

An Exploratory Study on Wine Tourism in India with Special Reference to Nashik, Maharashtra

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ABSTRACT: Wine tourism in Maharashtra is steadily growing as a result of many initiatives by wine tourism service providers. Wine tourism in India is growing as a sort of special interest tourism, although being in its infancy compared to its overseas equivalents. Wine tourism began in Maharashtra as a niche form of tourism, with various wineries in Nashik and Pune giving wine tours within their vineyards and wineries. The article includes a brief review of wine tourism as well as an overview of the Indian wine industry, with a focus on the Nashik region of Maharashtra. The study concludes with recommendations for how to create and grow wine tourism circuits in Maharashtra's wine regions. This report also aims to serve as a foundation for future research on wine tourism management in Maharashtra. The goal of this research is to improve the social and economic conditions in the Nashik district. Wine tourists are discreetly more important than other tourists in the Nashik area. This tourism activity grew substantially day by day. This will result in the Nashik district's economic development.

Keywords: Wine Tourism in Nashik, Wine Making Process, India's Napa Valley, Vineyards and Wineries.

INTRODUCTION: Tourism is currently one of the world's fastest expanding sectors. Tourism's impact on rural India has enormous potential because each location has its own culture and purpose, all of which would be of great interest to national and international visitors. Tourism has become the world's largest industry in terms of employment and gross domestic product. The tourism sector has been quickly increasing and evolving at the same time. Ecotourism and rural tourism have become popular parts of the tourism business as more people want to spend their vacations in nature.

Wine tourism is a new tourism idea that emerged in the last decade of the twenty-first century. Wine tourism can include trips to wineries, tasting wines, vineyard walks, or even having an active role in the harvest when other sorts of tourism are frequently passive in nature. Wine tourism is a relatively young form of tourism, with a history that varies widely by region. Wine Tourism is a type of special interest tourism as well as niche tourism.

India's wine tourism with the active participation of the major wine customers, wine tourism has emerged as the latest trend in the Indian wine sector. Wine connoisseurs promote wine tourism significantly for monetary advantage and convert their wineries into inns or hotels in order to promote wine tourism.

Because of the ideal climate for wine grape production in these states, Maharashtra and Karnataka produce the majority of India's wine. The state of Maharashtra is India's winemaking capital. Maharashtra is home to more than two-thirds of the country's wineries. Due to the large wine grape vineyards located in this stretch, the Nashik district of Maharashtra is known as India's Napa Valley. Nashik has recently emerged as India's wine tourism center, thanks to numerous major Indian brands such as Sula, York, and Soma

opening its doors to visitors from all over India and the world to learn about the difficult process of making some of the best Indian wines.



Fig.1 Map of Maharashtra, Highlighting Nashik

Source: commons.wikimedia.org

LITERATURE REVIEW :

(Getz, 2000) Wine tourism is defined as any travel related to the appeal of wineries and wine country, as well as a type of specialized marketing and destination development, as well as a chance for direct sales and marketing by the wine industry. (as cited in Adams, 2006).

(Charters, 2004) highlights the lessons learned for the wine and tourism industries, and finishes with a look at the world's future of wine tourism. Donald Getz's (2000) study on wine tourism is fascinating. The book provides an overview of wine tourism's idea and evolution, as well as the methods employed in constructing wine tourist attractions.

(Sharma, 2005) Wine tourism is a type of consumer behavior, a method by which places develop and advertise wine-related attractions and imagery, and a marketing opportunity for wineries to educate and sell their products directly to customers, according to the report.

(Hande, 2013) The overall area under grape cultivation in Maharashtra is 7000 acres, with an annual grape production of 15 lakh metric tonnes. The business, which was just 150,000-200,000 cases strong at the turn of the millennium, grew at a rate of 25-30 percent during the five years leading up to the 2008 downturn; it peaked at 1.5 million cases, with roughly 250,000 cases of imported wines.

(Arora, 2013) Domestic wine production and consumption declined from 2008 to 2011, while the market flirted with a peak in April to March 2011 to 2012, and growth of 20% to 25% is predicted to continue over the following five years.

(Suklabaidya, 2014) In the 1980s, Maharashtra had its first international class winery. By the 2000s, five more wineries have opened their doors. The following decade saw the establishment of sixty additional wineries, making it a crucial decade for the Indian wine industry. The important wine regions in Maharashtra are Nashik, Pune, Sangli, and Osmanabad.

(Suklabaidya, 2014) "In Maharashtra, wine tourism has progressed from an embryonic stage to a growth stage equivalent to its parent business, the wine industry." Nashik district in Maharashtra, being India's largest wine-producing region and Maharashtra's most important, has become the state's focal point for wine tourism projects.

(Suklabaidya, 2014) Wine expertise and the winemaking process are two significant attractions for wine tourism. Attractions are only a small fraction of the tourism infrastructure that is required. Infrastructure development, according to Lone, Rather, and Jain, is the key to the tourism sector's long-term growth.

(Cook, 2017) Since its establishment in 1999, Sula has become one of India's most popular vineyards and wineries. With its wine tours and tastings, as well as its well-known music festival, Sula Fest, it has become a popular tourist destination.

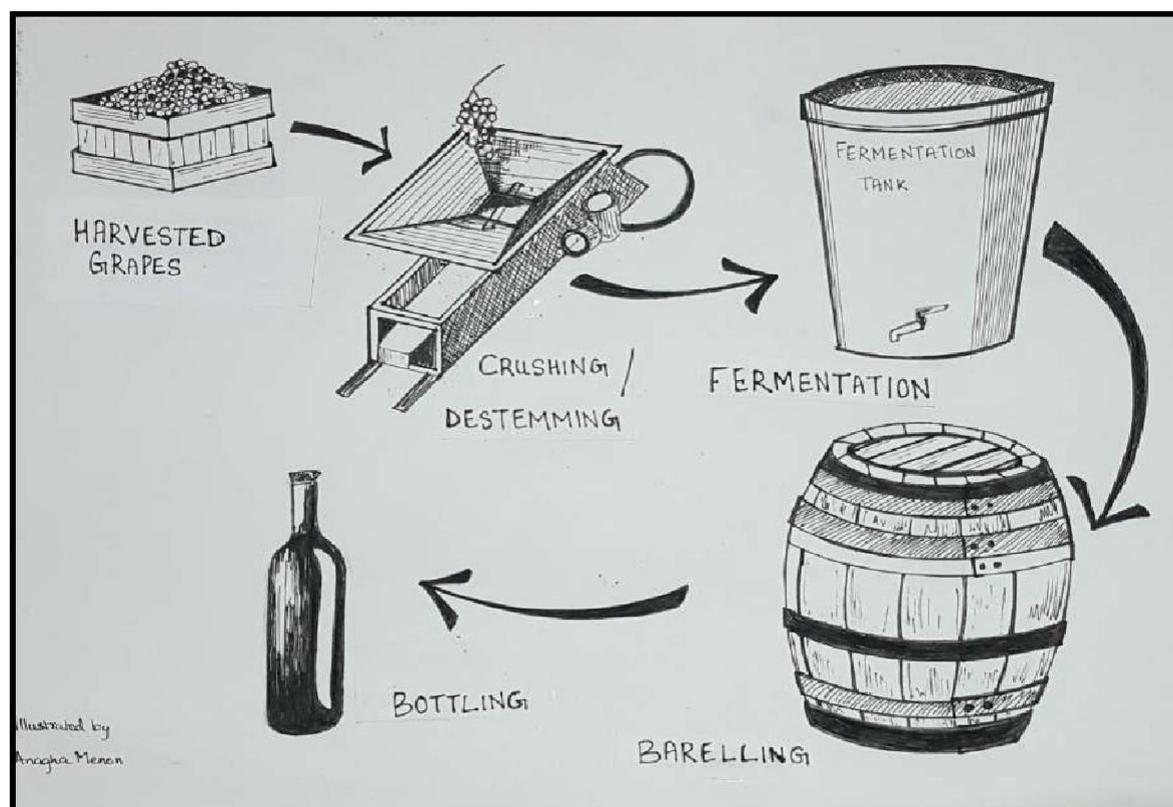


Fig.2 Wine Making Process

Source: Nashik Wineries-A Case Study of Sula Vineyards

RESEARCH METHODOLOGY: Empirical methodologies are used in this research. Secondary data was acquired for this study in order to determine the relationship between the wine industry and tourism, which will aid in determining the problem and future possibilities of the wine industry in the Nasik district.

In this section, we'll talk about numerous ways to develop the wine sector in India, as well as some suggestions. We will do a comparative analysis of international wineries, their profits, and ways for wineries in India to improve. The most crucial part is to research the winery market and the world's perspective of new world wines, both of which are thoroughly explored.

The following are some frequent misconceptions about the wine industry:

1. Wine quality is determined by the country of origin.
2. Ethnocentrism
3. Demographic and social factors
4. Relationship between product qualities and country of origin.

Wine tours in India and the wine-producing countries of the old world:

There is a significant distinction between wine tours and old world wine tours in that the cost of the tour is lower (such as France, Spain, Italy). Wine tourism is a valuable characteristic for potential marketing and for a winery's sales mix. Where some wineries lack the capacity for wholesale production, wine tourism might be considered the primary source of revenue. It offers financial flow and also helps small wine producers achieve greater sales targets, according to **(Dodd, 1995)**. It can be seen as a secondary source of income for large wineries, while also functioning as a promotional or educational channel for clients, and it is extremely essential in the developing or new world wine industry **(Hall and Mitchell, 2000)**.

In India, on the other hand, wine can be purchased in bulk without any customs limitations for Indians. The purchasing of wine by non-resident Indians is subject to customary restrictions. Another distinction is that in foreign nations (South Africa, Italy, or France), consumer involvement is enhanced by a focus on sustainability, whereas in India, the focus is on boasting French competence. There was also a difference in the guides; in South Africa, the guides stick to their scripts, whereas in India, the guides create rapport by straying from usual scripted routines, resulting in higher social obligations and delight.

OBJECTIVES:

1. To study the growth of wine tourism in Nashik
2. To promote wine tourism among tourists.

DISCUSSION AND FINDINGS:

Nasik has emerged as India's wine center; there are 92 wineries in India, with 74 of them located in the Nasik region. Some of which are normally closed to tourists for tasting and have been transformed into our ideal. The original Nasik wine tour is the real deal. Enjoy a quiet and pleasant evening in Nasik traversing the rows of vines, seeing how the purest and oldest beverage is manufactured, and tasting the many wines made from these vineyards. You don't have to be a wine connoisseur to enjoy this unique

experience, which includes tasting as well as tasting. Aside from the Nasik wine tour, visitors can extend their stay and visit other attractions in the Nasik area.

Wine tourism and the industry's economic and social impact

1. Economic Impact-

- a. Creating job chances for local residents
- b. Creating a market for agricultural products.
- c. Making people aware of the wine market.
- d. Increase the economic level of the tax departments at the municipal and regional levels.
- e. Using funds raised from wine tourism to implement new and innovative techniques in the wine business and grape farming.

2. Social Impact-

- a. Educate and motivate farmers to grow winery grapes.
- b. To encourage national unity
- c. People in rural areas should have a better standard of living.
- d. Nature attracts the urban populace.
- e. The literacy rate has risen as well.

Challenges faced by Wine Tourism-

- a. The local population is unaware of wine tourism.
- b. a shortage of available lodging
- c. a scarcity of local resources
- d. there is a lack of transportation.
- e. a difficulty in communicating
- f. a power outage

CONCLUSION: We can grasp the concept of wine tourism after reading this study. Today, the wine industry is an important aspect of the wine tourist industry. Nasik is also noted for being a world leader in grape farming. However, currently, the majority of foreign and domestic tourists visit the Nasik district wine yards and wineries. And the number of tourists is rapidly increasing. As a result, Nasik is becoming a popular wine tourist destination. This tourism activity benefits both the local and regional economies.

The contract farmers in Nashik have had little direct influence from wine tourism. Despite Sula's efforts to promote wine tourism and develop a market for wine consumption in India, contract farmers have been excluded from the process. Vineyard tourism is not an element of Sula's wine tourism, unlike in other New World countries. It consists solely of winery tours in which the winemaking process is discussed. Sula, according to one of the farmers who wishes to remain nameless, has phoney vines as showpieces at its entrance to provide the impression of nature and agricultural vegetation. There is no interaction with the vineyards where the wine grapes are grown during the tourist activities. Even contract farmers are disconnected from tourist activities and, as a result, have seen little personal or economic progress as a result of the rising tourism industry.

In India, there is a lot that can be done to improve wine tourism. Despite the fact that it is a booming industry, it must be appropriately and widely advertised across the country. Because India has a large potential for boosting wine consumption. Because wine offers key properties related to health benefits that aren't seen in other forms of hard drinks, it's a good idea to consume it (spirits, homemade alcohol etc). Customer interaction is a critical component that must be handled professionally and promptly.

Wine trails and wine tourism circuits can play a significant role in providing an organised and integrated wine tourism offering to Maharashtra's tourism repertoire. Aside from constructing wine routes, other factors of developing wine tourism circuits must be prioritised.

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