

Emerging Trend of Tourism – Wine Tourism

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Abstract—Tourism is a vital sector for the development of the economy of society. Wine Tourism is one of the latest sector of tourism. Wine tourism can be developed with the help of vineyards and wine industries activities. These activities can be carried out without harming the environment and will lead to overall development. The Potential of wine making in wine industry results in converting the spot into wine tourism destination and also its development. In Nashik the vineyards are converted into not only a place for wine making but also a potential place for enjoying food with wine and vineyards' tour.

A place to stay in the center of the vineyards, vigorously participating in the harvesting of grapes, stamping, crushing, wine tasting, wine festivals etc. The study emphasis on how wine tourism is developed and growing in Nashik district. This study focuses on improving the social and economic condition of Nashik district. In Nashik district the wine tourists are given more importance than other tourists. Now days this tourism activity is growing at a faster pace. This will surely lead to the economic development to the Nashik district.

Index Terms—Problems and prospects of wine Tourism, Vineyards, Wine Industry, Wine Tourism.

INTRODUCTION

Tourism sector is now a flourishing and fastest growing Industry. Impact of tourism on rural India has great prospective because every place has its unique culture and utility. Therefore, all destinations would be of great interest to the national and international visitors.

Tourism is the largest industry worldwide in terms of employment gross domestic product. The tourism industry has been growing fast as well as changing at a faster speed. As more people want to enjoy their holidays in nature friendly environment, ecotourism as well as rural tourism has become one of the fast growing segments of the tourism industry in India. Local communities may benefit in economic terms and it will also generate the employment

opportunities and increase the commitment level for preserving nature and sustainable development.

DEFINITION OF TOURISM

Tourism is a term originated from the word “Tour” According to the oxford English dictionary (1933) the meaning of the word “tour” is going for travelling from one place to another place; a round or a trip or journey includes visiting many places in a trip or sequence often termed as Cycling especially a tortuous Journey embracing the major places of the country region. But firstly we should understand the meaning of Wine tourism with the help of some ideas.

WINE TOURISM

Wine tourism is the new concept of tourism developed in the last decade of 21st century. The purpose of which is to include the tasting, consumption or buying of wine often at near the source, where other types of tourism are often inactive in nature. Wine tourism includes visits to wineries, tasting wines, wineries walks or even actively participating in the harvest. Wine tourism is relatively novel form of tourism; whose history differs significantly from region to region.

DEFINITION OF WINE TOURISM-

Wine Tourism is Defined as, “visiting the wineries, wine festivals and wine shows during which grape gathering and or experiencing the attributes of grape wine region area unit the most motivating factors of the visit.” [Hall etal 2009].

Nowadays wine tourism is recognized as an interest group tourism throughout the globe and it is the vital tourism element for many wine producing counties with its wide ranges of advantages as well as foreign currency earning, the creation of each full time and half time jobs and generating the secondary economic activities. Wine commercial enterprise is rising as a

profitable industrial sector with the capability of generating sizeable long run wealth and face up to steady to growth of those regions.

WINE TOURISM IN INDIA

Wine tourism has emerged as the latest fashion in the Indian wine industry with active participation of the key wine players. These wine players are widely marketing wine tourism for financial growth and converting their wineries inns / hotels for promoting wine tourism. Despite of India's huge population on of around 1.2 billion, the per capita consumption of wine is fairly low. The low per capita consumption level shows a gigantic potential for growth in the Indian wine market in the near future.

WINE TOURISM IN NASHIK DISTRICT-

Nashik district is known and famous as the 'Wine capital of India.' In Maharashtra 92 wineries are established out of these 74 wineries located in Nashik district. This is the reason that many people visit these vineyards and industries daily for relishing wine and vineyards' tour, cultivation of grapes and celebrating their cheerful moments. Therefore, Nashik district is growing at the fastest pace as the wine tourism destination.

SIGNIFICANCE OF THE STUDY-

Nashik is known as the finest place for tourism by various tourism sectors. Such as Historical, Agricultural, Religious, however wine tourism is novel form of tourism which is advanced in Nashik district. And many national and international tourists visited to these tourist destinations. It also gives information about wine tourism, tourist and their activities.

This study will be helpful for deciding the improvement in standard of living in that particular study region. This study will also help for realizing the problems and predictions of wine tourism and researcher will also try to give some recommendations and corrective actions to be taken for developing the wine tourism.

STUDY AREA

Nashik District within the Western Ghats on the western fringe of the Deccan dry land. Nashik is found at 565.5 AMSL and falls between 18°33' and 20°33' North latitude 73° sixteen 'East line of

longitude, occupies a neighborhood of 15530 sq. kilometers. Physiographical Nashik District is found within the Western Ghats on the western fringe of the Deccan dry land. Therefore, the we have a tendency to stern a part of Nashik has mountainous space whereas as we move towards the east, the peak is decreasing; thus we are able to say that the slope of the world is nearly towards the side. The plain space lies on the bank of the rivers. The climate of the district is mostly dry throughout the year except throughout the season. the typical annual downfall of the district as an entire is 1034 metric linear unit. The downfall decreases from west to east. The summer season is moderately hot and also the temperature varies from 36° to 43°. The air is wet throughout the monsoon season and is mostly dry throughout the remainder of the year.

AIMS & OBJECTIVES

- 1] To unplug the potential of the upcoming – wine tourism.
- 2] To understand the main purpose of wine tourists.
- 3] To know about wine tourism.
- 4] To understand how the vineyards and wineries support the tourism activities.
- 5] To study the social impact of wine tourism in area of wine industry.
- 6] To understand the problems and prospects of wine tourism.
- 7] To suggest some measures for remedial action for the development of wine tourism which are distributed in different parts of Nashik.

HYPOTHESIS

- 1] Wine tourism in Nashik district is well developed.
- 2] Wine tourism promotes the regional and national unity.
- 3] Wine tourism helps in the local economic development of Nashik district.
- 4] Nashik district is one of the most popular destinations for wine tourism.

SOURCES OF DATA

Present study is entirely based on both primary and secondary data. Primary data is collected by field visit and by interviewing some Winery owners and

farmers. Secondary data are collected from some books, research articles, as well as Net.

METHODOLOGY

This study is carried out by empirical methods. For this study the primary, secondary data are gathered to find the relation between wine industry and tourism. This will help to find out problems and prospects of wine industry in Nashik district.

PRESENT STUDY OF WINE TOURISM IN NASHIK DISTRICT

Nashik is situated at 180 km northeast from Mumbai. Nashik is India's largest grape cultivating district. The climate of Nashik is not only perfect for wine grapes but also suitable for wine making. Nashik is located at 565.5 meters above sea levels which makes it India's northern most region where wine grapes can be cultivated easily. The big daytime variation or the difference between day and night temperatures is suitable to get a great balance of sugar, acid, and flavors in wines pulse. The Maharashtra government has developed a conducive wine policy to simplify wine regulations and make it easy for wine producers to concentrate on quality wine manufacturing. Therefore, Nashik has developed as the wine capital of India. There are 92 wineries in India out of which 74 wineries are located in Nashik district alone. Some of the wineries are usually closed to visitors for tasting and put them on our dream. The visitors can enjoy the original Nashik wine tour in the quiet and cool evening in Nashik; walking the rows of wines see how the purest and oldest beverage is made and taste the various wines made from these wineries. One does not need to be into wine to enjoy this different experiences which involves enjoying as much as tasting the wines. Besides this, during Nashik wine tour one can also extend the stay and visit other tourist destinations around Nashik. Also, visiting wineries is great way of learning aid about wine, enjoying wine in context and getting accustomed with the whole culture that surrounds the many traditions which are associated with this product of the grape. In Nashik tehsil region vineyards are most populated with tourists viz-1] Sula Winery. 2] York Winery 3] Soma Winery. These vineyards established are in the year 2000,

2008, and 2010 accordingly and are situated in a very nature friendly atmosphere. Daily many tourists from all over India and other parts of the world visit to these wineries. There are many objectives behind these visits like visitors are curious about grape harvesting, wine making process, tasting different flavors of wine as well as enjoy the beautiful and cheerful environment of this wine industry. The most important purpose or motive of these tourists is to taste the wine with unique rhythm of music. They dance enjoying the wine in beautiful and natural surroundings. Around 2000 to 3000 tourists visit the vineries per day. Along with this the "SULAFEST" and "YORKLIFE", the wine festivals are also organized every year in the first week of February. More than 300000 tourists from India and abroad participate in these festivals. The main aim of these tourists is tasting the wine, observing the manufacturing process of wine, take a trip in vineyards, see the grape cultivation, and cherish their joyful moments. For these reasons, there is ample of scope for the Wine tourism development in Nashik district. This surely is beneficial for the social & economic development of Nashik district. Many nearest villages related to this industry such as Gangapur, Ganagawhare, Girnare and Savergoan are really advanced a lot. Many employment opportunities are available in these vineyards. This has resulted in the development of economic status of these people. There is also exchange and sharing of culture and language between the local people and tourists. This has increased the standard of living of the villagers of these villages. The local "Gram panchayats" can collect around 100000 revenues through this wine industry and vineyards. The Maharashtra government earns around 400000 excess tax every year through one vineyard and winery. In this region local farmers as well as retail merchants, shopkeepers also play major role as they supply local agricultural produce and edible items as per the demand of the tourists.

Accordingly, it results in increasing local, regional and national income of the country. This wine tourism activity also helps in the overall economic development of India. Therefore, Nashik is becoming famous worldwide for the wine tourism due to the wine industry in the district.

ECONOMIC AND SOCIAL IMPACT OF WINE TOURISM AND INDUSTRY.

A) ECONOMIC IMPACT

- 1] Generating employment opportunities for local people.
- 2] Improving the economic condition at local and regional tax department.
- 3] Creating market of agro ailed products.
- 4] Creating awareness in the market for wine.
- 5] Raising funds from wine tourism for adopting new and innovative techniques in wine industry and cultivation of grapes.

B) SOCIAL IMPACT

- 1] Educating the farmers and encouraging them for cultivating a winery grape production.
- 2] Improving the standard of living of the population in rural areas.
- 3] Promoting the national Integrity.
- 4] Improving the literacy rate.
- 5] Attracting the Urban population towards natural environment.

CHALLENGES FACED BY WINE TOURISM

- 1] Very less awareness about wine tourism is created among the local people.
- 2] Transportation facility is underdeveloped.
- 3] lack of good accommodation facilities.
- 4] lack of other infra structural facilities
- 5] Electricity fluctuation problem faced by many destinations.
- 6] Communication problem.

SUGGESTIONS & CONCLUSION

- 1] More awareness should be created about wine tourism amongst the people through Advertising & Promotion activities.
- 2] Good facilities should be provided to wine tourists visiting Nashik.
- 3] Good transportation and accommodation facilities should be provided to the tourists.
- 4] Good infra structure should be developed by local or district government for the tourists.
- 5] Wine tourism in Nashik should be properly promoted through MTDC.

6] More Events like Sula Fest should be organized throughout the year in Nashik by all Wineries.

Through this study we can comprehend concept of wine tourism. Now days the wine industry is significant part of wine tourism activity. We also know that Nashik is famous for grape cultivation in the world. The number of foreign, national and local tourists visiting to Nashik district vineyards and winery is increasing rapidly. Therefore, Nashik is becoming a good destination for wine tourist. And this tourism activity supports the local as well as regional economy of Nashik as well as Maharashtra.

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