an important role in travel, and is now gaining a more experiential function, whereby the traveler seeks to taste the dishes of the typical cuisine, participate in festivals, and learn about gastronomic enterprises of the destinations, which has been constituted in a tourist experience. Thus, it was perceived that the gastronomic services offered in the winery constitute a milestone of the economic activity of the place, bringing in revenue and promoting gastronomic tourism, with benefits for all those involved, from the professionals of the winery to the suppliers.

The various gastronomic elements can also be used as tourist attractions and their use and other cultural elements by tourism should involve the local community, aiming to give visitors an appreciation of its cultural characteristics. The regional gastronomic diversity is seen in numerous key products and symbol dishes, which constitute a rich intangible cultural heritage of undeniable tourist potential. Gastronomic attractions can help preserve the regional gastronomy, enhancing its value in the eyes of the local population, which often underestimates its own culture.

It was observed that sustainable rural development in the winery and the relationship between gastronomy and rural tourism, according to the case analyzed, served not only to increase the financial sustainability of the business but also to strengthen and expand the visitation of tourists in the place, promoting not only the development of the tourist activity but also the wine production. As an impact, the regional food culture is spread, and a profitable, good, and fair activity is built for all those involved, including the suppliers of the winery.

The contributions of this research are mostly academic

and managerial nature, since the company was contacted to carry out this research, although online information was used. We suggest new studies using data from websites, blogs, and social networks, both within the context of the experience as in other segments of tourism, in view of the wealth of online information available for use. We also suggest a comparative study of tourists to different sites, and of the social media, such as inserting Facebook into the context as a suggestion for further study, encouraging the reader to carry out a broader and more complex study.

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