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### ABSTRACT

According to the Ministry of Agriculture, Livestock and Supply (MAPA) in 2020, the production of craft beer in Brazil showed considerable growth, reaching the number of 1383 producing units. The state of Rio de Janeiro follows this growth, and the number of breweries registered and operating in the market increased significantly from 2017 to 2020, presenting a growth of 21.4% in this period. The city of Niterói, located in the metropolitan region of Rio de Janeiro, emerges in the Brazilian scenario as one of the municipalities with the best human development index (HDI), standing out in the national scenario, as well as in the production of craft beers. However, it is believed that, despite the competition, there is still room for investments in the area, since demand has also risen, coupled with the fact that consumers are increasingly demanding and want better quality products, especially when referring to special beers. We highlight the binomial welcome and reception of visitors with the appreciation of beer, placing them as an identity asset of a locality and its people. Still, the events in which beer complements this celebration, as well as identify that the joint participation of the community and visitors or tourists is increasingly common. In order to offer products and services that are compatible with the growing demand of this public, several routes and itineraries with the beer theme appear in Brazil. In this way, the planning, organization and training of brewing enterprises is fundamental to achieve and even exceed the expectations of its consumers. Taking into account these characteristics, this research aimed to propose the organization of routes or paths of beer tourism in the city of Niterói. To develop it, we opted for the methodology of descriptive, bibliographic and documentary study, concomitant with the netgraphic research. The research is characterized as exploratory, requiring data collection in order to trace possible brewing routes in Niterói and their respective locations through the use of forms adapted from INVTur - Inventory of Tourism Offer, of the Ministry of Tourism. Thus, a total of 78 enterprises located in Niterói were identified. These, in turn, were subdivided into 26 home microbreweries, 18 brewing bars, 27 gypsy

microbreweries and 7 own breweries. From the observations presented, the research resulted in the proposition of three itineraries, called Brewing Paths, aligning them with Niemeyer, consecrated local tourist attraction, namely: Ocean Way, which includes three breweries with factory; Icaraí Way, composed of the Biergarten and two beer bars; and the Guanabara Way, which includes Vila Cervejeira and two breweries with factories. In possession of this information, a Brewery Tourist Map of Niterói

was created, and it was made available to the competent bodies of Niteroienses. It is noteworthy, however, that these paths are organizational proposals, and the sequence or punctual options of visits should be decided by specialized tourism agencies or even by the people or groups themselves interested in the theme.

**Keywords:** Brewery Tourism, Valorization of Destinations, Planning, Service, Niterói.

## 1 INTRODUCTION

The production of craft beer in Brazil has been showing considerable growth, reaching the number of 1,383 producing units in the year 2020, MAPA (2021). The state of Rio de Janeiro follows this growth, and the number of breweries registered and that were operating in the market increased significantly from 2017 to 2020, presenting a growth of 21.4% in this period, MAPA (2021), despite the scenario of the COVID-19 pandemic. However, it is believed that, despite the competition, there is still room for investments in the area, since demand has also risen, coupled with the fact that consumers are increasingly demanding and want better quality products, especially when referring to craft beers.

Attentive to this scenario, Rosa and Oliveira (2020) highlight the binomial reception and reception of visitors with the appreciation of beer, placing them as an identity asset of a locality and its people. The authors also mention the events in which beer complements this celebration, as well as identifying that the joint participation of the community and visitors or tourists is increasingly common.

It is worth mentioning that consumers of craft beers seek to try various brands and styles, as well as seek to learn more about their production process. In addition, these consumers make up a potential demand for tourism, since they move to participate in events such as the *Oktoberfest*, held in Blumenau and other Brazilian cities or the "*Mondial de la Bière*", which participates in the project "Rio de Janeiro a Janeiro", an initiative of the Federal Government to strengthen tourism in the State. According to the Ministry of Tourism (2017), this project aims to generate income and employment. It is noteworthy that, for this event, an exclusive travel agency offers packages with transportation, lodging and tickets, providing comfort to the tourist, and the public estimate, according to RIOTUR (2017), was 60 thousand people, warming the local economy.

Thus, the consolidation of events like this allows comparing beer tourism with wine tourism, in which the motivation is wine. In this way, the craft beer market needs to prepare to meet a public of sophisticated taste, as are wine lovers, because, as Madeira (2015, p.29-30) points out, refinement is

not "restricted to one type of drink" and "that in its majority those who appreciate beer also do it with wine".

In order to offer products and services that are compatible with the growing demand of this public, several routes and itineraries with the beer theme appear in Brazil, especially in the South region. However, these organizations are not limited to this region, as is the case of the state of Rio de Janeiro, one of the Brazilian destinations with the largest tourist flow.

The city of Niterói, located in the metropolitan region of Rio de Janeiro, has outstanding tourist attractions, especially the Niemeyer Way, composed of a set of equipment of great architectural value designed by the architect Oscar Niemeyer (Caminho Niemeyer, 2022). The municipality also has natural parks, with trails and offer of adventure tourism, forts and historic fortresses, as well as numerous beaches. At the same time, the city has seven craft breweries with national and international prominence, as well as small producers, enabling conditions to enter this attractive and competitive beer market. In this way, the planning, organization and training of the enterprises is fundamental to reach and even exceed the expectations of its consumers.

## **2 LITERATURE REVIEW**

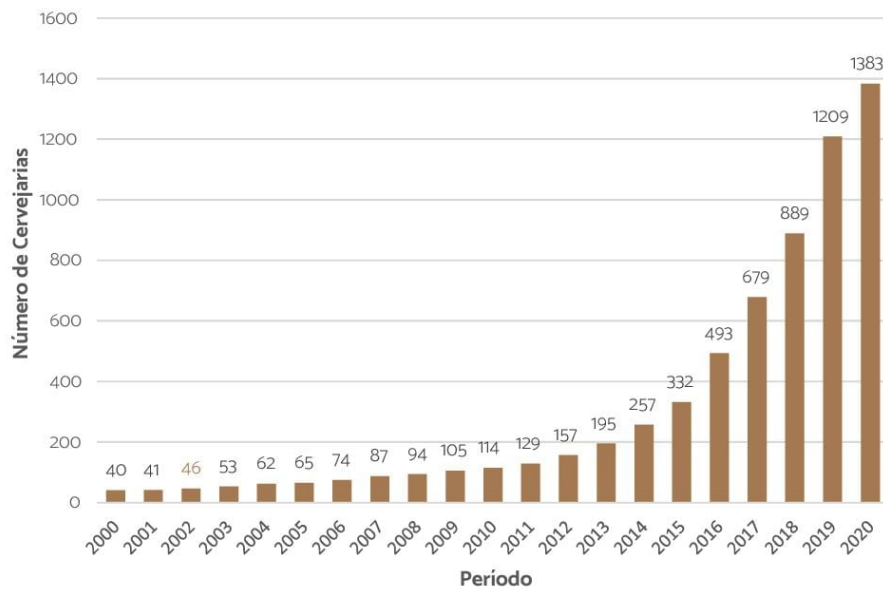
### **2.1 THE BEER MARKET IN BRAZIL**

In 2006, there was a considerable growth in beer production in Brazil, positioning itself as the third largest beer producer in the world, with the production of 13,334,600 kiloliters, behind China and the United States, according to a report by *Kirin Beer University* (2016).

As for the production controls and registration of breweries in Brazil, the Ministry of Agriculture, Livestock and Supply (MAPA) is the body that performs "the registration, standardization, classification, and also the inspection and supervision of the production and trade of beverages, in relation to its technological aspects", Brazil (1994). Decree No. 6871/2009 defines beer as "the beverage obtained by the alcoholic fermentation of the brewing must from barley malt and drinking water, by the action of yeast, with the addition of hops", and draft beer is "beer not subjected to pasteurization process for bottling" (Brasil, 2009).

The Brazilian beer sector has expanded its presence in the domestic market, providing the diversification of its offer, in addition to generating jobs and socioeconomic development. Despite the COVID-19 pandemic affecting all productive sectors of the Brazilian economy, the growth in the number of breweries in 2020 was still positive, as can be seen in Figure 1.

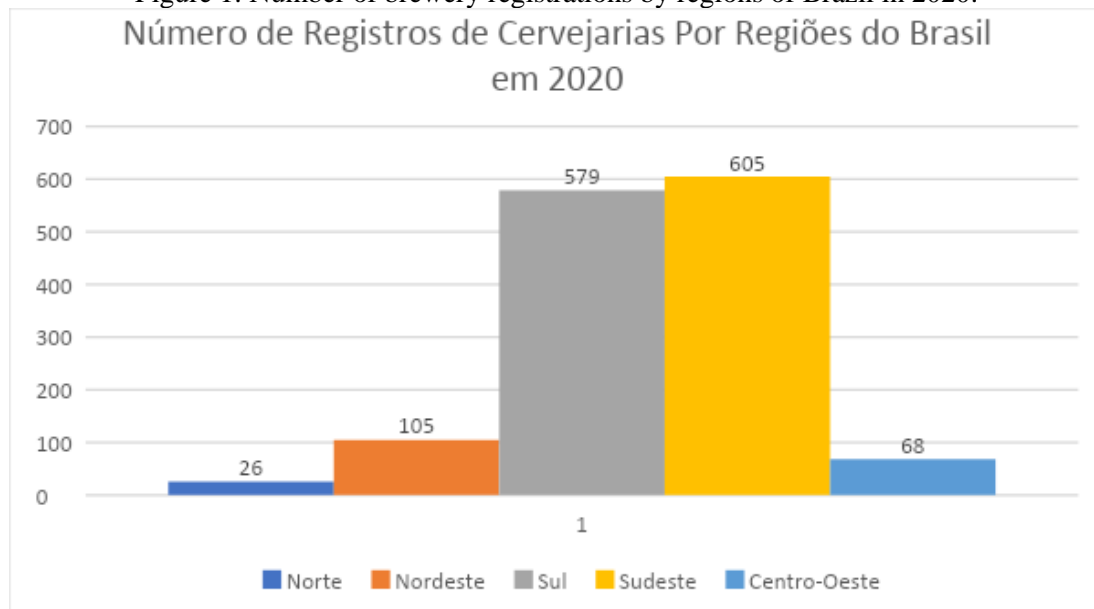
Figure 1: Number of establishment records per Federation Unit between the years 2000 and 2020.



Source: MAPA (2020)

With regard to the location of craft breweries in the Brazilian territory, observing the data presented in graph 1, it is noticeable that the production of craft beers in Brazil is concentrated in the South and Southeast regions.

Figure 1: Number of brewery registrations by regions of Brazil in 2020.



Source: Adapted from the data provided in the 2020 Beer Yearbook (MAPA, 2021).

MAPA (2021) also provides data regarding brewery records by state. Thus, those that make up the Southeast region (which holds the largest number of records in the year 2020) have the following



numbers of records: Espírito Santo (41), Rio de Janeiro (101), Minas Gerais (178) and São Paulo (285), thus totaling 605 records, which represents 43.74% of the records made in Brazil in that year.

Within this context and in view of the considerable variety of beer styles in the market, it is necessary to classify them in order to identify and define them "based on the composition, intrinsic characteristics, production process and, in the cases legally foreseen, origin and origin", Brasil (2009). However, the legislation does not include beers that receive adjuncts of animal origin, such as honey or milk, in their recipes, and must be called a "mixed alcoholic beverage" to be marketed.

Another important factor to be addressed refers to the types or styles of craft beers produced for consumption, as this way there is a considerable increase in production, also expanding the options of types of beers available for commercialization. However, some are already consumed normally, both in Brazil and abroad, and some are controlled by Federal Law No. 8,918:

According to its type, the beer may be called: *Pilsen, Export, Lager, Dortmunder, Munchen, Bock, Malzbier, Ale, Stout, Porter, Weissbier, Alt* and other internationally recognized denominations that may be created, observing the characteristics of the original product, BRAZIL (2009, s/p).

In relation to this diversification, it is necessary to highlight here the role of master brewers, professionals responsible for the production of beers and, consequently, the styles and regional characteristics of these products, because as Oliveira *et al* (2019) highlight, one should opt for the production of beers that are demanded by their target audience, that is, focus on the customer. Brazil, in turn, has stood out on the world stage by creating its own style, called Catarina Sour.

In view of the varied typology of existing beers, brewing enterprises should opt for the production of specific beers and in an integrated way to the routes, thinking about their target audience. In this way, in the case of on-demand production, the types of beer will be defined by the interested parties.

## 2.2 CRAFT BEER AND BREWING TOURISM

Brazil has a considerable number of breweries in the national market, and this number has a growth trend, represented mostly by the so-called microbreweries, especially in the last decade of this twenty-first century. In 2017, in Brazil, 91 new breweries appeared, which demonstrated the increased interest in the so-called craft beers, as they reached the mark of 7540 beers or draft beers registered by MAPA that year, Marcusso and Muller (2017). In 2020, 204 new breweries were registered in MAPA (2021) in Brazil, while another 30 canceled their registrations, thus representing an increase of 174 breweries, that is, a growth of 14.4% over the previous year, as well as covered, for the first time, all the states of the federation.

However, there is no legislation defining the concepts of microbrewery and craft beer, or adequately establishing conditions for them to achieve prominence in the market compared to the giant beer producers of Brazil. There are also great difficulties of these to remain in the market because of the high taxes linked to the alcoholic beverage in the country, because according to the Central Brew Blog, the tax rates (state and federal) can reach up to 60% of the final price of the product. In relation to the ICMS-Tax on the circulation of goods and services, in the state of Rio de Janeiro a 20% tax is charged on beers and draft beers (Fonseca, 2021).

As for the federal controls of the products, there is only one classification in relation to the quality of beer in Decree No. 8,442, of 2015, which gives guidance on the incidence of taxes on industrialized products (IPI), as follows:

- I - special beer - beer that has 75% (seventy-five percent) or more of barley malt, by weight, on the primitive extract, as a source of sugars;
- II - special draft beer - the special beer not submitted to pasteurization process for filling (BRASIL, 2015, s/p):

Taking into account this decree, it would not be correct to use the term craft beer and yes, special beer. The lack of definition generates some problems, according to the rapporteur of the bill No. 5.191/2013, which aims to define the establishment producing craft beer, mentions that:

the absence of specific rules and regulations for artisanal production is the main obstacle to the development of this market, considering that only large industries can adapt to the requirements of the standards in force (Brasil, 2013, s/p).

To be considered an establishment producing craft beer, production must be limited to 500,000 liters per year, which would allow, according to the rapporteur, the economic viability of the company without the decharacterization of a so-called artisanal production, which does not match a production method in itself, and represents a product of superior quality. Thus, the "craft beer" would be the one produced in these places.

The project also mentions the importance of microbreweries for tourism in the USA (Brasil, 2013), demonstrating that beer tourism is currently in evidence, requiring specific studies for the development of this tourism segment in Brazil.

Allied to this reality, gastronomy has been gaining prominence in the modality of cultural tourism, attracting tourists interested in learning about a culture by its eating habits. The identity of a people is reflected in their diet: the food they consume, the rituals of preparation, the way they eat, the taboo foods, the special festivals. "The gastronomy of a society constitutes a language through which its structure is expressed in an unconscious way" (Schlüter, 2006, p. 27).

According to Plummer *et al* (2005), more and more tourists seek to experience the local culture through gastronomic experiences, both food and beverages. There are on the one hand tourists who travel motivated by the desire to know a particular restaurant or winery, and those who choose a particular restaurant just because it is necessary to eat.

And it is in this same context that Coelho-Costa (2015) states that what becomes differential in the preference of the consumer of craft beers is not limited to its selling price, but rather the appeal to the traditional, the artisanal and the quality of the ingredients used in the manufacture of the product.

It is also in this sense that Koch & Sauerbronn (2018) highlight that there is a growing interest in drinking superior quality products, in which the motto drink less, but drink better demonstrates the commitment and responsibility of craft beer consumers, especially when it comes to this craft drink going against those mass-produced, that is, Industrialized.

Plummer *et al* (2005), in turn, also define beer tourism, in line with the definition of wine tourism, as one in which there is visitation to the brewery, beer festivals and brewing events, in which tasting beers and experiencing the attributes of local beers is the main motivation for the visitor.

Gastronomic tourism is consolidated as a segment, however, there is little visibility yet for beer tourism, so Plummer *et al* (2015) suggest that breweries make partnerships so that, from market studies and traced the profile of visitors, expand the market, including to consolidate a beer route. This makes the tourist product more attractive, especially for microbreweries that do not have structure for visiting the factory, so that they can build spaces for tasting and sale of their products.

This tasting is fundamental, because through "word of mouth" – one of the main means of dissemination of craft beers – it is possible to attract new consumers, increasing production and revenue in microbreweries, which even means more employment for the local population.

The activity known as tourism should be perceived by breweries as identity, as well as a source of advertising, dissemination and increased sales of their products, since it brings visibility to the beers produced, being consumed not only by tourists, but also by the local community. In this way, the habit of consuming a differentiated and quality product is created.

Another aspect to be considered is the profile of the brewing tourist. In research presented by Madeira (2015), in which the consumer profile of special beers is analyzed, it is observed that beers produced on a large scale, or industrial, are attributed pejorative characteristics, while craft beer is seen as superior, and its high quality is the reason to continue consumption after the first consumer experience. In addition:

Special beer stands as a tool for building the social and cultural environment of consumers since its consumption occurs primarily in collective environments. We verified in drinking not an act of consumption by necessity or *status*, but rather a means of being part of a certain group (Madeira, 2015, p. 33).

According to the study by Araújo *et al* (2016), craft beer consumers are mainly influenced by friends in the choice of beer and have, by habit, to travel and taste new beers. Therefore, it can be said that word of mouth advertising is important for this market, that is, breweries, bars and restaurants can benefit from the casual tourist, who visits the destination motivated by another attraction, but also seeks to consume products of local origin and quality.

### **3 METHODOLOGY**

Taking into account these characteristics, this article aims to propose the organization of routes or paths of beer tourism in the city of Niterói using the existing structure, thus contributing to the development and tourist appreciation of the destination. To develop it, we opted for the methodology of descriptive study, which according to Gil (1999) seeks to describe the characteristics of a certain phenomenon or population, and bibliographic since it makes use of national and foreign literature, as well as identification of routes, itineraries and or paths in the area of beer tourism in Rio de Janeiro through a netgraphic research. Thus, the research is characterized as exploratory, requiring research in order to identify the brewing circuits of Rio de Janeiro, as well as the structure of these enterprises in the city of Niterói and their respective locations through information available on *websites*. After this survey, a field research was carried out, in which the brewing bars and factories of the Niteroienses breweries identified in the cabinet surveys were visited. Moreover, field research can be understood as one that considers the argument addressed even if the events occur in different locations (Spink, 2003). In addition, the research can be classified as documentary research, by using Laws and Decrees for the construction of its theoretical contribution, allied to a qualitative quantitative approach, by making use of measurable and non-measurable data.

From the observations presented, this article intends to point out a direction for the development of integrated beer tourism in Niterói, indicating alternatives related to the provision of the service, as well as which actions can evolve. Thus, this work chose to start from the reality of the Brazilian brewing scene and the Southeast region in order to discuss the organization of the Niteroienses brewing routes as a strategy for local tourism development.

### **4 RESULTS AND DISCUSSION**

#### **4.1 THE POTENTIAL OF BREWING TOURISM IN THE STATE OF RIO DE JANEIRO**

The state of Rio de Janeiro, with 101 units duly registered, occupies the sixth position in the *ranking of the states with the most breweries in Brazil*, as well as it is observed in the data of the 2020 yearbook, released by MAPA, that the states with the highest concentration of breweries are located in the South and Southeast regions of the country, according to data presented in Figure 2.



Figure 2: Ranking of breweries in Brazil

Tabela 1: Número de registros de estabelecimento nas dez primeiras Unidade da Federação

Nº	UF	2017	2018	2019	2020	Crescimento médio
1	São Paulo	124	166	241	285	32,4%
2	Rio Grande do Sul	142	184	236	258	22,4%
3	Minas Gerais	87	116	163	178	27,7%
4	Santa Catarina	78	104	148	175	31,3%
5	Paraná	67	93	131	146	30,4%
6	Rio de Janeiro	57	62	78	101	21,4%
7	Espírito Santo	11	17	34	41	58,4%
8	Goiás	21	25	28	33	16,3%
9	Bahia	7	12	20	26	56,0%
10	Rio Grande do Norte	6	9	20	20	57,4%

Source: MAPA, 2021

The beer culture in the city of Rio de Janeiro is so remarkable that the bill No. 1687/2015 "considers as Cultural Heritage of Intangible Nature of the Municipality of Rio de Janeiro the Craft Beer", its author justifies that:

the preservation of the historical memory provided by the activity that generates craft beer, even if still recent, is latent and prosaic for the Carioca from the point of view of the bohemian lifestyle. The exploration of new flavors, the realization of thematic events and the promotion actions for the sector prove that the activity is already inserted in the routine of our city (Rio de Janeiro, 2015, p.34-48).

Internationally, Belgium and Germany, traditionally beer-producing countries, have requested the inclusion of their respective beers as intangible cultural heritage with UNESCO (Giorgi and Júnior, 2016), thus drawing attention to the importance of the drink in those cultures, which is part of the identity and lifestyle of these peoples. The traditions of the law of purity (*Reinheitsgebot*), created in Germany, and centuries-old recipes and production methods, characteristic of Belgian beer, are identified all over the world, even by non-beer experts (Morado, 2009). This kind of recognition strengthens the conception of beer as an inseparable part of these nations.

However, Rio de Janeiro does not have a history as a beer-producing city, even though it was the site of the installation of the first brewery in Brazil (Bohemia). The history of beer in the country

itself is recent and lacking records, as Santos (2004) points out. So, how to insert beer in cultural tourism in Rio de Janeiro, if there is not a tradition of craft beer, which has only recently been taking place in the bars and markets of the State? Are the stereotype of the bohemian carioca and the thematic events enough to sustain beer as a cultural heritage? The challenge is, therefore, to define the aspects to be highlighted for the promotion of cultural beer tourism.

Regarding the density of consumption – the relationship between the population of the states and the number of existing breweries – the State of Santa Catarina took the first position, followed by the States of Rio Grande do Sul and Paraná, all located in the South region. It is also noteworthy that the states of the Southeast region come in the subsequent positions in this regard, according to data that can be observed in Figure 3, below.

Figure 3: Brewery density (number of inhabitants/breweries)

**Tabela 3: Densidade Cervejeira e Cervejarias por Km2 por UF**

N°	UF	Hab/Cerv
1	Santa Catarina	41.443
2	Rio Grande do Sul	44.275
3	Paraná	78.882
4	Espírito Santo	99.123
5	Minas Gerais	119.622
6	São Paulo	162.419
7	Rio de Janeiro	171.942
8	Rio Grande do Norte	176.708
9	Goiás	215.562
10	Mato Grosso	235.081

N°	UF	Km2/Cerv
1	Rio de Janeiro	433
2	Distrito Federal	525
3	Santa Catarina	547
4	São Paulo	871
5	Rio Grande do Sul	1.092
6	Espírito Santo	1.124
7	Paraná	1.365
8	Rio Grande do Norte	2.641
9	Minas Gerais	3.295
10	Alagoas	3.968

Source: MAPA, 2021

It is possible to observe the similarity of beer tourism in the states located in the south (Paraná, Santa Catarina and Rio Grande do Sul) and southeast (Espírito Santo, Rio de Janeiro, São Paulo and Minas Gerais), because the experiences of these states may have data that contribute to the promotion of beer tourism. Although the states of the southern region present a more expressive relationship between beers produced per inhabitant, the fact that German culture is strongly present in this region provides a different characteristic in the exploration of this tourist segment, which could not be replicated in the states of the southeast region, including the state of Rio de Janeiro.

Some points can serve as a focus to characterize the segment: the use of production techniques and traditional recipes; the quality and diversity of the product and the practice of its tasting, with the use of appropriate glasses and glasses, as well as the harmonization with typical dishes; the consumption spaces, bars, *pubs* and restaurants, as environments of socialization. The brewing culture promoted by the brewmasters and the confraternities resigified the drink, from this.

Craft beer is here seen as the product of the rescue of practices and representations (such as recipes, tales and traditions) that in a way were interrupted when beer became massified and its flavor put on the back burner. With this, the craft production of beer is seen by the brewer (and by many "beer cults") as a political act of resistance to a general state of affairs (Giorgi, 2015, p.34-35).

It is necessary that beer, and all its complex process of production and consumption, relate directly to a careful and effective ritual of welcoming, involving the local community, the local culture and, of course, the final customer: the visitor, especially when they look for events with the beer theme, (Rosa and Oliveira, 2020). The authors also reinforce the fact that people participate in numerous events in which beer, as well as the act of consuming it collectively, constitute fundamental elements of hospitality.

#### 4.2 BREWING ROUTES AND TOURISM IN THE STATE OF RIO DE JANEIRO

The city of Rio de Janeiro continues to be one of the most demanded Brazilian destinations by international tourists. The 2019 tourism statistical yearbook, issued by the Ministry of Tourism (Mtur, 2020) surveys three travel motivations of international tourists who visited Brazil in 2019: leisure (54.3%), business, events and conventions (15.4%) and other reasons (30.3%). In these three questions, the city of Rio de Janeiro assumes prominent positions, as can be seen in Figure 4, as follows:

Figure 4: Main destinations and travel motivation of foreign tourists in Brazil in 2019.

Destinos mais visitados					
Lazer	(%)				
Rio de Janeiro - RJ	32,6	32,2	27,0	29,7	33,3
Florianópolis - SC	18,8	17,9	19,6	17,1	17,0
Foz do Iguaçu - PR	13,5	13,2	12,5	12,9	16,2
São Paulo - SP	9,7	9,1	7,8	7,9	9,4
Armação dos Búzios - RJ	9,1	8,1	7,5	8,2	8,0
Negócios, eventos e convenções	(%)				
São Paulo - SP	45,1	41,2	44,4	48,7	49,2
Rio de Janeiro - RJ	24,5	30,1	23,6	19,7	19,1
Curitiba - PR	4,2	4,0	4,1	4,5	4,8
Porto Alegre - RS	3,6	3,5	4,2	3,4	3,4
Brasília - DF	2,7	2,5	3,3	2,7	3,2
Outros motivos	(%)				
São Paulo - SP	26,5	28,9	26,7	28,3	32,5
Rio de Janeiro - RJ	21,5	23,4	21,4	18,4	19,3
Curitiba - PR	4,8	4,9	5,0	5,1	5,0
Belo Horizonte - MG	5,4	4,9	4,6	4,7	4,8
Salvador - BA	4,5	4,3	4,5	4,2	4,1

Source: Mtur, 2020

However, according to Schlüter's (2006, p. 71) observation, rarely "gastronomy is the main motivator of a tourist displacement, usually resorting to the creation of thematic and cultural routes". In this context, the brewing routes would possibly have a secondary role, lasting a day or an afternoon, being an attraction to combine with others offered by the destination.

However, in 2017, at the Tourism Forum in Nova Friburgo, the Brewing Route of Rio de Janeiro was presented, counting at the time with more than 20 registered breweries. In this event, beer tourism was pointed out as a catalyst for other tourism segments in the region. This brewing route encompasses the following municipalities in the mountainous region of the State of Rio de Janeiro: Petrópolis, Teresópolis, Nova Friburgo and Guapimirim. Petrópolis is the municipality with the most breweries registered on the route and is the one that most promotes beer tourism.

Also according to information collected on *the site*, the route promotes "immersion in beer culture" with the visit to breweries, brewpubs and restaurants with "traces of mountain tourism" (ROTACERVEJEIRARJ, 2021), with itineraries of one to three days. To publicize the Brewing Route of Rio de Janeiro, was launched in 2016 at the event *Mondial de la Bière*, in Rio de Janeiro, a collaborative beer brewed by breweries that make up the route, in order to awaken the attention to the region of those who are already connoisseurs of craft beer in the city, as well as the tourist who came to honor the event. As of July 2021, the route's website mentions 17 breweries, not all of which are handcrafted.



This is the only beer route consolidated as a tourist option with this theme in the state. However, three other circuits, one not yet consolidated and two others under construction, have been identified. The one that is best structured, but not in its fullness, is Cervasul – Association of Microbreweries of the South Fluminense, covering 20 microbreweries located in the municipalities of Barra Mansa, Barra do Piraí, Itatiaia, Resende, Valença, Vassouras and Volta Redonda (Cervasul, 2021). The initiatives identified, in the organization stage, are called Caminho Cervejeiro de Niterói, which includes only craft breweries located in the municipality (Caminho Cervejeiro de Niterói, 2021) and Rio Mais Cerveja, which will include several existing breweries in the city of Rio de Janeiro.

However, other breweries could organize themselves into thematic routes, which would require collaboration between them to, together with the tourist *trade*, build cohesive itineraries, connecting the breweries with tourist destinations and attractions. However, the data regarding the breweries located in the state of Rio de Janeiro are not found. As can be seen in table 1 below, existing breweries in the State of Rio de Janeiro are listed, and not all of them are microbreweries:

Table 1: Breweries in the state of Rio de Janeiro.

Breweries in the State of Rio de Janeiro (94) -site Brejas	Breweries in the State of Rio de Janeiro (59) – Site Beer Art
Angra dos Reis (1), Barra do Piraí (3), Cabo Frio (1), Cachoeiras de Macacu (1), Cordeiro (1), Engenheiro Paulo de Frontin (2), Guapimirim (1), Itaperuna (1), Itatiaia (1), Macaé (3), Maricá (1), Miguel Pereira (1), Niterói (7), Nova Friburgo (10), Paraíba do Sul (1), Penedo (2), Petrópolis (8), Piraí (2), Quissamã (1), Resende (1), Rio de Janeiro (34), Santa Maria Madalena (1), Saquarema (1), Silva Jardim (1), Teresópolis (2), Três Rios (2), Valença (3), Vassouras (2), Volta Redonda (1).	Angra dos Reis (1), Barra do Piraí (1), Búzios (1), Duas Barras (1), Itaboraí (1), Itaperuna (1), Itatiaia (1), Niterói (4), Nova Friburgo (2), Nova Iguaçu (1), Petrópolis (8), Quissamã (1), Resende (1), Rio de Janeiro (31), São Gonçalo (1), Saquarema (1), Teresópolis (2).

Sources: *Site Brejas (2021) and site BeerArt (2021)*

As can be seen from the data above, some breweries and tourist destinations can be combined, as it is possible to travel through them in short day trips or for a few overnight stays, since they are nearby cities. In this scenario, the Brewing Route of Rio de Janeiro, which covers the municipalities of the mountainous region of the State, as well as Cervasul, in the south of Rio de Janeiro, represent such a possibility. On the other hand, some municipalities can organize themselves into itineraries, as is the case of Niterói and the city of Rio de Janeiro, which already organize their integrated itineraries.

However, Eltermann *et al* (2017) warn that entrepreneurs should not limit themselves to the creation of brewing itineraries from the characterization of breweries, sharing only their locations on tourist maps. The authors consider that this no longer offers, especially because it constitutes a demanding market, the product that it demands, nor does it meet the requirements and needs of the current demand.

The companies providing services tend by the primacy of excellence in service, that is, by the quality in the provision of the service, observing it as a competitive differential. Regarding the definitions that permeate quality, the first scholars appropriated some different perspectives for its construction, in this sense Garvin (1987) presents these approaches as: transcendental (total quality); product-based (with measurable metrics); in the user (satisfaction); in production (process domain) and value (understanding that quality reflects in monetary value).

Complementing such approaches, Beltramelli (2014), considers that the brand of craft beers constitute innovative products when interpreting historical styles, with unique characteristics, in addition to developing new styles of beers. After all, as the author suggests, these beers are made with traditional ingredients and non-traditional ingredients that are added to enhance their distinctive character, according to the scenario That is, fortunately craft brewers take individual and personalized approaches to connect with their customers.

When correlating with hospitality, the act of welcoming, the approach that best suits is one that is grounded in customer satisfaction. It is in this sense that Viera (2004, p.43-44, emphasis added) points out that "satisfaction is a function of *perceived performance* and *expectations*. If performance meets expectations, the consumer will be satisfied, and if they exceed them, they will be highly satisfied or delighted."

#### 4.3 NITERÓI BREWERY TRAIL

The city of Niterói, according to IBGE data (2021), is located in the metropolitan region of the state of Rio de Janeiro. It has an estimated population of 516,981 people, distributed in an area of 133,757 km<sup>2</sup> in which the Atlantic Forest biome predominates. Economically, the IBGE points out that its population reaches an average monthly wage of 3.1 minimum wages, a Gross Domestic Product

(GDP) in 2019 equivalent to R \$ 90,643.80. Highlight for its social development, since the municipality had in 2010 a schooling rate of its population that reached 97% (IBGE, 2021), in addition to a Human Development Index (HDI) of 0.837, through data obtained from the UNDP / UNDP in 2020, leading the municipality to the seventh position in the ranking among Brazilian municipalities.

In terms of tourist attractions, the city hall praises, in addition to the proximity of the City of Rio de Janeiro, known as the Marvelous City, the imposing Museum of Contemporary Art (MAC), the famous Niemeyer Way, the Complexo dos Fortes, the well-known Fish Market, as well as the Fashion Pole, the diversified trade, allied to the gastronomy of excellence, pointing out the city as a relevant tourist destination in the Brazilian context.

In line with these data, in 2021 the city of Niterói received an important contribution to the development of local tourism, resulting from the partnership between the Fluminense Federal University (UFF), the Euclides da Cunha Foundation (FEC) and Niterói Empresa de Lazer e Turismo (Neltur) and the City Hall: the proposal to create beer routes, developed by the Caminho Cervejeiro project. In this context, it was proposed to create three routes, so called: Ocean Way, Icaraí Garden Way and Guanabara Way. It is noteworthy that the "name Caminho Cervejeiro was chosen as a marketing strategy because it already exists in the municipality and is its main tourist attraction, the Niemeyer Way" (Rosa *et al*, 2021, p. 8) this, in turn, is composed of a set of works created by the renowned architect Oscar Niemeyer, namely: Oscar Niemeyer Foundation, Roberto Silveira Memorial, Oscar Niemeyer Popular Theater, Juscelino Kubitschek Square, Cultural Reserve, Museum of Contemporary Art and Charitas Catamaran Station that extends, according to information collected on the official website (Caminho Niemeyer, 2022), along 11 km of the city's waterfront.

Adjacent to this region and according to the data collected, in 2021 the city presented a quantitative of 78 establishments. Among these, 26 are homemade microbreweries, 18 breweries, 27 gypsy microbreweries and 7 own factories. In addition to these 78 enterprises, 26 homemade microbreweries were cataloged, which produce beer but are not registered in MAPA and, consequently, cannot market their products. In possession of these data, a map was elaborated (figure 5) containing only the enterprises with potential for visitation, that is, that have defined places of operation, being these identified in established routes, which can be accessed by a QR Code inserted in it.



Figure 5: Niterói Brewing Path Map



Source: [www.caminhoscervejeiros.com](http://www.caminhoscervejeiros.com) (2022)

The Ocean Way includes three breweries, with their own bars on site, they are: Masterpiece Brewery, Noi Brewery and Mafia Brewery, which are certified with the Niterói Brewery Seal. The Masterpiece brewery has five awards from the national contest of Blumenau / SC, performs sales over the *internet*, has a bar as a point of physical sale and consumption. The place has ambient sound, smoking area, *wi-fi*, beer menu, in addition to providing various forms of payment to customers, in order to facilitate and expedite the service. In terms of tourist services, the establishment offers live music, with rock concerts, rental of space for events, attendance to groups, and *pet friendly* and toilets to its clientele.

The Noi Brewery with its labels have already won more than fifty awards at national and international level. In addition, it offers food and beverage services in its restaurant and bar. The differentials, in terms of tourist services that this presents in relation to the others are in the availability of menus in a foreign language and in the service of guided tour by advance reservation, which consists of an activity commonly practiced in tourist attractions that requires the participation of qualified professionals who know the production process to provide learning to the visitor adding value to the experience experienced.

The third venture that makes up the Oceânico brewery path is the Mafia Brewery, which had one of its labels awarded in 2016 with the gold medal at the International Festival of Craft Beers

#### A look at development

*Brewery Tourism in Niterói/RJ: A contribution to the valorization of the tourist destination*



organized by the Mondial de La Biere. In addition to producing, just as the previous one offers food and beverage services in its spaces intended for the restaurant and bar, the guided tour is also offered to the public, requiring advance reservation as well. Their points of sale are distributed between: counter, *delivery applications* and still make reservations via telephone contact. On this route, it is characterized as the only establishment that is not *pet friendly*.

The Icaraí Garden Way, in turn, consists of the *Biegarten* Jardim Icaraí and two beer bars. The *Biegarten* encompasses in its extension 7 bars of factories, being: MasterPiece, Mafia, Malteca, Oca do Arariboia, Brew Lab, Joaquina Brew pub and Noi . The beer bars that complete this route are Armazém São Jorge and Fina Cerva, both of which work with special national and imported beers, with great emphasis on brands that are rare and sometimes exclusive.

The Guanabara Way, is the third route that is part of the Brewing Way of Niterói, according to the map (fig. 05) it is composed of the following enterprises: Vila Cervejeira that provides nine establishments being: Brew Lab, Matisse Brewery and its bar Les Fauves, Dead Dog Lair, Invocada, Mosaico, W\*kattz, Arariboia and Fractal.

The other enterprises that make up the Guanabara Way are Habeas Copos which has the Niterói Brewery Seal, conducts a guided tour in the production area and has a bar in the factory that acts as one of its points of sale, and Malteca Cervejaria.

Still dealing with the services and products offered by these establishments that make up the Niterói Brewing Way, the practice of selling *souvenirs* at their points of sale is highlighted. Delivery services, sale by applications and websites are also strategies adopted by the merchants of this niche in the city of Niterói.

## 5 CONCLUSION

It can be seen from the data collected that, among the various segments of tourism, beer tourism has great potential from the moment that a particular locality or region stands out for the manufacture of craft beers. The quantity, quality and variety of breweries and styles existing in the city of Niterói draw the attention of specific audiences, over 18 years old, who are attracted not only to the consumption of beer, but are also interested in the knowledge of the different ways of manufacturing, *souvenirs* and beer culture.

The search for the brewing experience makes tourists who love beer move to regions that provide this interaction with the factories and their production processes. In this way, specific itineraries, aimed at beer tourism can contemplate such demand, which is growing, as observed in the researched data. Therefore, this segment has to adopt measurable criteria in its planning, organization

and structuring, collecting as much information before being operationalized so as not to generate frustrations to its customers.

The mapping and spatial information of the locations of the enterprises can be called as: circuits, routes, paths, among other names, however, all have to have the same objectives that are to inform, disseminate, contribute and foster the beer culture, having as public and private agents acting jointly in the formation of this service.

Moreover, it is observed that beer tourism can constitute an identity role of a locality, generating income and employment, as well as valuing and strengthening the local culture. This differential was observed in the municipalities of Santa Catarina during the field research, because destinations and beer are strongly linked to the tourist flow, and the service provided is one of its strengths. That is, the production of craft beers not only in Niterói, but in all destinations that invest in this niche market must go beyond the mere concern to produce a quality product, as it also involves issues related to the provision of services, as well as providing favorable conditions to interact and, consequently, value the local community.

However, despite suggesting three different routes, here called beer paths, due to local specificities, the final decision of routes or punctual visits is up to people or group or even by offering specialized services by tourist companies. Another relevant point to be praised is that the beer market is dynamic, and there may be numerous changes in the products and services available, requiring constant updating of data. This characteristic suggests the need for local enterprises to manage the roads, with local public agencies as indispensable partners.

In this way, the integrated organization of the products and services that are already available in routes, itineraries and paths, combined with the continuous investment in improving the quality of the services provided, presents itself as an alternative for the consolidation of the destinations, as well as enables the activity of beer tourism to benefit the communities in which they are inserted. The Niterói production structure already has, lacking its real and effective organization. After all, the act of gathering and providing moments of relaxation to people is one of the main goals of breweries.

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