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*FIRST IMPRESSIONS OF RAPOSO VILLAGE: MINERAL WATER AND  
ENTREPRENEURSHIP AS ENDOGENOUS FACTORS IN THE LONGEVITY  
OF BOTTLING AND TOURISM INDUSTRIES<sup>1</sup>*

**PRIMEIRAS IMPRESSÕES SOBRE A VILA DE RAPOSO: A ÁGUA  
MINERAL E O EMPREENDEDORISMO COMO FATORES ENDÓGENOS  
PARA A LONGEVIDADE DAS INDÚSTRIAS DE ENVASE E DO TURISMO**

*Juan Carlos dos Santos Galante<sup>2</sup>*

*Rodrigo Anido Lira<sup>3</sup>*

**ABSTRACT**

These are the first impressions of an exploratory research on Raposo Village, one of the district headquarters of Itaperuna/RJ, in the Northwest Region of the fluminense territory, in progress in the Post-graduation Program in Regional Planning and City Management at Candido Mendes University. At the foot of Brito Hill and Dead Cat Mountain Range, it has an economy based on the manufacturing and tourism industries: extraction and bottling of mineral water and therapeutic treatments, clothing manufacturing, shopping, tours and events. Methodologically, classic tools are used to contextualize the chosen case study: observation and interviews. To complement this, the profile of the local is outlined overlapping the use of historical-bibliographical research, demonstrating that such a structure has been a specialized locus of capital accumulation for over a hundred years with a dual role: an industrial-export paradigm and a regional-scale tourist attraction pole.

**Keywords:** development, specialization, district, village, place.

**RESUMO**

Trata-se das primeiras impressões de uma pesquisa exploratória sobre a Vila de Raposo, uma das sedes distritais de Itaperuna/RJ, na Região Noroeste do território fluminense, em andamento no Programa de Pós-Graduação em

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<sup>2</sup> Universidade Candido Mendes. juancarlosgalante@gmail.com

<sup>3</sup> Universidade Candido Mendes. rodrigoanidolira@gmail.com



RELISE

Planejamento Regional e Gestão da Cidade da Universidade Candido Mendes. No sopé do Morro do Brito e da Serra do Gato Morto, possui uma economia baseada nas indústrias de transformação e do turismo: extração e envase de água mineral e tratamentos terapêuticos, confecção, compras, passeios e eventos. Metodologicamente são usadas ferramentas clássicas para a contextualização do estudo de caso: a observação e as entrevistas. Para complementar, traça-se o perfil da economia local sobrepondo-se o uso de levantamento histórico-bibliográfico, demonstrando que tal estrutura é um *locus* especializado de acumulação do capital há mais de cem anos com um duplo papel: um paradigma industrial-exportador e um polo turístico de atração em escala regional.

**Palavras-chave:** desenvolvimento, especialização, distrito, vila, lugar.

## INTRODUCTION

The objective of this article is to demonstrate that mineral water and entrepreneurship are the predominant endogenous factors behind the longevity of the industrial-tourism complex of Raposo Village, constituting the first impressions when observing the economic profile of the place, namely, an industrial-export model of water production and, at the same time, a tourism hub with regional attraction. Simultaneously, the article presents: its geology, which enabled the first entrepreneurial initiatives in water bottling and the development of tourism; its elevation to district-seat status in 1990; the locality as a scalar class of analysis; and the opinions of some segments regarding the place and its endogenous elements.

Although widely visited and established for more than a century, there is a scarcity of academic production about Raposo, from which it can be inferred that “the history of the locality is little known” (PIROZI et al., 2023, p.10), excluding, of course, affective memory and photographic and documentary archives. In this sense, the present article seeks to expand the bibliographic collection on the community by addressing the endogenous aspects of the place.

The few academic works have discussed themes related to tourism, geology, the possibility of being a Marshallian district, e-commerce, and there is



RELISE

also a fictionalized book. These include: an article published at the University of Porto on the relationship between water and tourism (CAETANO et al., 2022, p.165-78); the geological article presented at a Groundwater Congress in Cuiabá, which portrays the hydrogeochemical configuration of the Raposo gneiss (MONSORES et al., 2004, p.2); Altina Oliveira and Alcimar Ribeiro (LAJBM, 2013, p.2-17), who concluded that it cannot be characterized as a Marshallian district regarding handicrafts/apparel; another study (MARZORQUE et al., 2023) addressing e-commerce in clothing manufacturing; and a book, *Waters of Raposo: Before and After Martinez*, by Sylvio Primo, which, although “a fictionalized memoir approach, in which the author uses his own memories — as a visitor to the locality — as well as the memories of several residents of the region” (PIROZI et al., 2023, p.10), is one of the collections that addresses entrepreneurship in the place. These were the most interesting works found after research on Google Scholar and the Portuguese Open Access Scientific Repository (RCAAP).

Thus, in writing about the representativeness of Raposo in these first impressions, the aim is, in addition to contributing another collection, to characterize it as a subspace with a very clear role in the process of capital accumulation at the local, municipal, and regional levels, namely, that of a producer of consumer goods. In its structure, an industrial-tourism hub, economically promising for more than a century and very pleasant from the perspective of those who frequent it, according to reports from tourists in interviews conducted on site. A structure made possible by the existence of aquifers that enabled the first entrepreneurial initiatives: water bottling and its tourism use.



RELISE

## **METHODOLOGY**

To achieve the objectives of this article, a case study approach was adopted in the contextualization of the developed theme, aiming to understand the district subspace through observation and interviews with the actors involved. Observation was of a spontaneous type, carried out during several visits and with attention directed toward the community's physical artifacts (GIL, 2007, p.141). Furthermore, local and external agents were heard in order to understand, for example, how the beverage and tourism industries have endured for more than one hundred years. Why have these strategies worked? Were they entrepreneurial initiatives, or was there public policy intervention? What would Raposo be like without these economic activities? These are questions presented to the perceptions of the people who experience and frequent the village.

Thus, the case study was the research strategy chosen because it seeks to discover the determinants and conditioning factors of this long-term economic development, which remains present in contemporary times, including new entrepreneurial investment initiatives in new bottling plants and hotel units in this first quarter of the twenty-first century. Therefore, the community, both permanent and transient, was consulted and subdivided into previously defined groups: a hotel owner, a hotel manager, a woodcraft artisan, two workers from thermal springs, two merchants, ten randomly selected tourists, one tour guide, and two restaurant employees from a hotel, totaling twenty interviews conducted on site between late 2024 and the first half of 2025. All interviewees were guaranteed anonymity. The interviews were of the focused type, "when, although free, they focus on a very specific theme, and the interviewer must strive to bring the interviewee back to the subject after any digression" (Ibid., p.117), that is, a conversation directed toward perceptions regarding the importance of mineral water and entrepreneurship for Raposo Village.



RELISE

However, as Robert Yin (2001) observes, nothing prevents a case study from being combined with other complementary types of research. Accordingly, a historical-bibliographical survey was conducted to corroborate evidence concerning: the geological gneiss, the creation of the district, the geographic scale, and the industrial-tourism structure.

It is worth emphasizing a methodological triangulation intended to support the hypothesis that water as a staple product and entrepreneurship are the endogenous factors observed as responsible for this long-standing economic development, and whether this is corroborated by the perceptions of the interviewees. The fact is that the historical trajectory supports this performance, including the use of the term long-term economic growth, given the longevity of the mineral water industry and some hotel establishments.

### **THE SPECIALIZED ECONOMIC PROFILE OF RAPOSO: AN INDUSTRIAL-EXPORT WATER PARADIGM AND A TOURISM HUB**

The district seat of Raposo, in the Municipality of Itaperuna/RJ, whose urban area extends from Morro do Brito to Serra do Gato Morto, runs counter to the trend of economic decline affecting villages and other small centers, a characteristic of the Brazilian urban network (ANDRADE; SERRA, 2001, p.130). Quite the opposite, it is an exception to the rule, since it operates in two directions: it is a tourism hub, concentrating visitor flows during extended weekends between Thursdays and Sundays, when it receives excursions from various parts of the Southeast Region and vehicles carrying people who prefer to travel with their own families or in groups of friends and relatives; and, because it is located in a geological zone with significant aquifer activity, it has hosted companies extracting and bottling mineral water for more than one hundred years.

To broaden the discussion, it is necessary from the outset to clarify that, as a subspace is a portion of the whole, it should by no means be considered



RELISE

self-sufficient. It would not survive in isolation, nor does it contain within itself all the explanations for its stages of development, which are found both internally and partially outside it. Thus, deep connections with the process of capital accumulation at the global, regional, and local levels are revealed within it, making it an integral part of the capitalist structure, since even though it “has as one of its main characteristics the exaltation of local qualities, it is fundamental that it respects the existing integration between the regional, national, and even international context” (KLEINMAYER; NEVES, 2010, p.20).

In this sense, the external consumer market is fundamental to the case of Raposo Village, both for the mineral water bottling companies and for the influx of tourists, while at the same time it is important to note that endogenous variables are also highly significant to its understanding, configured in an articulation between the local and the regional, whose spatial form has been modified to meet market demands. In the words of Milton Santos (2001, p.48):

For practically three and a half centuries, Brazilian territory experienced a form of use based on the exploitation of its natural resources through direct and concrete human labor, rather than through the incorporation of capital into nature, which during that period played a relevant role in the selection of productions and people. During the one hundred years from the mid-nineteenth century to the mid-twentieth century, some areas experienced the implantation of a technical, mechanized environment, which altered the definition of space and modified the conditions of its use.

Raposo is included in this process, where technology enabled water bottling and whose factors are intertwined and mutually interdependent from an economic standpoint; that is, the landscape was modified to serve a technical-productive functionality directed toward the production of consumer goods.

Raposo, whose potential has already been compared to the waters of Vichy in France, may be characterized as a hydromineral resort, the only one in the State of Rio de Janeiro. Interest in its hydrographic network, indeed a crucial factor for the first entrepreneurial initiatives, “is due to the occurrence of mineral



RELISE

waters with great hydrochemical variation, highlighting carbonated, ferruginous, sulfurous, and very light waters” (MONSORES et al., 2004, p.2).

Simultaneously with the extraction and bottling of water, its potential expanded through investments in hospitality infrastructure, whose accommodations initially served health tourism and later leisure, shopping, eco-rural, and religious tourism. Gradually, it gained the appreciation of its visitors, especially residents of Rio de Janeiro State, the city of Rio de Janeiro, Espírito Santo, and Minas Gerais.

There are four bottling plants, the oldest of which has operated since 1911. Two of them have parks: Fontanário Raposo and Parque das Águas Soledade. The village has more than a dozen hotels, some featuring \*fórró\* dances, inns, several shops, restaurants, bars, and a weekend market selling agricultural products, clothing, bedding, tableware, bath products, and handicrafts. It also offers a small tourist train, horseback riding, horse-drawn carriage rides, and trekking trails. In addition, it hosts two traditional events: the Ox Cart Festival, held on the last Sunday of May and of a religious nature, and the Vintage Vehicle Tour, which takes place in June.

It is worth emphasizing, however, that with this industrial-tourism profile, dependent upon nature, it is essential that the region be sustainably protected from environmental degradation, as is already done by the bottling companies through the protection of the Atlantic Forest and by the public authorities in Itaperuna have designated the Raposo Environmental Protection Area and two other areas as wildlife refuges: Monte Alegre and Serra Escuro. Nevertheless, it is necessary to broaden this perspective on economic-environmental sustainability, making it one of the priorities of municipal planning directed toward the locality.



RELISE

### *Specialized economic development*

In the case of Raposo, internal factors decisively contribute to explaining its economic development and its specialized economic structure, that is, the specificities of the local subspace and its characteristics regarding what the industries produce, although their realization obviously depends on an external market.

The economic structure of the Village is specialized in the production of consumer goods: non-alcoholic beverage industries, clothing manufacturing and tourism. In this case, it is linked to and only made possible by the existence of a geological gneiss whose waters are naturally mineralized. This is undoubtedly the determining endogenous factor for its specialization and consolidation, considered as such due to the existence of a staple product that contributed to the emergence of the local productive structure, which serves external demand. From this stems the history of the place and the lives of its people for more than a century.

It should be emphasized that entrepreneurial initiatives have been fundamental since the beginning of the twentieth century and continue into this first quarter of the twenty-first century through new enterprises and innovations. Everything indicates a long future expectancy depending on the useful life of the mineral water reserve and environmental preservation, *\*ipsi litteris\**, inherent to public and private initiatives linked to a perspective of economic and environmental sustainability in pursuit of the perpetuation of the industrial-tourism complex of the place.



RELISE

## **THE SPATIAL SCALE AS A DISTRICT SEAT: WITH A CONSOLIDATED ECONOMIC STRUCTURE, BUT WITHOUT THE POWER OF A TERRITORY**

A district, within Brazilian territory, is an administrative subdivision of a municipality, which may contain one or more such units<sup>4</sup>. These units possess their own seats, which are called villages, some of them with well-defined economic structures and public services, as is the case of Raposo, while only the municipal seat is considered a city. Each of these submunicipal units has its own history and identity, as well as cultural and religious manifestations and events typical of their communities, all of which are fundamental to the spatial and administrative organization of sub-state territories.

Thus, examining the issue of political power, or in the case of Raposo, the absence of it due to its lack of autonomy, is a fundamental question in terms of scale. As Manuel Correia de Andrade very aptly observes, there are various discourses throughout the country asserting that “municipal administration benefits district seats to the detriment of the others [...] villages, district seats, would be disadvantaged in comparison with cities, municipal seats” (1994, p.219).

The District of Raposo, with 106.27 km<sup>2</sup>, was created by State Law No. 1650-A of May 24, 1990, through the dismemberment of part of the district area of Comendador Venâncio. Apparently, it can be observed that the State of Rio de Janeiro and the Municipal Government of Itaperuna provide basic education, a health clinic, the organization of tourism events, the paving of public roads, and policing, while the Federal Government provides assistance through programs such as Bolsa Família.

However, it is important to emphasize that the district is not an emancipated territory in its most traditional conception, namely, a “space over

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<sup>4</sup> Districts of the Municipality of Itaperuna: Boa Ventura, Comendador Venâncio, Itajara, Itaperuna (Sede municipal), Nossa Senhora da Penha, Raposo and Retiro do Muriaé.



RELISE

which the State exercises its sovereignty” (DALLABRIDA, 2016, p.19), with rules and laws that determine the political organization of a given political-administrative division. In this sense, the Village and the District of Raposo are governed by the Organic Law of the Municipality of Itaperuna, which can indeed be considered a territory, a subspace with “power disputes among the actors that compose the political scenario of the context” (DIAS; CALAÇA, 2024, p.67), that is,

a portion of geographic space that coincides with the spatial extent of a government’s jurisdiction. It is the physical container and support of the political body organized under a governmental structure. It describes the spatial arena of the political system developed in a national state or a part thereof endowed with a certain degree of autonomy (GOTTMANN, 2012, p.523, apud DIAS; CALAÇA, 2024, p.67).

Thus, referring to the Municipality of Itaperuna, whose “management is carried out by different actors, among them the mayor and councilors, who denote the structure of government” (DIAS; CALAÇA, 2024, p.67).

Accordingly, with this conception, neither the district unit, an administrative subdivision of a municipal entity, nor the seat of the District of Raposo will be treated as if they were territories, even though in contemporary times this concept has been broadened to consider territory “as a cutout of geographic space related to use and appropriation, a place of expression of power relations, identities, and individual or group territorialities” (DALLABRIDA, 2016, p.20). Nevertheless, although this new way of thinking about territory is appreciated and greatly approximates the concept of territorialities, the choice here is to remain with the more conservative and conceptual understanding of this geographical category of analysis.

Therefore, for the district subspace to attain such a category, it would be necessary to fragment the territory of Itaperuna, with Raposo and Comendador Venâncio once again constituting a single unit, this time as a new municipality, which obviously depends on “the interests of groups, movements, companies,



RELISE

unions, among others, that possess influence in the participation of decisions within the set of relations that constitute the territory” (Ibid., p.68).

### *Raposo: a place, a locality*

According to geographical scales, Raposo fits within this article much more as a locality than as a territory in its more conservative conception due to its lack of power. It is also understood as a place, owing to the better geographical adequacy of the term, “a perceived and lived space, endowed with meaning and from which senses of place and images of place are developed and extracted” (SOUZA, 2013, p.114). Likewise, it is a place of “non-encounters, disconnections, non-established relations, and exclusions,” as Massey (2008, p.190) emphasizes.

As for locality, it constitutes, beyond being a \*place\*, “any locality, any determined or indeterminate area, or even any space whatsoever” (SOUZA, 2013, p.111), within which “daily interactions and relations are constituted” (OSLENDER, 2004, p.961-62, apud SOUZA, 2013, p.113).

In this case, it is much closer to the concept of a Village than to the conservative concept of territory. Therefore, “it is not the dimension of power that is in the foreground or that is most immediately perceptible, unlike what occurs with the concept of territory, but rather the cultural-symbolic dimension” (SOUZA, 2013, p.115)<sup>5</sup>. Let us therefore examine this place.

## **THE VILLAGE OF RAPOSO: THE HYDROGRAPHIC NETWORK AND THE ECONOMIC DYNAMISM OF THE PLACE**

Paraphrasing Doreen Massey (2008, p.191-192), when describing the Lake District and the town of Keswick in northwest England, Raposo, in the

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<sup>5</sup> “That which TUAN (1980) called topophilia.” (Ibid., p.115).



RELISE

northwest of the State of Rio de Janeiro, with a landscape of hills and hillocks, is a place of

different social stories with different spatial reaches and distinct temporalities. Former farmers, country houses [...] of aristocrats who arrived in the nineteenth and twentieth centuries, visitors and romanticism, old mining activities, middle-class and working-class cottage owners [...] local tourism commerce, a focus on the discourse of the sublime... But surrounding it are Serra do Gato Morto and Morro do Brito, with 766 meters of altitude [...] It was impossible not to consider their relations with this place. Through all that history that, it seemed, they had presided over. (*Adaptation indicated by emphasis.*)<sup>6</sup>

Raposo possesses a hydrographic network in the “headwaters of the Açude Stream, known as the Upper Basin of the Açude Stream” (MONSORES et al., 2004, p.2), which flows toward the Raposo Stream. From there, it runs toward the São Vicente Stream and converges into the Muriaé River. In this area, “the rocks outcrop predominantly on the escarpments of Morro do Brito and in the downstream section of the basin, along the Açude Stream” (Ibid., 2004, p.5)<sup>7</sup>. This “morphology, associated with lithologies and soils, is determinant in the flow conditions and hydrochemical character of the basin waters” (Ibid., p.18).

Among the forms of utilization of these reservoirs, the therapeutic-curative potential of these mineral waters was discovered, as well as their bottling, both more than a century ago. These waters are: Ferruginous/Sulfurous waters extracted at a depth of 60 meters, in whose analyzed samples chemical elements such as Iron, Calcium, Potassium, Magnesium, Sodium, and Sulfate,

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<sup>6</sup> Original text: “diferentes histórias sociais com diferentes alcances espaciais e distintas temporalidades. Antigos fazendeiros, as casas de campo de pedra cinzenta dos aristocratas que chegaram nos séculos XVIII e XIX, poetas e o romantismo, minerações antigas, proprietários de *cottages* de classe média, ruínas romanas, comércio turístico internacional, um foco no discurso do sublime... Mas, logo saindo da cidade, surge Skiddaw, um bloco maciço de montanhas com quase 1000 metros de altura, cinzento e pedregoso, não bonito, mas impressionante, imóvel, fora do tempo. Era impossível não considerar sua relação com esse lugar. Através de toda aquela história que, parecia, ele tinha presidido” (MASSEY, 2008, p.191-2).

<sup>7</sup> “The peak of Morro do Brito, at 766 meters, is the highest point in Raposo” (MONSORES et al., 2004, p.8), while the built-up area of the Village ranges between 180 and 200 meters in elevation, extending from the foothills of Morro do Brito to Serra do Gato Morto, which reaches a maximum altitude of 429 meters.



RELISE

among others, are found, with each well preserving its particular characteristics (Ibid., 2004, p.13); Very Light waters at 42 meters, with fluoride content; and Carbonated waters at 10 meters, whose dissolved CO<sub>2</sub> is probably derived “from reactions involving superficial formations and organic matter-rich clays, with water originating from rainfall that recharges this aquifer system” (Ibid., p.10). There are two aquifer systems:

The first, porous, occurs locally and is associated with alluvial sediments, predominantly composed of clays with sandy lenses. The second, a fractured aquifer, occurs throughout the region and is associated with gneissic, granulitic, and granitic rocks (Ibid., p.3).

The system is replenished by the high rainfall levels of the Northwestern Fluminense Region, which records annual indexes ranging from 1,100 to 1,350 mm. According to Nimer (1989, apud MONSORES et al., 2004, p.9), “in Rio de Janeiro, lands between 150 and 700 meters are within the sub-warm, semi-humid climatic domain, with at least four to five months of drought, including the Raposo region,” which has an annual average rainfall of 1,300 mm (BRANDÃO et al., 2000, apud MONSORES et al., 2004, p.9). This is possible due to the climatic conditions of the territory, which has a tropical climate of the “Aw type according to Köppen and Geiger,” with a dry winter, when mild temperatures occur, and the remainder of the year characterized by good rainfall performance and high temperatures, although moderated in Raposo because of its altitude, unlike the municipal seat, located at 112 meters above sea level, which is extremely hot.

This enabled, since the early twentieth century, the establishment of mineral water bottling enterprises. There are four bottling companies: the pioneer was Água Mineral Raposo in 1911; followed some years later by Água Soledade (1935); and today the industrial park has expanded with the arrival of L'Água (2001) and Divina (2009)<sup>8</sup>. These companies share similarities in manufacturing

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<sup>8</sup> Although based in the Comendador Venâncio District, these last two firms are located on the district's border, benefiting from the area's water resources and emotional connection to the location.



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their products because they are located around Morro do Brito, which contains the gneiss formation, and because they possess similar logistics. The same can be said of hotel companies, commercial stores, restaurants, and other tourism-related facilities. These similarities also exist regarding the destination of their sales, which are primarily directed toward the national market, particularly the Southeast Region.

Thus, when examining the productive arrangements of the manufacturing and tourism industries in the district subspace, it becomes evident that firms produce goods and services supported by the existence of the mineral water resource, constituting an endogenous, specialized, and consolidated economic structure, that is, one with a very explicit functionality as a specialized productive nucleus within the process of expanded capital reproduction in the regional context of Northwestern Fluminense.

Formerly characterized by coffee-producing farms, Raposo Village transformed itself, after the crisis of 1929, into an industrial-tourism hub through entrepreneurial initiatives from the first half of the twentieth century onward, taking advantage of the natural resource contained in the internal fractures of Morro do Brito.

#### *The perception of the interviewees*

Based on these endogenous elements, the Village accumulated a collective memory, highly selective in its affection for and appreciation of the landscape and waters, as well as the festivals and stories of the place. As stated by the Manager of Hotel Águas Claras, “even cases of Hansen’s disease are reported, such as the 21-day treatment carried out at Hotel Raposo that saved a gentleman.” Today, as noted by the owner of one of the twelve hotels, Águas Claras, “the health sector has evolved considerably, with powerful pharmaceuticals and surgeries far more effective than healing through water, but



RELISE

Raposo still maintains this reputation and has managed to diversify through various tourist attractions.”<sup>9</sup>

Likewise, according to two employees of a thermal spring, Fontanário Soledade, people are enchanted both by the properties of the waters and by the tranquility of the place. For merchants and a craftsman, in addition to the waters, visitors appreciate the shops, the market, horseback rides, the little tourist train, and outdoor walks. Tourists and a tour guide confirm the responses of entrepreneurs and workers that Raposo is a very peculiar and pleasant place. All of them are convinced that the water and the initiatives of the first entrepreneurs are the local reasons for Raposo’s economic development over such a long period.

Furthermore, it is worth highlighting the statements of two restaurant employees from one of the hotels, who have always worked in this line of business, that Raposo only achieved notoriety because of its waters and, later, because of its tourist attractions, but that it would have remained a farm had it not been for the first initiatives toward water industrialization and the establishment of the first hotels.

In short, everything was made possible thanks to those entrepreneurial initiatives that recognized water as an endogenous development factor and without any planned intervention by governmental spheres. Investments that today continue through the operation of new industrial units and recent hotels and commercial establishments in this first half of the twenty-first century.

## **FINAL COMMENTS**

Based on observation, a set of interviews, and historical-bibliographical evidence collected between 2024 and early 2025, it is possible to portray the local subspace of Raposo Village as an appendage of the process of capital

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<sup>9</sup> Interviews conducted at Hotel Águas Claras during the stay on November 30, 2024.



RELISE

accumulation at the regional level, given the industrial-tourism productive structure installed there, which contributes significantly to income generation and employment for the locality and its surroundings.

It should be emphasized that the use of case study techniques and the bibliographical survey helped contextualize the hydrographic network and entrepreneurial initiative as the fundamental endogenous elements responsible for the economic growth and longevity of the place's economic structure.

However, despite economic growth, given the longevity of its industrial-tourism complex, it is necessary to raise awareness among public policy managers regarding regional planning that goes beyond the logic of accumulation, which incorporated the place as an important locus of this process and, from this context, to promote development by taking advantage of the driving effects that this subspace may still provide in terms of future enterprises.

Finally, it should be remembered that the continued environmental protection of the Atlantic Forest, as already practiced by the bottling companies, is of utmost importance for environmental sustainability and for the perpetuation of the place's economic development paradigm.

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RELISE

235

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