

GTTP RESEARCH AWARD 2013

**CULLINARY/FOOD TOURISM:
TRAVELLING FOR EXPERIENCES**

GTTP BRASIL

GTTP RESEARCH AWARD 2013

COFFEE FARMS IN ITU, SAO PAULO

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“It was the rural economy and particularly coffee, which gave economic muscles needed to make the state of São Paulo an industrial and financial reference in the country”

Ana Luiza Martins

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Introduction

Since we made contact with the studies of Tourism and Hospitality, living in Itu (SP), there was great interest in seeking opportunities of professional and personal development.

The city of Itu was always known for some of its curious features, related to gigantism of some monuments tour, guided by the stories of a famous comedian. However, the most magnificent true of the city is the importance it held the state's economic development, and its role in politics in the late of nineteenth century.

Geographical features allowed the development of producing coffee farms, a product today that represents Brazil in the world. The farms that resisted the process of urbanization and housing developments keep important and curious elements of the history and serve as input for a trip back in time with a lot of culture, education and taste.

Our problem question was - Why do the historic farms receive so few tourists, even offering interesting products and services?

The farms also produce coffee, some so mechanized and other in the manual system, and they demonstrate the process that goes from planting to grinding and preparation of coffee every day. There are people who have never seen the process live, even being something is too much of our history and economy.

There are also cases of people who lived through that process in the childhood, but that life in the city prevented to stay nearby the farms, and visits can rescue memories and bring important and exciting memories.

Thus, we designed our study in order to understand:

- a) the relationship between location and economic importance
- b) the role of tourism in the city of Itu
- c) active farms
- d) the perception of the visitors

It is clearly that the agribusiness brings more results to owners, but there are cases where it is possible to balance different activities in a single property, and we believe that tourism can gradually bring positive results to the farms visited, expanding its presence in the market and reaching more visitors over the time.

1. Finding our Case Study

1.1 Brazil

Brazil is located in South America, the largest continent and the fifth largest in the world by land area. It shares borders with ten countries and there are three different time zones.

Our country is one of the most multicultural and ethnically diverse, a result of strong immigration, especially due to the interest of European opportunities in the country. He is well known for its great environmental and cultural diversity, as the miscegenation that occurred in the country allowed a people culturally different and with a mystique unique habits.

Brazil is divided into five regions: Southeast, Northeast, North, Midwest and South. Being more financially developed the regions of Southeast and South. In the Southeast are the major cities visited by international tourists. We chose the focus within the state of São Paulo, which is the unit of learning that links the researchers.

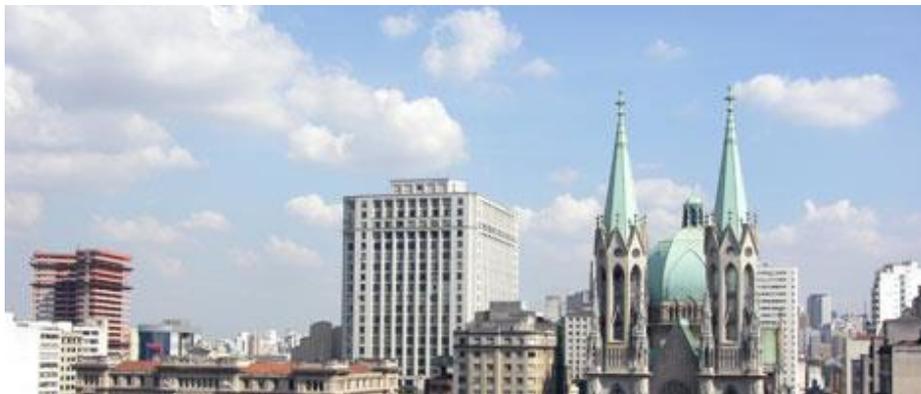


Fonte: Romildo Fagundez 2012

1.2 São Paulo

In Brazil, there are 26 federal units (states) and the Federal District. São Paulo stands out among them being the largest economic and technological development.

São Paulo is the name of the state and the state capital, and the city is a cultural center, artistic and financial. In it there are about 20 million inhabitants and its main feature is the dense urbanization, with high buildings, modern buildings and unfortunately, with very heavy traffic.



www.cidadedesapaulo.com/sp/br/clima

1.3 Tourism in the state

Tourism in the state of São Paulo can be separated especially among business tourism, events and conventions, whose greatest concentration occurs in the capital itself, then the big cities, such as Ribeirão Preto, Campinas and São José do Rio Preto, and tourism leisure, this split between the Sun and Beach Tourism and Rural Tourism.

Despite the appeal of coastal cities, which are very important for the leisure state residents, most of the state's area is occupied by counties engaged or devoted to the farm, and where the existence of properties facing the main crops identity of Brazil, as coffee, orange and sugar cane, act as poles of attraction for rural.

1.4 The city of Itu

ITU is a Tupi word meaning WATERFALL, because you could hear the falling of the waters of the Tietê River, which is located in the city of Salto. This city was held the title of the richest in the state of São Paulo, since it resided many coffee barons a landed aristocracy. But today is an average city with the title resort, housing representative examples of historic architecture from the colonial era in Brazil.

In a country that is 514 years, Itu is one of its oldest cities, having completed 403 years in 2013. Its population consists of a majority of descendants of Portuguese, Italian and Japanese immigrants and its HDI is high (0.773). Despite the giant monuments, that are nationally known, the city has great relevance in the historical processes, in particular one that led to the Proclamation of the Republic of Brazil, in 1889, when the country ceased to be an imperial nation and became a nation presidential.



www.google.com.br

1.5 Most visited sights of the city

Phonebooth Itu



Itu traffic lights



www.google.com.br

Itu is one of 29 counties considered tourist resorts in the state of São Paulo, by fulfilling certain prerequisites set by State Law. Such status ensures for those municipalities increased funding by the development of infrastructure projects for tourism.

Among the tourist attractions found in Itu, we have:

Maps that determine sights in Itu.

- Cruzeiro of Saint Francis, built in pink granite by the Franciscans between the sixteenth and seventeenth centuries (religious monument);
- Ranch of the Rosary - Bandeirista House, built in 1756 (historical architectural monument);
- Town of the children, complex playground with lake, mini-city and other attractions (leisure attraction) .
- Farm of the Stones, camping, water park, rural tourism, various events (natural attraction).
- Cultural Space Almeida Júnior, seat of the Museum of Sacred Art, the Municipal Historic Museum and Archive of Itu, the Municipal Library and is also a space for exhibitions and events.
- Park Road, flanked by the river Tietê and a beautiful forest. It is the road of pilgrimages that heads to Pirapora do Bom Jesus in the way and there are farms, campings, hydroelectric and Grotto of Glory (natural attractive and religious tourism);
- Factory São Luiz, in the central region, the first textile factory in the steam-powered state;
- Maeda Farm, with fishing, camping and Japanese garden, like fixed sights. The arena also hosts major concerts farm;
- Several churches , with several examples of paulista Boroque , including the Church of Our Lady of Candelaria, Bom Jesus, Saint. Rita, Saint. Benedict, do Carmo and Patrocínio;
- Energy Museum, with original Portuguese tiled front, which tells the story of the evolution and distribution of energy in the country;
- Republican Museum of Itu, who hosted the meeting that effected the foundation of the Paulista Republican Party and gave to Itu the title " Cot of the Republic "
- Phonebooth and light sculptures that have a reputation for ' City of exaggeration ', where everything is great.
- Varvito Park, geological monument formed by the succession of layers during the ice age.
- Padre Miguel Square and Old Town - the cultural heritage of colonial Brazil

- Diodorus Regiment, military unit that houses the Church of São Luiz Gonzaga and a small museum of the second group of light field artillery of Glory (attractive natural and religious tourism).

1.6 Historical evolution of Itu

According to the data from the website City Hall of Tourist Resort of Itu, the pioneers received a land grant in 1604, the ownership of the lands of fields Pirapitingui. The cornerstone of the foundation of the city of Itu was the construction in 1610 of a chapel devoted to Our Lady of Candelaria, in the place where now stands the Church of Bom Jesus. This chapel was built by pioneer Domingos Fernandes and his son in law, Christopher Diniz. It was adopted on Feb. 2 as the anniversary date of Itu, to coincide with the day of Our Lady of Candelaria. The village was formed around this chapel.

The Portuguese settled in the region in 1610, and the Parish was created in 1653. That same year it was elevated to Parish of Santana do Parnaíba. In 1657, it was elevated to the category of town with the right to have a city council, starting thus the construction of a new temple.

For almost 100 years (1657-1750), the town of Itu was only a small cor , with less than 100 houses , concentrated in the courtyard of the old Mother and a single street that went from the chapel courtyard to the chapel of the first settlement .

A good portion of the houses, the courtyard mainly belonged to farmers. When slavery and increased farm production, his owners helped build two convents in the Village, the Saint Francis (1692) and do Carmo (1719).

Traders built in 1726 a chapel, a place still bleak, Saint Rita, opened in 1728. In 1760, there were already about 105 houses and another street, called Palma (current Andradas Street). At that time, Itu is firmed as warehousing trade route between the south and the mining regions of Mato Grosso and Goiás. In the Village, most houses were small and inhabited by people of modest means or had nothing.

Some years later, in 1776, with the growth of crops of sugar cane and cotton, the Village grew, with 180 houses, yet having the same streets as before. Who gave life to the place were handcrafts (shoemakers, blacksmiths, carpenters, weavers, spinners and seamstresses), which occupied 119 houses. The traders, interested on sale of tissue, quilts and blankets for other regions, promoted the farming of cotton and home production of tissues.

As from 1777, the town of Itu grew due to the sugar export business to Europe. The number of sugar mills and slaves from Africa, has multiplied. In 1842, the town of Itu became a city. On this occasion, there were about 800 houses.

For years, Itu was considered the richest county in the province of São Paulo, with significant participation in political and economic life. In 1860, there was a major crisis in the international market for sugar. The sugar cane plantations fell into decay, causing, over time, a conflict between politicians and Ituanos farmers and the Imperial Government. Expanded in Itu, the Republican Movement which resulted, in 1873, the holding of the First Republican Convention country. Therefore, Itu is called the "Cot of the Republic".The sugar was gradually replaced by coffee. With the increase of coffee production, farmers sought to Europe, the arrival of immigrants to replace slave labor. The traffic was banned in 1850 and and abolished slavery in 1888. With the help of the Republican government, proclaimed in 1889 and came to Itu thousands of immigrants, mostly Italians.

The coffee was the basis of the economy of the city until 1935, the year of highest production, after declining by competition from other areas of planting and the depletion of their land. From 1935 to 1950, Itu almost did not grow beyond the area already occupied. The old center is the largest and most important cultural heritage of colonial times and became the historic center and a shopping area.

2. Coffee

2.1 History coffee and the rise in Brazil of the nineteenth century

There are many reports of how coffee was discovered. According to Neves, the Brazilian Coffee Institute, Taunay, the National Coffee Department and Paschoal, one of several stories that are left to graze goats in the mountains and they found

fruit to eat, and after they gave jumps without stopping, result of effects of caffeine, a stimulant substance from the coffee.

There is another legend about a monk named Omar, who was exiled from Mocha and he took refuge in the mountains of Arabia. He faced a strange and bitter fruit and roasting them to make the taste better. The fruit was crisp and it tried to soften them up in water. He saw that this process resulted in a drink that made him more awake and alert, according to the same authors.

Despite evidence of the origin of coffee in Africa and Asia, the Arabs were the first to cultivate the coffee, which was used for medical purposes. In the seventeenth century, the coffee arrived in Europe. The coffee was consumed by different social classes, especially by intellectuals.

It arrived in Brazil in the year of 1727, by the Sergeant Francisco de Mello Palheta, to the city of Belém, in Pará. Palheta approached the wife of the governor of Cayenne, capital of French Guiana, to conquer their confidence and get any seedlings or coffee seed. Thus, five small Arabica coffee seedlings were brought to Brazil clandestinely hidden in Palheta's luggage.

It took a few years for the culture to cultivate the coffee was inserted in the country as Brazilian farmers were to focus on cultivating agricultural produce, which at the time was the highest income in the economy of Brazil: the sugar cane.

But it is easy to understand the reasons why the coffee culture replace the culture of sugar cane on large farms in Brazil. Firstly, the global demand for coffee was much higher than that of sugar and only increased. The coffee needed less manpower because the cane had to be replanted and coffee could last between 30 to 40 years in productivity.

The coffee went by Maranhão, Bahia, Rio de Janeiro, São Paulo, Paraná and Minas Gerais. He settled predominantly in the Paraíba Valley and the provinces of São Paulo and Minas Gerais, and so, there began an agricultural base that has spread, leading to Brazil to reach the pinnacle productive and raise their economy.

Coffee culture required large tracts of land due to lack of care in the field, because there was concern nor the equipment necessary to prepare the land for planting and also manpower. Thus, the increased production of coffee was totally linked the existence of labor which was represented by the arrival of slaves. Due to lack of caution with its cultivation, after 1870, with the rising prices of slaves and the land use carelessly, exhausted lands of the Paraíba Valley. Thus, the coffee plantations had to expand to other locations, which included Itu and Campinas, and also known as West Paulista, the region where are located Limeira, Piracicaba, Rio Claro, Araras, Ribeirão Preto. In the late nineteenth century, the West Paulista, produced to the highest amount and the best coffee for export from Brazil, plantations of red earth (name derived from *rossa*, red in Italian), ideal for the cultivation of the plant.

Currently coffee is the most consumed beverage in Brazil, mainly in the Southeast, where it became very popular. As the yerba mate (*chimarrão*) is part of the culture of the South, coffee is part of the culture of the Southeast. It has become essential for the population and it is enjoyed in many forms and combinations.

2.2 The coffee economy

The coffee was a Brazilian great wealth and did Brazil get into international trade relations. The culture of coffee occupied valleys and mountains, motivating the emergence of industrial cities, which had great economic importance throughout the interior of the state of São Paulo, southern Minas Gerais and northern Paraná. Railways were built to allow the flow of production, replacing the animals that served as cargo, thus facilitating trade relations with other counties. Coffee motivated and brought the entry of a large number of immigrants, led to the rise of the middle class and even intensified cultural movements.

The richness in coffee was more present than ever. This was evidenced by the appearance of luxurious mansions farmers, resembling the European art of the time, and new theaters built in the cities of São Paulo, which have become so important in the economy. For decades, Brazil grew powered by coffee habit, that habit had become worldwide.

São Paulo was the most noticed, because it showed favorable characteristics for industrial growth. The coffee trade promoted a rich and grand market in São Paulo and Brazil.

Brazil is currently the the largest producer of coffee, accounting for 30% of the international market, a percentage equivalent to the sum of the production of six other major producing countries. But it is also the second largest consumer market, behind only the United States, according to data from ABIC for Dpaschial.

2.3 Evolution of manufacturing processes Coffee

Initially, the harvest was done manually by the slaves, which after harvesting, the grains spread in a yard for drying which could last up to three weeks. The grains were grained by the slaves, by hand, one by one, or used animals that were conducted upon the grain to break them. The coffee beans were roasted in large stoves and firewood, which resulted in a mixture of burnt and raw grains. For the process of grinding coffee, used machines with pestle or monjolo (water mill), which is a kind of automatic pestle working from running water.

The great demand for coffee needed improvement in the machinery used in manufacturing, and greatly reduce the cost of the process as well so no need for labor-intensive. Began to be used fans and rotating screens of copper.

Currently, there are machines that gather around the coffee and then pour into a truck. There are still harvests manuals, but this makes the coffee much more expensive compared to those that use mechanical harvesting is done after washing and separation of grains. At this stage the best beans float, while the greens and stones sink.

Drying is done in giant compartments, and the 140C dry out completely. In grinding, it is used a kind of mechanical roller passing over all grains. After resting for three hours, are vacuum packed and delivered to various locations for the consumption of this drink that has become habit for almost all regions of the world.



Machines for drying coffee



Coffee machine XIX century in Concord Farm - Itu / SP

3. Historical Farms of Itu

3.1 History

The Paulistas farms are of great importance in the history of Brazil. The coffee economy was fueled the "locomotive of Brazil" and you can't tell the history of São Paulo without citing the countryside.

Introduced at the beginning of the century, on the initiative of some farmers, coffee closed the first half of the nineteenth century as the most important Brazilian agricultural product.

The farms where coffee planting happened are as scenarios that demonstrate important aspects of sixteenth and seventeenth century. First, they were private property, which housed slaves and their owners and produced a lot. Several farms are still in the hands of the original families, who have a rich collection of furniture, objects and art pieces that were part of the daily lives of people who lived at that time, many of them still well preserved, sharing this privilege with the public that visit.

The architecture, decoration, spaces of production and processing of coffee, and way of life of families and workers, composing different forms of reading on the history of coffee, the state and the country.

Certain is that most historic paulistas farms have been gone for a long time, swallowed by agriculture, cattle or the city, shared by heirs, batched into

condominiums. In cases in which the agricultural activity represents more the livelihood of families, encouraging tourism is an excellent way to preserve its history and its meaning.

It is evident that the properties could be best explored by tourism, expanding opportunities in rural tourism, and especially the gastronomy.

3.2 Concórdia Farm and Limoeiro warehouse in the city of Itu

The Concord farm joins the original coffee beans Arabs with tourism and fun for all cities. The differential of the farm is the production of coffee, undoubtedly the main attraction for tourists. The Concordia Farm has its own brand of coffee, which is produced and marketed on the farm, called "Rasma".

The entire production process is carried out in the dependencies of the farm and the most interesting in this process are the machines used. These machines are the days of slavery in Brazil, they are on average 200 years and they work perfectly in the production of coffee.

The name "Rasma" is named after the mother of the owner of the Concordia Farm, she called Rasma. Mr. Francisco Nunes has plans to market his coffee in Itu and region.

The farm has leisure attractions for the whole family. The farm offers visitors and guests several options for leisure and entertainment, among them space for picnics, soccer field, trails, lake, and Stone Canyon. Tourists can also visit the old Limoeiro Warehouse where you will spend pleasant hours in the company of viola players. The shows are on Saturdays and Sundays.



Coffee - Production own exclusive species - farm Concórdia - Itu / SP

Source: Giovana Carniel Braga



Warehouse of lemon

Source: www.pedal.com.br

3.3 Chocolate Farm

The Chocolate Farm offers a ride that unites history and fun for adults and children. On site there is a sale of an authentic hillbilly coffee 100% Arabica ground and roasted on the farm, which can be sampled at the time of visit or taken home. Besides the famous hillbilly (yokel) coffee are sold chocolates, beverages, cheese and crackers.

Space refers to colonial times in Brazil, with the architecture of the nineteenth century and still preserved in the whole farm.

An ideal place for family outings with friends and educational tourism. It has many forms of entertainment, such as horseback riding, mini zoo, ornamental ponds with giant carps, playground, cultural and gastronomic itineraries, plus pony rides and the chance to feed the animals directly.

There is a kitchen on the farm for 30 years that serves hillbilly food, based on our regional culture, which conquers the taste of all tourists who have the opportunity to prove it.

3.4 Gamela Coffee Shop

In the center of the city of Itu, there is an establishment for those who love coffee. The Gamela Coffee Shop was opened in 2001 and its coffee grains are from Santo Antonio da Bela Vista Farm, in Itu.

The Santo Antonio da Boa Vista Farm, located in Itu, 110 km from São Paulo, it is built on the coffee. Completing 18 years of activity to rural tourism with the pedagogical project entitled "From Coffee to small black coffee", the farm welcomes school groups, foreigners, families, companies and seniors, showing for one day and experiencing all the steps that make the cycle of the coffee.

The Coffee Shop provides grains already milled for sale or consumption on the premises, or whole grains grind to the client at home. Besides, of course, candy jam that make a perfect junction with the coffee.

The most interesting is that this venture can become a hand of two-way, in other words, after knowing the farm, visitors can go to the Coffee Shop or vice versa.



Coffee sold in the Cafeteria Gamela - Itu / SP

Source: picture taken from site

<http://www.itu.com.br/hotsite/default.asp?id=84#!prettyPhoto>

4. Opportunities and challenges of historic farms of Itu

Virtually all farms Itu struggling to keep active, but the group believes that it is possible to offer alternatives.

Proximity to urban center brings, for example, the problem of violence, cases of theft of property, but the lack of infrastructure for access to be eased. There are situations in which visitors can't reach, such as on rainy days, where the dirt road is impassable. Added to this, the difficulty due to the almost total lack of signs indicating. Even for residents is difficult to reach the farms, what to think about the tourists.

The costs of maintaining large farms aren't only covered by tourism, so most owners diversify the operations breeding horses, cattle and keeping the coffee plantation. There is inflow of funds, but there is hardly surplus that allows investments in improvements. Furthermore, few owners in fact recognize the economic importance and benefits of tourism investment in.

Many owners of the remaining farms do not want to get rid of them, but they need incentives for short and medium term to provide them economic sustainability to maintain the heritage well maintained and open to the public and perhaps with a bit more publicity, these farms can resist the time.

5. Rural Tourism

Rural tourism is the type of tourism characterized by a less intense relationship with the environment, being generally practiced in the local farms and rural areas is maintained. It is a type of family tourism, which can satisfy diverse interests and it has been well accepted by a large part of the population.

The access to the middle class and the availability for more leisure activities, and therefore, tourism leads to the search for new places that tourism can be practiced, balancing moments of leisure and return to the origins.

The fact is that the tourist is more demanding and when it comes to tourism, rural tourism, and therefore, it creates the same time, challenges and opportunities, failure to follow of the expectations will frustrate both, the tourist and the businessman.

According to the Agency SEBRAE, rural tourism has grown about 30% per year. In the world ranking, Brazil ranks fourth in the segment, second only to Spain, Portugal and Argentina. According to the survey, São Paulo is the largest rural tourism destination in Brazil, with 122 counties to have rural products in significant growth in recent years. According SEBRAE, this "is a global trend, the tourist does not want to be a mere spectator of your trip, but a protagonist who effectively experience unique experiences."

The research also shows that tourism can be an excellent opportunity for small farms in Brazil, which can aggregate socioeconomic and cultural values with good enterprising vision. The survey, rural tourism and agro productive live together in perfect harmony, as 88% of entrepreneurs interviewed.

The positive aspect of the activity that was most mentioned is the identity of rural tourism as a means of boosting the richness and diversity of the beauty of the countryside and local culture. As for the negatives, the most outstanding expose the major difficulties of a relatively new activity, demonstrating the importance of in general planning, management of projects and integrated action between the public and private, seeking improvement and professionalization of rural tourism

5.1 Expectations for improvement

More investment in rural tourism can create a greater number of jobs for the locals, for example, the deployment of equipment hosting in the historic farms. The demand for better services means better demand for qualified professionals.

The increase in visitors heats also the city's economy, as visitors will require other types of services, and will certainly improve the quality in other establishments.

Encouraging rural tourism can at the same time, generate wealth and preservation of the inland city, justifying the presence of locals and not the search for alternatives in other cities.

5.2 Positive and negative aspects of rural tourism

Identified a list of factors that should be considered for the Rural Tourism is an activity of a particular farm.

Positive aspects:

- activity adds value to the property;
- diversified activity in the area;
- educates environmental preservation;
- cultural rescue;
- increasing income;
- increasing of products offered on the property.

Negative aspects:

- difficulty of obtaining labor;
- difficulty in communication and promotion;
- external factors such as climate, may hurt the business;
- there is little incentive and credit lines;
- businessmen complain of difficulties in accessing the market.

Visiting farms, it was revealed that, among the various possible alternatives, we believe it is possible to increase the importance of tourism from its relationship with history, memories and especially the habit of virtually all Brazilians enjoy coffee daily.

Once the structure already exists, and that only with greater interest is that entrepreneurs involved may be mobilized, our proposal is to gradually expand the disclosure and information about the farms.

The focus will be on the various existing public, targeted or not, since the relationship between what we do in free time and dining experience, where the experience of tasting freshly ground coffee, the colonial breakfast and coffee on the farm, it is common at different audiences.

The historic farms must be presented to residents in a fun, instructive and interesting. Make people know that they exist, what they mean and what they represent in historical terms.



Coffee of the seventeenth century, in Concord Farm - Itu, SP

Source: <http://ecoviagem.uol.com.br/brasil/sao-paulo/itu/atrativo-turistico/fazenda-concordia/fotos-videos/>

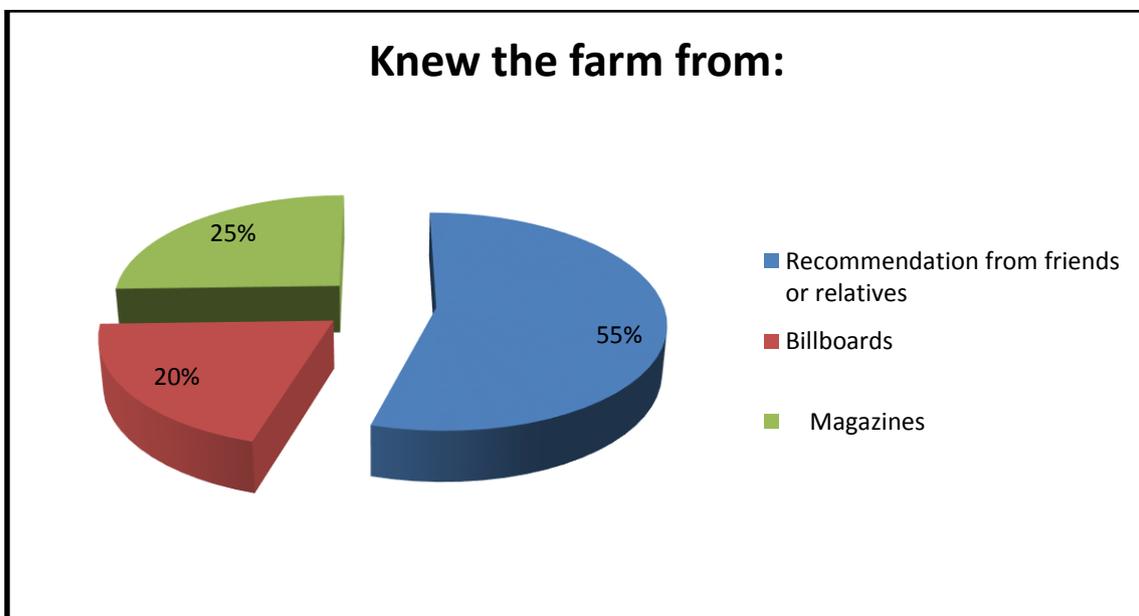
5.3 Target Audience

In visits to the three historic farms mentioned in this work, we are dedicated to understanding how the tourists got there and what motivated them.

We interviewed 25 people, regardless of their age, about:

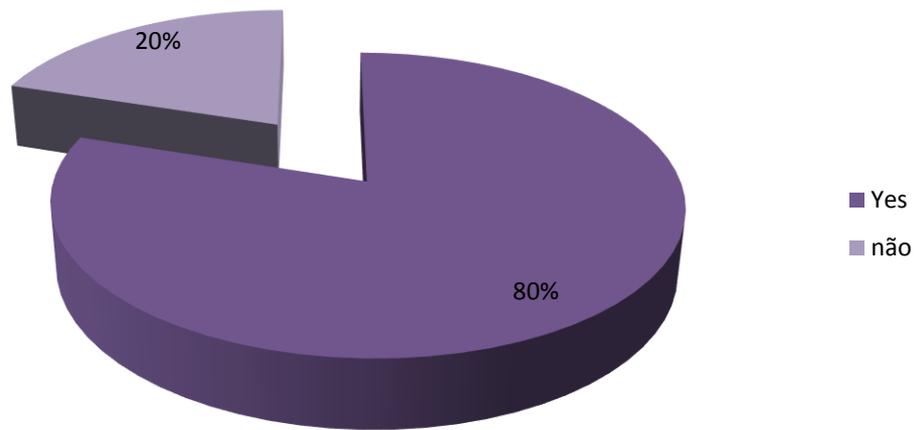
- a) How knew the farm
- b) What the reason for coming to the farm
- c) What kind of disclosure drew attention

More than half of those surveyed visited the farm as a result of word of mouth, or by recommendation from friends or relatives. About 25% read about the farms, while sought alternative for activities during the weekend. And 20% of respondents reacted positively to advertisements on billboards, taking the last minute decision to visit them.



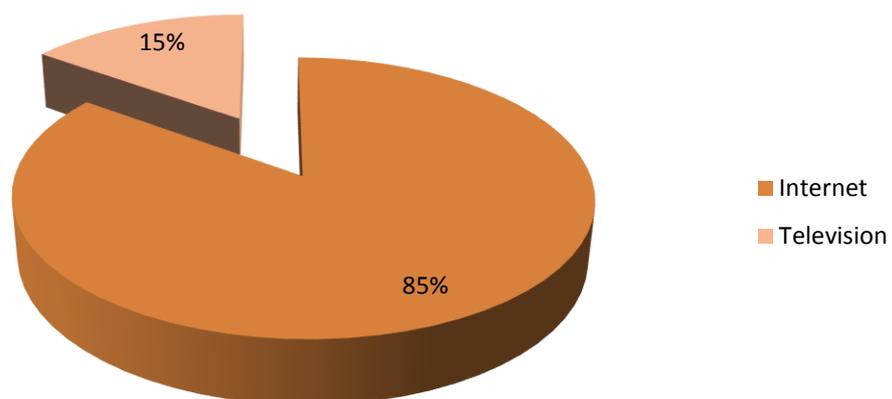
Even though it is historic farms, the main reason for the visit was the coffee, the curiosity to experience a typical colonial coffee, and certainty of finding a product that referred to childhood memories (with fragrancy and typical flavors).

The purpose of the visit was the coffee?



Asked about the disclosure, they believe that action is needed to disseminate more intense, focused on the internet as it would attract more visitors. It was easy to see the interest of respondents share the experience with friends and relatives and the internet is seen as the best vehicle for this.

Best means of communication:



As an experiment, we designed a Facebook page with photos and information collected in this work. This lets a quick sharing of information to those interested, starting with our network of contacts.

The suggestion is to link information about coffee and its traditions, combining aspects of life in rural areas and the opportunity for days of tranquility in Itu.

Our commitment is to feed this page with information for entrepreneurs realize the potential breadth and range of actions in digital media, supplied only with real data.



Once convinced of the result of such actions, entrepreneurs can creating works of publicity to traditional media, as increasing numbers of visitors.

Final Thoughts

Farms producing coffee are live specimens that keep an important part of Brazil and the state of São Paulo. The city of Itu concentrates some of the most important, and by having additional tourist attractions, may expand the fundraisers and the generation of employment and income to invest and encourage rural tourism.

The biggest attraction is the coffee farms, plant that gives birth to the most consumed beverage in Brazil, and for its strong fragrance and engaging, whets

the palate and activates the memory of many people whose family histories are connected to the field and in life farm.

The farms visited already offer itineraries, products and services related to coffee, but visitors arrive mainly by virtue of word of mouth, since the financial return of tourism does not allow many investments in public what is there to be seen and experienced.

The combination of visiting the rural areas, the supply of power typically countrified, and coffee served at the end, compose scenes that will last in the memory of every visitor. Missing only more targeted dissemination.

Methodology

This case study began in August 2013 when the COMTUR (Municipal Committee) in the city of Itu got in touch with our Director of Escola Técnica Estadual "Martinho di Ciero" so that students develop a Hospitality area research project Historical Farms of Itu, whose goal was to develop an attractive route to tap into the tourists desire to know the region, history and products of that tourist itinerary. Considering that, the farms end up being very dispersed and each one has its peculiarity and autonomy as the model who practice Rural tourism, or, in certain cases, such as the properties passed from generation to generation, sometimes those don't even realize that economic opportunity and dissemination of their region and products, getting the mercy of demand by interested in knowing more sink its tradition and not offering its structure and attractive for the tourist development.

From this meeting, this proposal out passed by the Director of this institution of learning and we believe that that project could be accomplished through the discipline of monography, which deals with the development of a Practical Project with basement and theoretical research.

We present the proposal to the Office of the technical course in Lodging (hospitality) and for the technical course in Travel Agency (tourism). In both

courses the acceptance regarding the design and theme were positive, so that were made and study groups began the research, being that the hotel management had as its central theme the search of means of accommodation and gastronomy of these farms and tourism in possible scripts to be sold and ways to make them attractive to the general public. As there are to point out that the location of those farms benefits such project, considering that the region is economically developed, in addition to being close to big cities, being the main one, São Paulo capital.

Concomitant to those related searches to search for the COMTUR, came the opportunity to participate in a training course for teachers of Centro Paula Souza, an institution that hosts us, about the GTTP, on behalf of Mrs Mariana Aldrigui and the School research projects Contest 2013: "Culinary/Food Tourism: Traveling is Experiences". Taking that opportunity to the students of the course of ETEC Lodging (hospitality), already drawn to this theme expressed itself in favour of participating in such a competition. In principle have been gathered and presented five summaries, all focused on the theme initially searched: "Historical Farms of Itu", being that the material awarded as winner was the case study presented in the research on screen.

The work was pretty intense and very broad topics to be covered; however, when we started the research and present the summary we haven't completed our survey. After the information that that theme was chosen, stepped up research, we are working against time, in about a month we managed to complete the research, considering that the final delivery of CBT's (works of conclusion of course) will be only in June 2014. We started focusing on the questions we had about the farms, which is summed up in a question-problem: because the historical farms receive so few tourists, even offering interesting products and services? The question arose after analyzing our farms have a great historical wealth, an immense representatively in Brazil coffee cycle, since those farms were very rich and advancing the economy of the 19th century, many have well-defined Rural tourism, such as Chocolate and Fazenda Concórdia and because they still are unknown?

Made technical visits in three farms at random to meet them and apply our questionnaire. It was an elaborate little field research through three brief questions applied to tourists who were touring in these Historical Farms. We have

achieved an interesting result, that coffee is the reason of visiting and the internet is the best medium for dissemination.

In parallel we did the theoretical research to enhance understanding the subject. To search optimization, we met and we would gather at least three times a week, and together we worked writing and arguing the points to be searched over the internet via Facebook, via Messenger.

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