


HISTORICAL-ECONOMIC AND SOCIO-ENVIRONMENTAL POTENTIAL OF WINE TOURISM AND CREATIVE TOURISM IN RIDE JUAZEIRO/BA AND PETROLINA/PE: BIBLIOGRAPHIC REVIEW

 <https://doi.org/10.56238/arev7n4-032>

Submitted on: 04/03/2025

Publication date: 04/04/2025

Lidiany Cavalcante de Oliveira¹, Clécia Simone Gonçalves Rosa Pacheco², Wbaneide Martins de Andrade³ and Eliane Maria de Souza Nogueira⁴.

ABSTRACT

Objective: to discuss the economic, social and environmental potential of wine tourism and creative tourism in the São Francisco Valley, highlighting the municipalities belonging to RIDE, Juazeiro/BA and Petrolina/PE, as well as to specify the potential promoted by these activities in this region.

Methodology: the research was developed from the qualitative exploratory method, through bibliographic data (academic publications).

Originality/relevance: the research has its originality and relevance since it demonstrates the economic, social and environmental potential of wine tourism and creative tourism, allowing the establishment of greater strategies for the development of these activities in the researched locations.

Results: the grouping of expected results encompasses both practical contributions to the advancement of these geographic areas, as well as theoretical contributions to the academic body.

Social/management contributions: the main objective is to contribute to the advancement of discussions on the issue of wine tourism and creative tourism in the region outlined in the research, as well as to broaden the debate on public policies for the promotion of these modalities of sustainable tourism, not only in the region, but in the country.

Keywords: Wine tourism. Tourism. Sustainability. Human ecology. Development.

¹ PhD student in Human Ecology and Socio-Environmental Management
State University of Bahia – UNEB

² PhD and Post-Doctorate in Agroecology and Territorial Development – UNIVASF
Federal Institute of the Sertão Pernambucano – IFSertãoPE

³ PhD in Ethnobiology and Nature Conservation – UFRPE
State University of Bahia – UNEB

⁴ PhD in Biological Sciences (Zoology) – UFPB
State University of Bahia – UNEB

INTRODUCTION

The Submédio São Francisco Valley (VSSF), located in the Northeast of Brazil, is known for its rich cultural heritage, diverse landscapes, as well as large-scale agricultural production. In recent years, the region has emerged as a promising destination for wine tourism and creative tourism, drawing attention to its economic, social, and environmental potential.

This article is a small excerpt from the doctoral research, it aims to describe the plural aspects of wine tourism and creative tourism in the Submédio São Francisco Valley, focusing on the municipalities covered by the Integrated Region of Economic Development (RIDE), in particular, Juazeiro/BA and Petrolina/PE. By exploring the economic, social and environmental dimensions of these tourism activities, as well as specifying their potential impact on the region, it seeks to discuss the opportunities and challenges associated with the development of such activities in this region.

The methodology employed in this study follows a qualitative exploratory approach, using a comprehensive review of historical documents, government reports, and academic publications. Through this methodological framework, the research aims to provide guiding perspectives on the dynamics of wine tourism and creative tourism in VSSF, thus contributing to a more holistic understanding of its potential as a driver of regional development.

One of the distinctive features of this research lies in its originality and relevance in highlighting the economic, social and environmental potential of wine tourism and creative tourism in the region. By elucidating its transformative impact and outlining strategies for its sustainable development, this study aims to offer elementary contributions to both academic discourse and future policymaking.

The expected results of this research aim to achieve a variety of results, ranging from practical interventions to promote the economic and social well-being of local communities, to theoretical discussions that enrich the academic understanding of the dynamics of tourism in the region. In addition, the promotion of research with initiatives aimed at enhancing the role of wine tourism and creative tourism in regional development agendas, so that, with the broader objective of informing political decisions at both local and national levels.

In summary, this research seeks to explore the economic, social and environmental dimensions of wine tourism and creative tourism in the São Francisco Valley, emphasizing

their potential as catalysts for sustainable development. Through a combination of methodological rigor, originality and relevance, this research aims to contribute to the advancement of knowledge and the formulation of effective strategies to harness the transformative power of these tourism activities in the region.

LITERATURE REVIEW

WINE TOURISM AND CREATIVE TOURISM IN RIDE JUAZEIRO/BA AND PETROLINA/PE LINKED TO HUMAN ECOLOGY AND SUSTAINABLE DEVELOPMENT IN CREATIVE CITIES

Before proceeding with the description and commentary on wine tourism and creative tourism in RIDE Juazeiro/BA and Petrolina/PE, it should be pointed out some definitions, such as those of creative tourism and wine tourism.

Creative tourism, according to Duxbury (2021), is a dynamic niche that emerged as an evolution of cultural tourism and, at the same time, in opposition to the growth of "mass cultural tourism". On the one hand, the demand for creative tourism is driven by travelers seeking more active and participatory cultural experiences, in which they can use and develop their own creativity. On the other hand, creative tourism offers communities the opportunity to enhance their distinctive elements and develop new value-added initiatives for local benefit.

This type of tourism, say Bakas *et al.* (2020), is characterized by providing visitors with the opportunity to explore their creative potential through active participation in learning experiences that are characteristic of the tourist destination visited. Although often associated with traditional crafts, creative tourism encompasses a wide range of creative experiences, being more of an approach than a specific set of activities. This transversality is seen as a force that can complement and expand other types of tourism.

Creative tourism, therefore, according to Duxbury and Bakas (2021), is seen as a form of sustainable and responsible tourism that operates on a small scale and focuses on local actors. It offers a platform for the development of new initiatives based on local cultural resources and specificities, both tangible and intangible, contributing to the economic, social and cultural benefit of the communities involved. In addition, creative tourism can be used to achieve broader social and sustainable development goals.

As for wine tourism, also known as wine tourism, according to Bruwer and Rueger-Muck (2018), it is a form of tourism that is growing on a global scale and is widely

recognized as a driver of economic and social development in rural areas. This type of tourism involves visits to wine regions, where tourists can explore vineyards, wineries, and participate in tasting events that show the entire wine-making process, from growing the grapes to bottling and aging.

Wine tourism not only contributes to the revitalization of rural landscapes, but also promotes the cultural appreciation of these regions, which are often protected as agricultural reserves or declared as national heritage. The growing popularity of wine tourism has encouraged the proliferation of wine-related events and the growth of this sector, making it a field of great interest for both academics and entrepreneurs (Gu *et al.*, 2019).

In addition, according to Ferreira and Hunter (2017), wine tourism provides an immersive and educational experience for tourists, who become more aware of the history and culture associated with wine production. This type of tourism is also seen as a way to promote sustainable practices and strengthen the local economy, while also providing visitors with the opportunity to engage in high-quality, authentic activities such as personalized tours, conversations with winemakers, and even the creation of their own wines.

Wine tourism and creative tourism in the Integrated Economic Development Region (RIDE) Juazeiro/BA and Petrolina/PE emerge as a synergy between the region's winemaking tradition and the growing interest in authentic and sustainable tourism experiences.

"Today the Petrolina/Juazeiro hub is recognized for its economic importance, strategic position and international prominence in irrigated agriculture" (Silva, 2018, p. 16). Anchored in the principles of human ecology and development within the framework of sustainability, these sectors have the potential to boost not only the local economy, but also the well-being of communities and the conservation of the environment.

In this sense, "Human Ecology is the relationship of man with the environment in which he lives in the social, cultural, economic and psychological context and the relationship of the human with the environment." (Pina; Azevedo; Almeida, 2023, p. 19323).

In addition, according to Guimarães, Porto and Pizzio (2021), sustainable tourism emerges as a catalyst for regional development, with the vision of democratization and humanization, seeking to be accessible to all as a universal right. Wine tourism, in turn,

proves to be fundamental for the growth of the Brazilian viticulture market and is significant in the cultural aspect, transmitting to individuals a whole cultural baggage involving the universe of wines. Through this activity, people absorb stories, traditions, geographies, vocabulary and production techniques, enriching their experience and knowledge.

Oliveira *et al.* (2021) states that in recent years, Brazil has been standing out as a producer of quality wines, registering significant growth in the national and international wine market. This advance includes the production of wines in tropical regions. Although temperate regions are traditionally known as ideal for growing vines and obtaining quality grapes for wine production, many grape varieties also adapt well to tropical climates. The Submédio do Vale do São Francisco, located in the Brazilian Northeast, is one of these regions with a tropical climate and stands out as the second largest producer of fine wines in the Brasil.com about 500 hectares of vineyards of grapes of the *Vitis vinifera* L. species, the region is responsible for approximately 6 million liters of wine per year. Its unique soil and climatic characteristics allow for the staggered cultivation of grapes throughout the year, contributing to the constant production of quality wines.

According to Tonini *et al.* (2022) Wine tourism is a branch of the market related to beverage tourism, which is part of gastronomic tourism and, in a broader context, is part of the cultural tourism segment. In this sense, it involves tourist trips in which the motivations are linked to the universe of wine, as well as the intangible elements associated with the traditions and cultures of wine-growing locations.

Wine tourists, the same authors continue, enjoy the aromas and taste the wines, becoming interested in visiting wineries and vineyards, in search of knowledge about the history and traditions linked to the drink. Therefore, wine tourism refers to travel, whose primary purpose is to visit the vineyards and wineries, festivities involving wine, and also, exhibitions of grapes and wines for tasting and enjoying the qualities of the wine region.

Flôres (2015) states that wine tourism promotes the integration of two industries that have a significant impact on the territory. From the point of view of wineries and winemakers, there are several advantages arising from greater proximity to customers. When visitors have the opportunity to get to know and experience the products up close, their perception and loyalty tend to increase, establishing emotional bonds between the product and the consumer. This direct contact, according to the author, offers a sales opportunity, especially for small-scale producers, who could face difficulties entering the retail market and would end up eliminating intermediaries, resulting in wider profit margins.

On the other hand, this initiative also brings with it increases in costs and operational complexity, as it requires a new approach, which goes beyond wine production, demanding additional skills and competencies. Therefore, it is essential to invest in an adequate structure to meet the needs of tourists.

Creative tourism emerges as an extension of cultural tourism, transforming culture into a tool for economic growth and development. The unique characteristics of this sector have highlighted not only the issue of co-creation, which currently crosses several areas of knowledge, but also the importance of valuing creativity and innovation as crucial elements for the development and differentiation of tourist destinations. Creative tourism represents the next evolution of cultural tourism, meeting the needs of self-development through the enhancement of skills, such as dance, singing, crafts, painting, and participation in festivals, while avoiding the negative impacts associated with overconsumption of the built environment (Santos; Silva, 2016).

Currently, the importance of creative tourism is widely recognized by scholars in the area, being considered an essential element for the economic, industrial and cultural development of creative cities. As in other sectors, it was realized that creative approaches have the ability to generate innovative strategies to solve challenges in the context of tourism. Creativity, therefore, has become synonymous with new models of production and consumption, introducing values and elements that drive the tourist growth of a locality and address problems that may arise with contemporary tourism. Importantly, problems such as mass reproduction and commodification can be mitigated through creativity. This perception stands out especially in the cultural sphere, where the consumption of products and services has been expanded and transformed. Among the reasons for this growth, the change in the profile of travelers stands out, who now seek not only leisure, but also personal development and new experiences. Furthermore, tourists' understanding of culture has come to consider both tangible and intangible elements, reflecting a more holistic approach that is sensitive to local nuances. (Morais; Marie; Santos, 2022).

However, it is important to address some of the regional challenges, since the region is seen as prosperous and innovative, however, it faces challenges in solving issues that affect the interests shared by the federative entities that compose it, such as the public transport system, public safety, the preservation of public goods and urban equipment, the protection of historical and cultural heritage, and the stimulus to the Creative Economy (Oliveira; Pacheco, 2022).

Wine tourism and creative tourism have gained prominence in this RIDE, offering unique experiences that celebrate the rich local culture and traditions. Santos (2023) points out that the São Francisco Valley is a wine region that has been standing out nationally as a wine tourism destination. Juazeiro and Petrolina are part of the respective Valley.

Zanini and Rocha (2010) argue that, in addition to the exports of wines from the Submédio São Francisco Valley abroad, wine tourism is firmly established. The image of viticulture in this destination is strongly associated with technology and has a certain exotic and unusual air, since traditional wine producers are usually located in temperate climate regions, with landscapes quite different from those found in the Sertão. Along with the wineries, there are a number of natural and cultural attractions, such as handicrafts and typical cuisine, which reflect the local identity. The fact is that wine tourism has received increasing importance, driving several initiatives to strengthen the image of VSSF as a prominent tourist destination.

Thus, this winemaking cultural tradition, coupled with the growing awareness of sustainable practices, has encouraged the development of wine tourism, where visitors have the opportunity to explore wineries, participate in harvests, tastings, and learn about the winemaking process. These experiences not only promote local culture, but also highlight the importance of conserving the ecosystems that sustain wine production.

Silva (2018) corroborates by stating that according to the former director of the Petrolina Tourism Secretariat, the region has an abundance of resorts ranging from the city of Orocó to Petrolina in Pernambuco, offering natural landscapes with opportunities for river bathing that are still little explored by the tourism sector. In this way, there are several other aspects in local tourism that can be integrated into wine tourism, such as fruit growing that develops throughout the year, the distinct cultural characteristics, as well as the dances and typical handicrafts of the region. It is worth noting that wine tourism is intrinsically linked to the environmental, cultural and gastronomic aspects of a location, since currently, some wine tourism itineraries already include these characteristics, being offered tours by travel agencies in adherence to wineries and river tourism companies.

The region referred to is recognized for its favorable climate and fertile soil, thus, sustaining productive vineyards. Santos (2023) discusses that the area was designated as the first geographical indication of fresh fruits in Brazil, growing grapes and mangoes. Thus, in the region, fruits of superior quality, refined, and exported to several countries around the world are produced. These fruits are grown in a semi-arid region and, thanks to

the technology used in their production, the São Francisco Valley is able to obtain up to two harvests per year. Viticulture in the region is constantly expanding and distinguishes itself from other areas due to its unique climatic and geographical conditions. The intense national and international trade of fruits has generated significant income and development for the region, making it one of the main wine producers in the country, as stated by the vice president of the São Francisco Valley Exporters Association.

Sustainability is an essential element in these initiatives, guiding everything from the management of natural resources to responsible tourism practices. The adoption of renewable energies, the minimization of waste and the promotion of environmental education are just some of the strategies employed to ensure that tourism in the region is ecologically responsible and socially inclusive.

Morais, Mendonça and Santos (2022) adduce that the interaction between culture and tourism has been observed through several studies, which emphasize how this connection has driven new approaches to production and consumption, incorporating issues such as sustainability and development, and linking itself to contemporary debates such as those related to creative cities, creative industries, creative economy and, of equal importance, creative tourism.

On this premise, with the growing demand from tourists and consumers who are increasingly informed and eager for innovative experiences and trends, tourist destinations have come under pressure to offer authentic products and differentiated experiences. The recognition of this new tourist profile, the value of cultural consumption and the new dynamics of production, motivated scholars, managers and other actors involved to develop policies, products, services and to recreate tourist destinations according to these new demands.

In the conception of Dorsa (2022), sustainable tourism and cultural expressions have gained significant relevance both nationally and locally. This opens up important opportunities for the economic and social development of various communities, as well as for the formulation of effective public policies. The integration of culture, contrasting with life in urban centers, has been widely considered in the context of tourism. Municipalities then began to be explored and promoted based on their shared characteristics. In this sense, it is essential that any sustainable tourism initiative starts with the local community. It is elementary to promote greater cooperation between public agencies and the community, identifying and aligning common interests to facilitate the integration of new visitors, from

different backgrounds and identities. Only through this collaborative process will it be possible to receive and share experiences, thus contributing to the economic, social and cultural development of the people involved in tourist interactions.

At the heart of wine tourism and creative tourism is the principle of human ecology, which recognizes the interdependence between humans and the environment in which they live. By promoting tourism practices that respect and value both local communities and natural ecosystems, these sectors contribute to the sustainable development of creative cities.

In this aspect, wine tourism and creative tourism in RIDE Juazeiro/BA and Petrolina/PE constitute an important representation of regional development, where the preservation of culture, the environment and the well-being of communities are basic priorities. By integrating the principles of human ecology and sustainable development, these sectors tend to enrich the visitor experience, and consequently, promote the importance of adopting sustainability in the areas of origin.

THE HISTORICAL-, ECONOMIC, SOCIO-ENVIRONMENTAL AND CULTURAL POTENTIAL OF ENOTOURISM IN THIS REGION

The wineries of the Submédio São Francisco Valley represent not only a prominent point in the Brazilian wine industry, but also symbolize a unique movement in several aspects: historical-economic, socio-environmental and cultural, especially in the context of wine tourism in the region.

Historically, according to Zanini and Rocha (2010) Despite historical records of vine cultivation in the states of Bahia and Pernambuco since the sixteenth century, the development of viticulture in VSSF began in the 1960s, driven by government initiatives that promoted irrigated agriculture in the semi-arid areas of the Brazilian Northeast. The production of grapes for winemaking had its initial milestone in 1978, when the winemaker from Rio Grande do Sul Jorge Garziera moved to the region with the aim of implementing a grape cultivation project at Fazenda Milano, where he founded Vitivinícola Vale do São Francisco, responsible for the production of Boticelli wines. Since then, almost three decades have passed.

According to data from the Brazilian Agricultural Research Corporation (Embrapa), the São Francisco Valley is already home to seven wineries and has consolidated its position as an important producer of wines and sparkling wines. It is estimated that

approximately 2,400 people are employed in the region's wine sector. In 2005, the sub-medium of the São Francisco Valley contributed with 15% of the national production of fine wines, totaling (EMBRAPA, 2021).

In the São Francisco River Valley, wine production is carried out in wineries located in the municipalities of Pernambuco and Bahia, becoming a center of excellence in the technological development of irrigated fruit growing. It is relevant to highlight that the growth of the wine industry in Brazil was driven by government support, as well as by research institutions, labor training programs, and union representation of both workers and the wine sector (Nodari, 2017).

With a semi-arid climate and abundant sunshine throughout the year, the São Francisco Valley has become an ideal place for the production of grapes and wines. According to the Brazilian Agricultural Research Corporation – EMBRAPA, (2021) through a multidisciplinary group that analyzed viticulture in the semi-arid northeast, especially in the VSSF, concludes that these activities were fundamental for the advancement of knowledge about viticulture in this important Brazilian region. The activities allowed the historical and geographical identification of the wine territory in the São Francisco Valley; the demarcation of the geographical area of the Indication of Origin of Vale do São Francisco; the description of the relief, climatic conditions, soils, commercial vineyards; characterization of the region's viticultural landscapes; research on the oenological potential of grapes to improve the quality, typicity and stability of tropical wines, as well as the analysis of the chemical, metabolic and sensory composition of commercial products.

From this analysis, this mission stood out for its emphasis on the appreciation of climatic conditions, relief, soils and commercial vineyards, as well as on the characterization of the region's viticultural landscapes. This economic transformation has generated direct and indirect jobs, promoting local and regional socioeconomic development.

In addition to the economic aspect, the wineries of the São Francisco Valley are important in the socio-environmental context. Irrigated agriculture in these areas faces challenges related to water resource management, encouraging the adoption of sustainable water management and soil conservation practices. At the same time, the preservation of the areas of caatinga vegetation around the wineries is essential to maintain the ecological balance of the region, protecting biodiversity and local natural resources (Dias, 2018).

From this socio-environmental perspective, Kroger (2012) considers that the characteristics of the various wine-producing areas around the world present a remarkable diversity. It is natural that no model can be uniformly applied in different regions, nor can it guarantee the same success in promoting tourism in all of them. The development of sustainable tourism depends on a series of interconnected factors, such as local socioeconomic conditions, the quality of tourist facilities, the excellence of the services provided and accessibility, among other aspects.

Also in this aspect of sustainability, the importance of the development of the destination taking place in a sustainable way is highlighted, in accordance with the principles of sustainable tourism established by the World Tourism Organization (UNWTO). This concept implies the preservation of local culture and traditions, the implementation of planning that avoids negative environmental or socio-cultural impacts on the tourist destination, and the equitable distribution of the benefits of tourism in the local community. In this sense, activities related to wine production and tourism in the Vale de Vinhedos region, for example, are aligned with these principles, aiming at the sustainable development of the area. This commitment translates into positive results for both activities and the harmonious growth of the region (Kroger, 2012).

In the socioeconomic scenario, Bonato (2020) states that currently, the region has emerged as the main center of wine production outside the South of Brazil, capturing about 15% of the national market. Among the wines made, 65% are of the sparkling type, of which 60% are muscatels and 40% are brut/dry and demi-dry/semi-dry. Red wines account for 24% of production, with 99% being young wines and only 1% reserved, matured in barrels. The white wine category contributes 1% of total production. The wineries in the region launch approximately 50 labels to the market that are recognized both nationally and internationally. In addition, in 2019, the region produced about 16 million liters of common wines, from *Vitis labrusca*, being sold mainly in bulk or used in the composition of other beverages, such as compound wine, among others.

In this bias, Zanini and Rocha (2010) point out an important issue, in which the region of the São Francisco Valley encompasses a vast extension that extends over seven Brazilian states. The area under study, although referred to in this context as the São Francisco Valley, corresponds to a subdivision of the valley, known as the sub-middle São Francisco, composed of territories in the states of Bahia and Pernambuco. In this locality, the altitude varies from 200 to 800 meters and has a topography characterized by gentle

undulations and wide valleys. The average annual rainfall reaches about 350 millimeters in the region of Juazeiro, in Bahia, and Petrolina, in Pernambuco, with peaks of up to 800 millimeters in the mountains bordering the state of Ceará. The average annual temperature is approximately 27 degrees Celsius, and the climate is predominantly semi-arid. The predominant vegetation is the caatinga, present in much of the region, due to the low incidence of rainfall. The São Francisco Valley is recognized as one of the best regions in the world for growing grapes. The combination of irrigation with the waters of the São Francisco River and the unique climatic conditions make VSSF the only region on the planet where vines produce about two and a half crops during the year.

Based on these premises, it can be said that the São Francisco Valley region is emerging as a new and promising destination for wine tourism in Brazil. This activity has been gaining global prominence as an attractive alternative for wine regions to add value to their products and diversify their sources of revenue, while integrating other local sectors, promoting a more comprehensive economic development. With the increase in demand and the positive return of tourism in wine estates, some entrepreneurs are considering making medium to large investments in the region. In addition, wineries are expanding their range of products, offering everything from goat cheeses, grape juices and olive oils, and even cosmetics made from wine, which reflects the new opportunities in the offer of products associated with wine production (Dias; Vital, 2012).

Of these wineries, two are good examples of prominence: the Ouro Verde and Santa Maria wineries, are important sources of historical, economic and socio-environmental development in the São Francisco Valley. Ouro Verde winery, from the production of Terranova wines, in the city of Casa Nova, BA. According to Cingolani (2021), since 1998, there has been significant growth in the company, with constant investments in technology, human resources, and the consumer itself. In 2000, together with the Benedetti family, the Terranova project was started in the São Francisco Valley, with the acquisition of the old property called Fazenda Ouro Verde, which belonged to Mr. Mamoro Yamamoto. In 2009, the Benedetti family and the Randon family acquired the Almaden Winery, which belonged to Pernod Ricard, and introduced mechanical harvesting in 2011. The company began harvesting at night in 2016, with the aim of preserving the quality and characteristics of the fruits to enhance the aspects presented in the wine. Currently, the company is known as Miolo Wine Group and is composed of 4 wineries (Almaden Winery, Seival State Winery, Miolo Winery and Terranova Winery) and has

approximately 1000 hectares of vineyards, with a production of about 10.1 million liters of wine annually (Cingolani, 2021).

The Santa Maria winery is another that stands out, being located in Pernambuco, and according to the *website* Viva o Sertão (2014), this winery is one of the main wine producers in the region and, without a doubt, also a prominent tourist attraction. They manufacture Rio Sol wine and sparkling wine, which are appreciated in Brazil and in several foreign countries, along with other lesser-known brands. The property has a total area of 1600 hectares and is home to a staff community consisting of residences, a chapel and a school. In addition, other workers enter and leave daily in company buses, and the farm's headquarters is majestic and located on the banks of the São Francisco River, where guests and visitors are welcomed.

According to Kroger (2012), visiting wineries provides a truly unique experience. Tourists have the privilege of receiving detailed explanations from a winemaker about the complete wine production process, exploring the vineyards, the aging barrels and all the equipment used. In addition, at the end of the visit, it is possible to taste several varieties of wines produced on site and purchase wines and products derived from the grape.

Among one of the main tours that promote tourism and strengthen the economy is the Vapor do Vinho. According to the *official website*⁵, in the São Francisco Valley, on April 30, 2011, the wine tourism route known as "Vapor do Vinho" was inaugurated, a tribute to the old steamships that played a crucial role in the development of the Brazilian northeast, especially in this region. "Vapor do Vinho" is the result of a partnership between two companies: Vinícola Terranova, belonging to the Miolo *Wine Group*, and Vapor do Vinho, operated by Barca Vapor do São Francisco. It also has the promotional support of entities responsible for tourism in the states of Bahia and Pernambuco, including Bahiatursa and Empetur.

Also according to information on the official website, the aforementioned wine tourism itinerary of Vapor do Vinho begins in the city of Petrolina-PE. The experience includes ground transportation, a tour of Sobradinho Lake with live musical entertainment, a meal on board, a swim stop, and a visit to the Miolo winery, where participants can enjoy a sparkling wine tasting.

Oliveira and Pacheco (2022) report that although the best known tour is the Vapor do Vinho, the region offers other attractions that have the potential to boost local

⁵ Available at: <https://vapordosaofrancisco.com/> Accessed on Aug 20. 2024.

development. The wine hub of the São Francisco Valley has established itself as one of the main in the country. Responsible for 95% of the national production of table grapes, in addition to producing 5 million liters of wine per year, the pole holds 15% of the national market for fine wines, generating about 5 thousand direct jobs.

In view of this, in the cultural sphere, wine tourism has stood out as a way of valuing the identity and tradition of the São Francisco Valley. Visitors have the opportunity to get a closer look at the winemaking process, taste varieties and enjoy the rich local culture. Furthermore, the development of wine tourism has been fundamental to boost the region. In this way, wine tourism in the São Francisco Valley, in addition to contributing to local economic development, allows visitors to explore other cultural, natural and historical attractions, promoting interaction between tourists, the community and the traditional aspects of the region (Lima; Brook; Nunes, 2020).

In this scenario, Binfare, Galvão and Castro (2016) state that entertainment activities on properties represent a significant component that contributes to the business strategy (sales, promotion and consolidation of identity) of wine companies, as they offer additional opportunities and initiatives, strengthening the main agricultural activity, together with the solid elements of viticulture and the loyalty of visitors to the consumption of the product tasted. This results in the strengthening of the producer's image and, consequently, of the region. It is believed that wine, the culture of the northeastern hinterland, regional cuisine and tourism are fundamental elements to carry out such activities. In this way, a new interpretation and application of the rural environment occurs. The viability of tourism in the wine properties of the region under analysis has gained prominence in academia, through several studies in different areas of knowledge.

The wineries of the São Francisco Valley transcend the limits of wine production and tend to positively influence the historical-economic, socio-environmental and cultural aspects in the RIDE: "In addition to its playful side, which links it to culture, conservation, celebration, encounter, wine also constitutes an important sector of the economy in many countries" (Zanini; Rocha, 2010, p. 69).

Within this context, wine tourism emerges as a strategy to value local products and the region as a whole. With regard to the offer of essential products and services, activities that involve the interaction of visitors with the processes of wine production and consumption - such as visits to wineries and vineyards, guided tastings, participation in wine confraternities, among others - emerge as a crucial way to establish a meaningful

connection between the wine sector and consumers. These experiences not only contribute to customer loyalty but also add value to the region's flagship product. (Silva; Bruch; Bettencourt, 2022).

Strategies and support from public agents can be highlighted, according to Dias and Vital (2012) Government initiatives aimed at the advancement of wine tourism in the São Francisco Valley can be guided by four key areas: the organization of large-scale events open to the public, which attract a large number of tourists to the region; the intense dissemination of local attractions and the new leisure options available; collaboration with tourist entities to expand the opportunities to attract visitors; and investments in works to improve the basic infrastructure of the region.

It can be said, then, that: "These subjects from other territories, interested in culture, also seek to learn from those who are from the place and see in these meetings the possibility of a new experience" (Santos; Silva, p. 229, 2016).

Through wine tourism and creative tourism, these wineries have contributed to the sustainable development of the region, strengthening the local economy, promoting environmental conservation, and enriching the cultural experience of visitors.

METHODOLOGY

This article is a literature review. This has the purpose of collecting, in a secondary way, data from cultural or even scientific contributions that have already been made at some point.

It begins, precisely, with the responsible choice of such authors. This means that one cannot, in order to produce knowledge, select reference works (whether scientific articles or books) that have not been produced based on the criteria of scientific rigor (Tozoni-Reis, 2009).

This is, then, a systematic review of the literature. The systematic reviews, say Baek *et al.* (2018), follow specific guidelines, including the definition of the issue to be addressed, the selection of databases for research and material collection, the creation of advanced search strategies, and the selection and organization of the information found.

As for Boolean operators, their name originates from George Boole, an English mathematician. Its purpose is to define how the various results obtained will be combined (Galvão *et al.*, 2014).

In the present systematic literature review, the Boolean operator AND was chosen, with the intention of identifying the simultaneous occurrence of the subjects researched. This work used the following descriptors: *RIDE Juazeiro/BA and Petrolina/PE AND wine tourism AND creative tourism*.

Based on the determination of these descriptors, it was possible to elaborate the inclusion and exclusion criteria, indicated in the following table:

TABLE 1 – INCLUSION AND EXCLUSION CRITERIA

INCLUSION CRITERIA	EXCLUSION CRITERIA
CI1: Publications with a time frame from 2022 to 2024.	CE1: Abstracts, paid works or those whose access is not authorized by the authors.
CI2: Documents that contain in the title, abstract or keywords the terms searched, which are: RIDE Juazeiro/BA and Petrolina/PE in relation to wine tourism and creative tourism.	CE2: Works that do not expressly contain the terms of the search equations in the search method.
CI3: Articles from Journals, Newspapers, Theses, Dissertations or even book chapters.	CE3: Publications in congresses, scientific events, conventions, conferences, symposia, conferences, conferences, conferences, conferences, conferences, conferences, conferences.
CI4: Peer-reviewed papers.	CE4: Documents in a language other than Portuguese or English.

Source: Prepared by the authors, 2024.

The search was then carried out on the Google Scholar search platform .

Google Scholar is a free platform offered by Google that allows you to search for different types of content, such as reports, theses, dissertations, articles, digital books, among others. These materials are essential to theoretically support research and studies.

In the research carried out with the descriptors informed, 5 (five) studies were returned, of which one was an abstract for the congress. Since this corresponds to exclusion criterion 3 (CE3), it will not be discussed here. A total of 4 (four) studies were then totaled:

TABLE 2 – SEARCHES RETURNED

YEAR	AUTHOR	TITLE	KIND
2022	Silva, A. F.	Study on the profile of wine tourism in the sub-middle São Francisco valley: advances, achievements and possible alternatives to leverage the sector	Scientific article
2022	Santos, R. <i>Et al.</i>	Territory and development in the semi-arid region: the creative economy and environmental education as tools for sustainability	Book Chapter

2022	Oliveira, L. D.	Territorial development in the semi-arid region: creative economy and sustainability.	Scientific article
2023	Santos, V. C.	Evaluation of market strategies and opportunities for wine tourism in the São Francisco Valley	Scientific article

Source: Prepared by the authors, 2024.

Below, these texts are discussed in the light of the given theme.

DISCUSSION

Silva's article (2022) offers a comprehensive overview of the development of wine tourism in the Submédio São Francisco Valley (VSSF), highlighting its relevance as a tool to boost the socioeconomic development of the region. Through a detailed literature review, the author explores the historical and technological advances of wine tourism, as well as the characteristics of visitors and local efforts to diversify and expand the tourism offer. This focus is essential to understand the evolution of this segment in a region that, despite its recent insertion in the wine tourism scenario, already demonstrates a significant potential to transform the local social and economic spheres.

The Submédio São Francisco Valley, says Silva (2022), is a region of unique characteristics, with a semi-arid climate that allows up to 2.5 annual harvests of grapes, a factor that distinguishes this area from other wine regions in the world. This climatic peculiarity, combined with technological development and innovation, has enabled the production of quality wines, which, in turn, has attracted a growing number of visitors interested in wine tourism experiences. The connection between viticulture and tourism in the region suggests that wine tourism can not only promote economic development but also contribute to cultural and environmental preservation, offering a sustainable alternative for regional growth.

Despite the advances identified, Silva's article (2022) points to the need for more studies and on-site investigations that can deepen the understanding of the impact of wine tourism in the region. Although VSSF is in a process of rapid development, there are still significant gaps in knowledge about the profile of tourists, the progress of the sector, and best practices to maximize socio-economic benefits. The scarcity of literary records on the most recent advances in wine tourism in the São Francisco Valley is a challenge that needs to be overcome so that the region can reach its full potential.

The conclusion of the article highlights the importance of continuing to explore new possibilities for wine tourism in VSSF, taking as a reference examples of success in other regions of the world and in Brazil. The continuous updating of data and research on the sector is essential to ensure that public policies and private initiatives can be adapted to market changes and demands. The work of Silva (2022) not only contributes to the understanding of wine tourism development in the São Francisco Valley, but also serves as a starting point for future research that can bring innovations and improvements to the sector, benefiting both the local economy and the visitor experience.

The chapter by Santos *et al.* (2022) explores the complexities associated with territorial development in the Brazilian semi-arid region, with a particular focus on the São Francisco Valley (VSF). The research highlights the importance of understanding the peculiarities of these territories, considering both the challenges and opportunities that arise in a context of population growth and transformation of natural ecosystems. The analysis focuses on the relevance of food production in the VSF for socio-territorial development, as well as the role of the creative economy and environmental education as essential tools to promote sustainability in the region.

The authors (Santos *et al.*, 2022) carry out a systematic review of the literature, showing that the development of the Semi-arid region requires a multidimensional approach that considers not only economic aspects, but also social, cultural, and environmental dynamics. The inclusion of RIDE Juazeiro/BA and Petrolina/PE in UNESCO's Creative Economy Network is seen as a crucial strategy for strengthening local development, at the same time that environmental education emerges as an indispensable means to promote sustainable practices that respect the particularities of the semi-arid territory.

The research by Santos *et al.* (2022) concludes that, in order to achieve sustainable development in the semi-arid region, it is necessary to value the productive and organizational characteristics of the region, promoting integration between food production, the creative economy, and environmental education. These elements are seen as complementary and fundamental for the advancement of socio-territorial and economic development, highlighting the importance of public policies and initiatives that favor balanced growth and the preservation of natural resources in the São Francisco Valley region.

The work of Oliveira (2022) offers a detailed analysis of the complexities inherent to territorial development in the Brazilian semi-arid region, with a specific focus on the São Francisco Valley (VSF). The research emphasizes the importance of understanding the particularities of this region, considering the territory not only as a political entity, but as a social construction that integrates cultural, economic and environmental aspects. Food production in the VSF is highlighted as a crucial element for socio-territorial development, highlighting how this activity can be a driving force for economic growth and local sustainability.

In addition, the study addresses the role of the creative economy as a catalyst for the development of the cities of the Juazeiro/Petrolina RID, arguing that the integration of these cities into the UNESCO Creative Economy Network can bring significant benefits to local development. The research also underlines the importance of environmental education as an indispensable tool to promote sustainable practices in the semi-arid region. These combined approaches offer a promising path to achieving socioeconomic and environmental sustainability in VSF, reflecting the need for public policies that value and enhance local resources and characteristics (Oliveira, 2022).

Finally, there is the research by Santos (2023), which highlights the relevance of wine tourism as a promising strategy for the socioeconomic development of the Submédio São Francisco Valley, a northeastern region that stands out for its high grape productivity. The research reveals how, despite its recent insertion in the wine tourism sector, the region has shown significant advances, both in terms of technological development and in the diversification of tourism products. These developments are indicative of the potential of wine tourism to transform the economic and social landscape of the region, offering new employment opportunities and boosting the local economy. Finally, the study reinforces the need for public policies and private initiatives that support and enhance this development, ensuring its long-term sustainability.

FINAL CONSIDERATIONS

After an analysis of the economic, social and environmental potential of wine tourism and creative tourism in the São Francisco Valley, focusing on the municipalities of Juazeiro/BA and Petrolina/PE, it is possible to say that these activities represent a unique opportunity for the sustainable development of the region and the country as a whole.

The qualitative exploratory methodology adopted in this research allowed a broader understanding of the nuances and complexities involved in wine tourism and creative tourism in the region. Through the investigative analysis of the available bibliography, it was possible to identify not only the potential of these activities, but also the challenges and opportunities they present.

The originality and relevance of this research lie in its ability to provide a comprehensive overview of the impact of wine tourism and creative tourism in the São Francisco Valley. By highlighting the economic, social and environmental potential of these activities, it was possible to establish more effective strategies for their development in the locations studied.

Successful examples such as the Ouro Verde and Santa Maria wineries offer substantial contributions both to the practical advancement and to the enrichment of academic knowledge on the subject. Through the integration of theoretical and practical approaches, this research sheds light on the possibilities of economic growth, environmental preservation and strengthening of cultural identity provided by wine tourism and creative tourism.

In addition, the social and management contributions derived from this research are significant for the promotion of debate and awareness about the importance of wine tourism and creative tourism in the region of the São Francisco Valley combined with the environment, thus, it is expected to expand support for public policies aimed at promoting these sustainable activities. The ultimate goal is not only to boost local economic development, but also to promote sustainability, protect the environment, and preserve the cultural heritage of the region.

Therefore, this study sought to foster concrete actions that contribute to the development of wine tourism and creative tourism in the São Francisco Valley, transforming this region into a prominent tourist destination, recognized both nationally and internationally, and serving as a model of historical-economic and socio-environmental sustainable development of wine tourism and creative tourism for other regions of Brazil.

REFERENCES

1. Baek, S., Yoon, D. Y., Lim, K. J., Cho, Y. K., Seo, Y. L., & Song, H. T. (2018). The most downloaded and most cited articles in radiology journals: A comparative bibliometric analysis. *European Radiology*, 28(11), 4832–4838.
2. Bakas, F. E., Duxbury, N., Silva, S., and Vinagre de Castro, T. (2020) Connecting to place through creative tourism. Cabeça, S. M., Gonçalves, A. R., Marques, J. F., and Tavares, M. (eds.) *Creative Tourism Dynamics: Connecting Travellers, Communities, Cultures, and Places*. Editora Grácio, Coimbra, Portugal, pp. 111-139.
3. Binfare, P. W.; Galvão, P. L. A. & Castro, C. A. T. (2016) Wine tourism: possibilities and challenges for the regional development of tourism in the wine region of the São Francisco Valley - Northeast Brazil. *Revista de Turismo y Patrimonio Cultural*, 14 (5) 1217-1227.
4. Bonato, I. T. (2020) *Historical-comparative analysis of the development of the wine market in three producing regions in Brazil*. Dissertation (Master's Degree in Agribusiness) University of Brasilia. Brasilia.
5. Bruwer, J.; Rueger-Muck, E. (2018). Wine tourism and hedonic experience: A motivationbased experiential view. *Tourism and Hospitality Research*, 488-502.
6. Cingolani, M. (2021) *Potentialities of enogastronomy in the context of strategy in two wineries in the Serra Gaúcha*. Dissertation (Professional Master's Degree in Biotechnology and Wine Management) University of Caxias do Sul, Caxias do Sul – RS.
7. Dias, C. B. S. (2018) *WATER USE IN THE SUBMÉDIO SÃO FRANCISCO VALLEY: Guidelines and recommendations for the implementation and management of public irrigation projects*. Juazeiro: UNIVASF. Death 49.
8. Dias, P. P. & Vital, T. W. (2012) The Development of Wine Tourism in the São Francisco Valley: an expanding segment. *Revista Turismo em Analysis*, 23 (3) 643-662.
9. Dorsa, A. (2022) Tourism and sustainable development: windows to the present and the future. *Interactions Magazine*, 23 (3).
10. Duxbury, N. (2021). (Re)articulating culture, tourism, community, and place: Closing remarks. Duxbury, N. (ed.) *Cultural Sustainability, Tourism and Development: (Re)articulations in Tourism Contexts*. Routledge, London, pp. 197 – 212
11. Duxbury, N. Bakas, F. E. (2021) Creative tourism: A humanistic paradigm in practice. Della Lucia, M. and Giudici, E. (eds.) *Humanistic Management and Sustainable Tourism: Human, Social and Environmental Challenges*. Routledge, London, UK, pp. 111 – 131 .

12. EMBRAPA. (2021) *Brazil is a pioneer in Geographical Indication of tropical wines*. <https://www.embrapa.br/busca-de-noticias/-/noticia/58842515/brasil-e-pioneiro-em-indicacao-geografica-de-vinhos-tropicais>.
13. Ferreira, S. L.; Hunter, C. A. (2017). Wine tourism development in South Africa: a geographical analysis. *Tourism Geographies*. V. 19, n. 05.
14. Flôres, S. S. (2015) *Sustainable viticulture in the context of Brazil: a proposal for an approach*. Thesis (Doctorate in Geography) Federal University of Rio Grande do Sul. Porto Alegre.
15. Galvão, T. F., Pansani, T. S. A.; Harrad, D. (2014). Systematic literature reviews: Steps for their elaboration. *Epidemiology and Health Services*, 23 (1), Brasília.
16. Guimarães, F. O.; Porto, J. L.R. & Pizio, A. (2021) Viticulture, leisure and regional development: wine tourism in the São Francisco River Valley. *Revista de Estudos Brasileños*, 8 (17) 135-145.
17. Gu, Q., Qiu, H., King, B. E.; Huang, S. (2019). Understanding the wine tourism experience: The roles of facilitators, constraints, and involvement. *Journal of Vacation Marketing*.
18. Kroger, L. P. (2012) *Enoturismo na Bahia: uma análise sobre o potencial do enoturismo na região do Vale do São Francisco/BA*. Dissertation (Master's Degree in Administration) Federal University of Bahia. Saviour. <https://repositorio.ufba.br/bitstream/ri/24603/1/L%C3%8DDIA%20PINA.pdf>.
19. Lima, B. D. R.; Ribeiro, J. C. & Nunes, V. P. (2021) Wine tourism in Brazil: a comparative study of the profiles of wine tourists in Vale dos Vinhedos and Vale de São Francisco. *Revista Redes*, 25 (2) 782-808.
20. Moraes, A. L.; Mendonça, E. M. D. & Santos, E. F. (2022) New ways of doing tourism: from practice to public policies in the construction of the Creative Tourism Plan of Recife (Pernambuco-Brazil). *Revista Interações*, 23 (3) 669-684.
21. Nodari, E.S. (2017) Between forests and vineyards: viticulture in the Alto Vale do Rio do Peixe/SC. In: GERHARDT, M., NODARI, E.S., and MORETTO, S.P., eds. *Environmental history and migrations: dialogues*. São Leopoldo: Oikos; UFFS publisher, 2017.
22. Oliveira, L. C. (2022) Territorial development in the semi-arid region: creative economy and sustainability. *Gender and Interdisciplinarity*. Vol. 3, n. 4, 2022.
23. Oliveira, I. G.; Cardoso, A.; Silva, I.S.; Nogueira, E. T. S.; Santos, R. B.; Corrêa, L. C. & Biasoto, A.
24. C. T. (2021) Influence of amphora winemaking on the physicochemical and phenolic composition of red wine from tropical region. *Research, Society and Development*, 10(9), 1-10. <http://dx.doi.org/10.33448/rsd-v10i9.18274>.

25. Oliveira, L. C. & Pacheco, C. S. G. R. (2022) *Economy and Creative Cities: an analysis of the potentials of RIDE Juazeiro/BA and Petrolina/PE*. João Pessoa: Periódicos Editora.
26. Pina, M. F. B.; Azevedo, S. L. M. & Almeida, M. S. P. (2023) Human ecology: a relationship with teaching-learning of students with disabilities. *Revista Observatório de La Economia Latinoamericana*, 1 (11) 19313-19333.
27. Santos, J. C. V.; Silva, J. A. (2016) Creative folk art and cultural tourism in the city of Loulé (Algarve/Portugal). *Brazilian Journal of Tourism Research*, 10 (2), 212-232.
28. Santos, R. P. *Et al.* (2022) Territory and development in the semi-arid region: the creative economy and environmental education as tools for sustainability. Pacheco, C. S. Santos, R. P. (eds.). *Society, Technology and Environment*. Guarujá: Digital Scientific.
29. Santos, V. C. (2023) Evaluation of market strategies and opportunities aimed at wine tourism in the São Francisco Valley. *IF SERTÃO-PE Campus Petrolina Zona Rural*.
30. Silva, A. F. (2022). Study on the profile of wine tourism in the sub-middle São Francisco valley: advances, achievements and possible alternatives to leverage the sector. *IF SERTÃO-PE Campus Petrolina Zona Rural*.
31. Silva, M. A. C; Bruch, K. L. & Bettencourt, A. F. (2022) Wine tourism structure of the vineyard valley: an analysis from the supply. *Revista Turismo Visão e Ação*, 24 (2) 270-294.
32. Silva, M. R. V. (2018) *Viticulture and wine tourism in the sub-middle São Francisco Valley*. Dissertation submitted to the Graduate Program in Administration and Rural Development. Federal University of Pernambuco.
33. Tonini, H.; Lavandoski, J.; Pereira, G. O. & Annoni, A. L. R. (2022) Evaluation of Websites of Wine Tourism Regions: Brazilian and International Cases. *Brazilian Journal of Tourism Research*, 16, 1-20.
34. Tozoni-Reis, M. F. (2009). *Methodology of scientific research*. Curitiba: IESDE.
35. Vapordosaofrancisco. *The Vapor do São Francisco*. <https://vapordosaofrancisco.com/>.
36. Vivaosertão. *Santa Maria Winery*. 2014. <https://vivaosertao.com.br/vitivicola-santa-maria>.
37. Zanini, J. M. & Rocha, T. V. (2010) Wine Tourism in Brazil: a comparative study between the wine regions of Vale dos Vinhedos (RS) and Vale do São Francisco (BA/PE). *Revista Turismo em Analysis*, 21 (1) 68-88.