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83	38	AN ANALYSIS OF THE SPATIAL VARIATION OF THE RAINFALL TRIBAL AREA WITH THE HELP OF GIS AND	148-153
		MAHARASHTRA DISTRICT - SOLAPUR DISTRICT, MAHARASHTRA	
84	39	TRENDS OF RURAL AND URBAN GROWTH IN NASHIK DISTRICT: A SPATIAL ANALYSIS	154-159
		DR. H. S. SHINDE, DR. S. S. SHINDE, DR. S. S. SHINDE	
85	40	A STUDY OF RURAL AND URBAN DEVELOPMENT PATTERNS IN NASHIK DISTRICT, MAHARASHTRA STATE	160-162
		PRADIP PATRA, RAJESH K. PATRA	
86	41	IMPACT OF INDUSTRIAL DEVELOPMENT ON SPATIAL IMBALANCE OF URBANIZATION IN NASHIK DISTRICT	163-168
		DR. R. D. DHADE	
87	42	ROLE OF TRANSPORTATION AND TOURISM DEVELOPMENT IN TOURISM DEVELOPMENT	169-173
		DR. S. S. SHINDE, DR. S. S. SHINDE	
88	43	A GEOGRAPHICAL STUDY OF POPULATION DYNAMICS IN NASHIK DISTRICT	174-179
		PRADIP PATRA, RAJESH K. PATRA	
89	44	SUSTAINABLE DEVELOPMENT LAND USE PATTERN IN SARAWATI BASIN	180-185
		DR. S. S. SHINDE, DR. S. S. SHINDE	
90	45	ANALYSIS OF SEX RATIO AT BIRTH IN NASHIK DISTRICT, MAHARASHTRA	186-191
		DR. S. S. SHINDE, DR. S. S. SHINDE	
91	46	A PERSPECTIVE STUDY OF WINE TOURISM IN NASHIK DISTRICT	192-198
		DR. S. S. SHINDE, DR. S. S. SHINDE	
92	47	A STUDY OF INCOME AND EXPENDITURE OF SEASONAL IMMIGRANTS, A CASE STUDY OF NORTHERN NASHIK CITY	199-202
		DR. S. S. SHINDE, DR. S. S. SHINDE	
93	48	POPULATION GROWTH MODEL FOR NASHIK DISTRICT	203-210
		DR. S. S. SHINDE, DR. S. S. SHINDE	
94	49	STUDIES ON FOOD GRAIN DETERIORATING AIR BORNE FUNGAL SPORES OVER FOOD GRAIN STORE HOUSES OF NASHIK DISTRICT, INDIA	205-211
		DR. S. S. SHINDE, DR. S. S. SHINDE	
95	50	CLIMATE CHANGE AND ITS IMPACTS ON AN INDIAN AGRICULTURE	202-216
		DR. S. S. SHINDE, DR. S. S. SHINDE	
96	51	GROWTH OF TOURISM IN INDIA	217-219
		DR. S. S. SHINDE, DR. S. S. SHINDE	
97	52	SPATIAL ANALYSIS: A CASE STUDY OF BHANDARA HILL STATION IN WARDHAN DISTRICT, MAHARASHTRA, INDIA	220-229
		DR. S. S. SHINDE, DR. S. S. SHINDE	

A PERSPECTIVE STUDY OF WINE TOURISM IN NASIK DISTRICT

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ABSTRACT

Wine industry and wine market of Nashik district, initiated in 1980s by around 2000-2005. This gives new opportunities not only to the tourists but also the grape growing farmers of Nashik. Maharashtra covers 70% of the total wine under grape in India mainly through its districts of Nashik, Solapur, Sangli, Pune and Ahmednagar. Geographically regions of Nashik have been well suited for the growth of wine grape plants and wine vineyards are already provide the vines of international quality. Hence it is generally called as 'Wine Capital of India'. The grape area in Nashik District is a naturally developed grape cluster due to the agro-climatic conditions. The availability of water, well drained dry soils, pollution free atmosphere, the cool climate, availability of labour and the entrepreneurship quality of the farmers are main factors responsible for the growth of such grape clusters. Out of the around 60% to 70% of the seedling grapes are produced in Nashik district alone. Today, about 40 wineries are developed in Maharashtra state, out of which about 12 wineries cluster in and around Nashik district alone. Changing habits of tourists in drinking has changed the character of wine industry in India. The concept of wine tourism became common after Maharashtra Tourism Policy 2006, which have set a broad road for wine grape growing farmers. After fulfilling the domestic market, the growers are establishing deals to attract the travellers and tourism wine tourists not only in Nashik but also in Maharashtra. The purpose of this paper is to explore wine tourism as an important economic activity and to describe the demographic and anthropogenic characteristics of the wine consumers. This paper studies an attempt to understand the prospects and challenges of wine tourism of Nashik district.

Keywords: Wine Industry, grape cluster, wine tourism

1. INTRODUCTION:

Wine Tourism has been defined as "visits to vineyards, wineries, wine and water, wine festivals and wine shops for which grape wine tasting and for experiencing the delights of a grape wine region are the prime motivating factor for visit" (Hall et al., 2000). Wine Tourism is also referred as Enocourism, Oenocourism or Vinocourism [1]. Wine tourism represents a particular type of tourism, whose principal feature is given by the wine and the wine-production landscape. With respect to the country's vast population of around 1.2 Billion, the per capita consumption of wine is quite low. This indicates a huge potential for growth in the Indian wine market in the coming years. Wine consumption in India is expected to be around 15% during 2014-2025 (W.I. India Wine Association).

2. WINE TOURISM IN MAHARASHTRA:

Maharashtra is one of the major grape growing state in India, and grape is considered as one of the important commercial fruit crops of the state. According to Agricultural and Processed Food Products Export

The present study is a descriptive study of the wine sector and its impact on the economy of Nashik district. While the objective is to determine the status of grape production and wine consumption in Nashik district, the study also aims to identify the marketing of wine and its effect on the economy of Nashik district. The study is a descriptive study of the wine sector and its impact on the economy of Nashik district. The study is a descriptive study of the wine sector and its impact on the economy of Nashik district. The study is a descriptive study of the wine sector and its impact on the economy of Nashik district.

4. OBJECTIVES:

The aim of the paper is perspective study of wine sector and its impact on the economy of Nashik district. While the objective is to determine the status of grape production and wine consumption in Nashik district, the study also aims to identify the marketing of wine and its effect on the economy of Nashik district. The study is a descriptive study of the wine sector and its impact on the economy of Nashik district.

5. METHODOLOGY:

The present study was taken in Nashik as it is the highest producing city of wine in India. The study is a descriptive research that analyzes the production and wine consumption in Nashik district. The data for this study was obtained from various sources, mainly from Agricultural and Processed Food Products Export Development Authority (APEDA) for the years 2010-2012 and Maharashtra Tourism Development Corporation (MTDC).

6. DISCUSSION:

6.1 Scenario of Wine tourism: Major producers of wine tourism in Nashik:
A latest study suggests the wine production in India - through still at initial stage - is likely to reach 18 million litres this year and 21 million litres by the year 2018. The annual wine production of the country stood at an estimated 17 million litres last year. The year-on-year growth rate has clocked five per cent, according to a study by the Associated Chambers of Commerce and Industries of India (ASSOCIAM). About 2% wine consumption in India is likely to reach 22 million litres this year and about 37 million litres by 2018 from the level of 18 million litres as of 2015 [2]. Major wine producers in Europe are likely to set up four manufacturing facilities in the country considering it a lucrative market. Besides, wine imports are also likely to rise from this year.

TABLE 3: COMPARATIVE DETERMINATIONS OF GRAPE PRODUCTION AND WINE PRODUCTION

Sr. No.	Taluka	Area (ha)	Grape production (tonnes)	Wine Production (Lakh litres)	Wine Production (%)	Number of Wineries
1	Nashik	2125	46043	64.04	24.37	7
2	Amravati	296	3120	4.98	1.96	1
3	Yavatpur	70	784	1.1	4.29	1
4	Pune	01	15	Nil	-	Nil
5	Niphad	10780	237100	30.76	14.22	7
6	Chandrapur	1362	24120	Nil	-	Nil
7	Yeshu	52	592	Nil	-	Nil
8	Kalyan	157	3140	4.6	1.78	1
9	Dindori	4980	99600	13.28	5.19	12
10	Ningun	02	30	Nil	-	Nil
11	Margam	28	280	0.37	1.49	1
12	Nandgaon	09	135	Nil	-	Nil
13	Satara/Baram	435	870	1.2	4.72	1
TOTAL					64.04	31 wineries

Source: Directorate Horticulture, Govt of Maharashtra

TABLE 2. APPROXIMATE YIELD IN NUMBER OF WINE DRINKERS

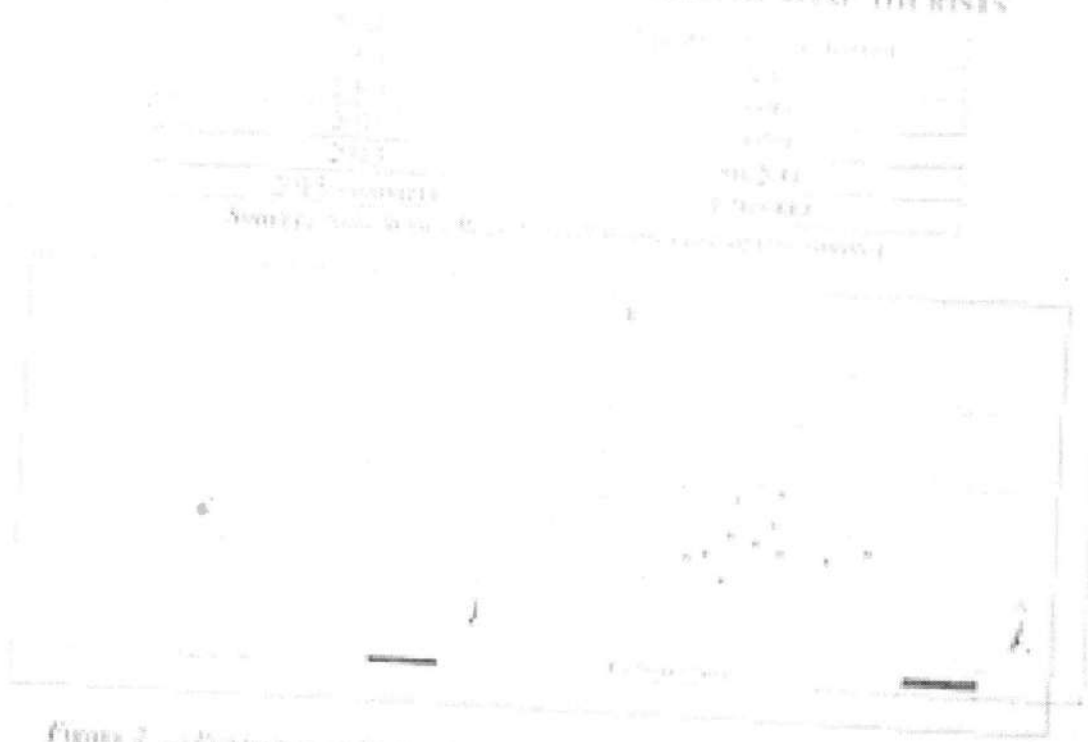


Figure 2. Production of grapes in districts of Nashik, grapes, along with wine, Nashik. Distribution of wine drinkers in districts of Maharashtra.

Wine tourism is the latest trend in Nashik, around four hours from Mumbai. There are now almost 50 wineries in and around Nashik, and excitingly for wine connoisseurs and consumers, many Nashik vineyards now have tasting rooms that are open to the public. What is also appealing is that discounts of 10-20% on retail price are available on purchases. The vineyards attract small durations from Nashik.

4.1.1 Nala Vineyards: Nala is perhaps India's most popular and most accessible winery. The wine trend started with Nala Vineyards. Nala originates combining wine with music at Nala-fest, held there in February/March every year. Nala have expanded wine tourism attracting leisure travellers with tasting rooms, amphitheater for concerts and included an Italian restaurant. The Beyond Vineyard Resort, wine-tasting, Vinu Spa with various beauty treatments. Visitors numbered 150,000 last year compared with fewer than 5,000 since the winery opened. And some of the world's top restaurants sell Nala's wine, including Daniel in New York City.

4.1.2 Tusk Winery: Tusk has a light-bodied young wine as well as a popular contemporary restaurant focusing on North Indian dishes.

4.1.3 Cotton & Oak: Significant effort is being put into developing the 400 acres of vineyards as a tourist destination, with more artificial lakes for boating and other water sports, luxury farmhouse accommodations and ambient wine tasting lounge. The winery's state-of-the-art technology is also worth seeing.

4.1.4 Vintage Wines/Bargallo: Vintage Wines has become the first winery in India to produce wines from Italian grapes. Despite of being popular, Vintage wines are less in efforts to attract wine tourists.

4.1.5 Tiger Hill Vineyards: The winery has their own vineyard and a winery. It has a tasting lounge bar. It is worth a visit for tourists seeking quality wines. The vineyard is where the ancient links to India's wine culture - Ayurvedic. Thousands of years ago, wine was used and enjoyed in India for health purposes. It offers a wine therapy spa with certified Kerala Ayurvedic.

4.1.6 Mowat's Vine: This winery had its first crush in 2005. Since then it has gone on to produce some quality wines, in small quantities. The owners are keen on the idea of wine tourism and are in the process of developing a restaurant and accommodation on the site.

6.1.7 *Talle de Tio - Zangra Winery* is a winery with a 100% family owned winery producing all their wine and also a lot of other products. The property is small, but with a premium Zangra wine brand. However, the property is one of the best in India. The main objective is to improve the wine quality.

6.1.8 *Wander* - Wine produced from French style grapes, the main attraction of this Vineyard Wine tourism is to be interesting here.

6.1.9 *Vallone Vineyards* - With plans to build 20 cottages on the property by early 2015 Vallone vineyards will set itself in the map.

6.2 *Motivation to wine tourism*

There is no permanent wine culture followed by the people in India during the past. There is lack of awareness about the various types of wines and their consumption pattern. Consumption of wine is just for change and for sake of enjoyment as per present study. Age group of 25 to 35 consume wine more compared to others. As it wine consumption does not fit in the daily cultural routine of Indians. The main reasons for visiting a winery, a winery, a wine region can be 1) wine, (Table 1) including visiting wine factories/wineries, participation in festivals devoted to wine and traditional food, shows, sightseeing and other attractions, recreation, visiting relatives and friends. Another categories, promotional activities and facilities offered to tourists have a big role in the context of wine segments of tourists (Ogle, 2013).

TABLE 1: TOURIST AND VISITOR FACILITIES AVAILABLE AT WINERY/WINE ESTATE

Barbecue facilities	Free parking by visitors	Spa
Cellar benches	Restaurant—all weekend	Beauty classes
Cellar door sales	Historic building/Museum	4-1 Race track
Conference facilities	Overnight accommodation	Swimming
Hot air balloons / paragliding	Special offer discounts	Wine classes
Meet the winemaker	Cooking classes	Amphitheatre
MOUTH PUBLICITY		
Picnic facilities	Restaurant—arrangement only	Horse-riding rides
Restaurant—all week	Children's playground facilities	Golf
Social function facilities	Craft Gallery/Souvenir shop	Hiking/bike trails
Spa treatments	Direct mail order list	Hotels and wine sales
Visitor centre	Fresh produce sold	Spectacular views
Wheelchair facilities	Vineyard walking	Animal feeding and/or watching
Wine magazine adverts	Newspapers adverts	Television adverts
Wine tasting	Wine and festival	Gifts
Winery organised tours	Educational tours	Butterfly/bug station

Source: Ogle (2013) pp. 161

There are some specific reasons or motivations of wine tourists that pull them towards wineries and vineyards (Table 2)

TABLE 2: SPECIFIC VISITOR MOTIVATIONS TO VISIT WINERIES AND VINEYARDS

Wine personality	Meeting the winemaker
Wine tasting/camping	Spending quality time with friends
Country setting/vineyard	Festivals or events
Winery tour	Eating a classy restaurant/large
Learning about wine and winemaking	Entertainment

Source: Ogle (2013) pp. 161

6.3 Challenges of Wine Tourism:

There are several challenges that wine producers in developing countries face. First, with increasing, they began to get to the market and market sales through private business policies. But the winery serving as an educational center, as well as an educational center, attracts other businesses, especially if there are other by-products such as food and souvenirs. Finally, winery visitations and soft brand awareness and loyalty are necessitated by price differences between producers and consumers, and production of low-quality branded wines.

Wine tourism is considered to be an important element in the tourism industry as that the sector experienced a decline through the economic crisis, which is the result of the increasing number of new wineries. Wine tourism plays the role of an inducer for regional development, which increases regional employment and economic achievement of its area. However, besides the benefits of wine tourism there is a number of challenges for countries in general.

6.4 Problems of wine tourism in Saudi:

Though Saudi Arabia is a rich country in wine tourism, there are factors and hypotheses in the scenario that are hindering the growth and development of wine tourism. Those can be listed as following:

1. Wine is not a popular drink in the country.
2. Scarcity of water is the chief cause responsible for the wine industry as the grape cultivation suffers from environmental issues like high Na⁺ in the soil, which causes salinization. This creates a typical situation of salinization.
3. High risk of losing the crop due to changing of weather in recent years. Soil and water salinity in Madinah and drought in the hot tropical areas has added more critical situation.
4. Short period available for exporting and lack of diversity in wines.
5. Very low production of export quality grapes.
6. Heavy initial investment for establishing a vineyard and high expenditure required in vineyard management.
7. Lack of processing and marketing skills.
8. Lack of wine tourism research at the national level = marketing and branding, export network, tourism needs, taxation and regulation, funding, and industry negotiation, accreditation and awards.
9. Lack of wine tourism research at the regional level = regional identity, image and branding, marketing and facilities and the infrastructure, excessive expenditure and the role of local government. (Uddah, 2018)
10. Inadequate help by the governmental authorities to the wine sellers or bar owners as far as promoting this industry is concerned.
11. Ministry of Finance has imposed additional duties on imported liquor. These were imposed at the rates of 75% (1981) and 150% (1987). Considering the already high customs duty on such liquor, the overall duties on import of liquor have gone up to 400% to 700% on different types of products. Such high duties are total loss to the entire marketing chain of wineries and were not justified for providing a better yield to local wineries and wine distributors.

6.5 Government policies and plans for growth and development of grapes:

The Government of India is appreciating the strategic importance of the viticulture to the following ways:

1. Encourage and support the farmers to establish the vineyards. Provide funds and subsidies on installation of drip irrigation systems and energy facilities.
2. Provide research support, insurance, a loan plan and mitigation to sustain the productivity of grapes under adverse situations like bad monsoon in 2013 and 2014, droughts in 2002 and 2010, etc.
3. Provide and support the export of food and quality wines by supporting the growers, producers and suppliers.
4. Research on grapes is carried out by the Indian Council for Agricultural Research (ICAR), Institutes and State Agricultural Universities. A network of centers under the All India Coordinated Research Project on Grapes, the National Research Centre for Grapes (NRCG), located at Pune, Maharashtra is the focal point for coordination and coordinating the research activities on grapes throughout the country.

7. CONCLUSION:

There is no wine culture in Saudi Arabia which is a hindrance to wine tourism. There is lack of awareness and interest about the various types of wine and the wine consumption pattern. Age group of 25 to 35 consumes more wine compared to other age groups. Wine consumption is not an integral part of daily valued routine.

