



A ação do capital social em rotas turísticas e a perspectiva de desenvolvimento local: em análise as rotas turísticas do Vale dos Vinhedos e dos Caminhos de Pedra (Bento Gonçalves, RS) [

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Analítica

This paper aims at measuring the economic and social development of communities and social groups. Tourism as an economic activity may enhance social, economic and cultural development of a region. In order to understand this phenomenon, it is important to introduce not only the guiding principles of development, but at the same time reflect on the social capital and the connections, which enable regional development. This occurs because based on the peculiar characteristics of each region, the positive and negative factors of promoting social capital in tourist routes can be said to intervene in the promotion and feasibility of economic resources and sustainability of the actors involved. However, more than discussing these problems in general terms, here in fact, the social capital of the Vale dos Vinhedos and Caminhos de Pedra tourist routes in Rio Grande do Sul, Brazil is empirically studied

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