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A PERSPECTIVE STUDY OF WINE TOURISM IN NASHIK DISTRICT

Madhan R. Thakore¹, Ms. Lolly M. Thakore²

^{1,2}PG Science and Commerce College, Dr. D. T. Wagh, Nashik, Maharashtra.

¹Asst. Professor, Dept. of Geography, S.P. College, Nashik, Maharashtra.

²Qualified to Savitribai Phule Pune University.

ABSTRACT:

Wine industry and wine cluster of Nashik District, initiated in 2000 by around 2000 farmers, has given new opportunities not only to the farmers but also for people creating wealth through the clusters of Nashik, Sangam, Yeotmal, Phata and Adarkarwadi. Geographical and regional benefit they have been overlooking for the growth of this cluster is so greatly called as "Wine capital of India". The major area in Nashi District is a naturally developed grape cluster due to the agro-climatic conditions. The availability of labour and the entrepreneurship quality of the farmers are main factors responsible for the growing of such grape cluster. Out of the around 60% to 70% of the varieties grapes in Maharashtra state, out of which about 10 varieties exists in Nashik district in India. The unique kinds of varieties of grapes has changed the scenario of the industry. 2006, which have set a record mark for entire grape growing clusters. After fulfilling the wine tourism not only in Nashik but also in Maharashtra. The purpose of this paper is to explore some features as an important scenario, activity and to determine the future perspective of the tourism in Nashik district. This paper studies the wine tourism in Nashik district.

Keywords: Wine Industry, grape cluster, wine tourism.

1. INTRODUCTION:

Wine Tourism has been defined as "trips to vineyards, wineries, tasting rooms, wine festivals and wine shows for which grape wine tasting and/or experiencing the ambience of a grape wine region are the prime motivating factor for visits" (Elliot et al., 1998). Wine tourism is also referred as Enotourism. Concentration of Vineyards [1]. Wine tourism represents a particular type of tourism whose principal 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 18% during 2014-2015 (All India Wine Council).

2. WINE TOURISM IN MAHARASHTRA:

Nashik is one of the major grape growing state in India, and Nashik is considered as one of the important entrepreneurial fruit crops of the state. According to Government and Private Food Products Export

Grapes are the most popular fruit in India. The total area under grape cultivation in India is 1.2 million ha, which is 1.5% of the total agricultural land in the country. Maharashtra is the largest producer of grapes in India followed by Karnataka, Tamil Nadu and Gujarat. The major grape growing areas in Maharashtra are Nashik, Warora, Latur, Nanded and Beed. Other varieties growing especially are Muscat, Chardonnay, Riesling, Sauvignon, Chenin, Pinot, Merlot, Cabernet, Muscat Hamburg and Flame seedless. They share 90% of total production in the state. After the initiative of Government of Maharashtra in 2008 Multi-crop Farming Policy was implemented. Government has clarified the significance of Wine, Tourism and other horticultural crops for rural areas and farmers to increase their production and develop them into sustainable industries. The grape growing is increasing constantly due to introduction of new cultivation practices and propagation of new varieties. Several varieties of grapes are introduced around the entire watershed of the production of grapes and processing it into value added products like juice, wine etc. for exporting to foreign markets.

2.1 Nashik District: Grape - C cluster

Nashik district known Nashik as 'Grape City' for grape production and called as "The grape valley" of India's wine valley. Around 60% of the varieties of grapes are produced in Nashik district above the Sutlej, Solapur and 100 days after grapes are harvested for wine. The availability of water, well drained soil, wide pollution free atmosphere, low rainfall, availability of labor and the competitiveness in quality of wine factors are main factors responsible for the growth of Nashik grape cluster. Although Nashik district comprises of 11 talukas only 7 talukas have the major share and among these three talukas i.e. Nasik, Niphad and Chandrapur are the leading growers. Therefore this cluster forms as the major cluster occupying 90% of the grape cultivators. For last 20 years, grape has acquired dominance in the agricultural economy of the district.

3. STUDY AREA

Nashik or Nasik is a city in Maharashtra, India. It is the third largest city of Maharashtra and also third most industrialised city in Maharashtra popularly called as 'Wine capital of India'. Nashik district is located at 20° 30' to 20° 55' Northerntitude and 73° 10' to 73° 45' East longitude at between at Northwest part of the Maharashtra, 45 km. of 365 meters above mean sea level. According to the Census of India, 2011, Nashik had a population of 10.72 million¹.



Figure 1: Elevation map of Nashik District

Climate of the Nashik district is generally temperate in nature and favourable for grape production. In summer the average annual temperature is about 45.8 and winters are mostly pleasant with a minimum and maximum temperatures of 12°C and 8°C respectively. Relative humidity ranges from 43% to 62% (IMD weather report, 2011). Though average rainfall of the District is 1096.5 mm. A large part of peninsular Maharashtra is not ideal for vineyards because of climate and geo-demographic characteristics. Hence Nashik is an exception to this due to its higher altitude, being away from the monsoon, a suitable topography for harvesting of grapes, owing and drainage of the area.

¹http://www.censusindia.gov.in/2011census/Downloads/State/MAHARASHTRA/Population/

The wine industry in Nashik is well developed and has a long history. The wine production in Nashik is mainly based on traditional methods. The wine produced here is mainly consumed by tourists and local people. The wine produced here is mainly consumed by tourists and local people. The wine produced here is mainly consumed by tourists and local people. The wine produced here is mainly consumed by tourists and local people. The wine produced here is mainly consumed by tourists and local people. The wine produced here is mainly consumed by tourists and local people.

2. OBJECTIVES:

The aim of the paper is perspective study of the wine and its impact on socio-economics of Nashik district. While the objective is to determine strengths required for developing wine and wine tourism, wine production and consumers in Nashik district.

3. METHODOLOGY:

The present study was taken in Nashik as it is the highest producing city of wine in India & therefore descriptive research method. This research explores the production and wine consumption in Nashik. The data for this study was obtained from various sources mainly from Agricultural and Processed Food Development Corporation (APEDA) for the years 2010-2014 and Maharashtra Tourism.

4. DISCUSSION:

4.1 Scenario of Wine tourism: Major providers of wine services in Nashik:

A latest study suggests that wine production in India would still at initial stage & is likely to reach 18 million litres this year and 21 million litres by the year 2018. The actual wine production of the country stood at an estimated 12 million litres last year. The one-year growth rate has clocked 6% per cent, established a survey by the Associated Chambers of Commerce and Industry of India (ASSOCHAM) said. About 20% wine consumption in India is likely to reach 21 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 imports are also likely to rise from this year.

TABLE 3: COMPARATIVE DETERMINATIONS OF GRAPE PRODUCTION AND WINE PRODUCTION

M. No.	District	Area ha	Grape production tonnes	Wine Production Litre	Wine Production %	Number of Wineeries
1	Nashik	2149	46045	61163	42.4%	1
2	Amravati	216	4120	4994	5.0%	1
3	Latur	79	284	274	9.5%	1
4	Pune	91	13	10	76.9%	1
5	Sindhudurg	10700	237100	20750	-	No
6	Chandrapur	1362	24420	842	34.4%	7
7	Telangana	52	1092	861	-	No
8	Kalwan	157	2140	166	-	No
9	Dindori	4939	105681	1344	3.2%	1
10	Nagpur	102	367	2448	6.6%	12
11	Mumbai	12	249	863	3.5%	No
12	Khandesh	107	135	142	1.0%	1
13	Sidhpur Bhujgarh	439	8502	760	-	No
	TOTAL			1119636	3.2%	31 wineeries

Source: Directorate of Horticulture, Govt. of Maharashtra, 2014

Table 2. APPROXIMATE AREA OF VINEYARDS IN INDIA

	Area (sq km)	Area (sq miles)
Total area	10000	3861
Wine production	1000	386
Wine consumption	1000	386
Wine imports	1000	386
Wine exports	1000	386
Wine production per capita	0.0001	0.0000386
Wine consumption per capita	0.0001	0.0000386
Wine imports per capita	0.0001	0.0000386
Wine exports per capita	0.0001	0.0000386
Wine production per hectare	10000	3861
Wine consumption per hectare	10000	3861
Wine imports per hectare	10000	3861
Wine exports per hectare	10000	3861
Wine production per acre	10000	3861
Wine consumption per acre	10000	3861
Wine imports per acre	10000	3861
Wine exports per acre	10000	3861

Figure 2. Production, consumption, imports, exports, wine production per capita, wine consumption per capita, wine imports per capita, wine exports per capita, wine production per hectare, wine consumption per hectare, wine imports per hectare, wine exports per hectare, wine production per acre, wine consumption per acre, wine imports per acre, wine exports per acre.

Wine tourism is the buzz word in Nashik, around four hours from Mumbai. There are now almost 50 wineries in and around Nashik, and, amazingly for wine connoisseurs and consumers, many Nashik 100% or retail price are available at parches. The surroundings offer great distractions from Nashik, dotted with Jain Temples. Nashik organizes tastings with music at Salawat, held there in winter, culminating in contests and food and wine restaurant. The Beyond Vineyard festival, wine, however, than 5000 visitors the others ignored. And some of the world's top restaurants sell Nashik's wine.

6.1.2 Tariq Hussain Wines, has a light flavored tawny rosé as well as a popular contemporary red wine focusing on South Indian dishes.

6.1.3 Chateau d'Other: Significant effort is being put into developing the 1000 acres of vineyards as a tourist destination, with three artificial lakes for boating and more water sports, luxury bungalows accommodations and a resort hotel. The owner's state-of-the-art vitivinology is also worth seeing.

6.1.4 vintage Rosenthaler: Vintage Wines has become the first winery in India to produce wines from Italian grapes. Despite of being popular, vintage remains less in efforts to attract wine tourism.

6.1.5 Tiger MW Vineyards: The owners have their own vineyard in the hills around Bangalore. It is called - Ayurvedic. Thousands of old age, rare, organic, and organic in India for health purposes. A

6.1.6 Mountain Edge: This winery had its first vintage back. Since then it has gone on to produce some quality wines, in small quantities. The owners are keen on the idea of new soil and are at the process

6.2.7. Valle de Uco, Argentina: This region is an important wine-growing area with many vineyards and grape breeding becoming the strongest as one of the main features. The main attractions include wine tourism.

6.3.8. Brazil: The greatest wine festival wine fair in Latin America is held in this Vineyard Wine Fair which is yet to be introducing here.

6.3.9. Holloway Vineyards: With plans to build 30 wineries on the property by early 2013, Holloway Vineyards will dominate the map.

6.4. Monetization of wine tourism:

There is no permanent study carried out by the people of India concerning tourist. There is lack of knowledge about the number types of visitors and their consumption pattern. Consumption of wine is just outlined in others. So wine consumption does not fit in the early cultural routine of Indians. The main factors which participation in festivals derived to more traditional food, shows, spirituality and facilities offered to tourists have a big role in the cognition of the majority of visitors (Oluwalana 2013).

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

Barbecue facilities	Fruit packing by visitors	Spa
Cellar tasting	Kids' craft-cell making	Beauty clinics
Cellardoor sales	Historic building/Museum	Art & Craft Work
Concert facilities	Craft fair/exhibition	Suspension
Hot air balloons	Spas	Wine stores
Jumping bounces	Other attractions	Ampitheatre
Meeting rooms	Guests	
Meet the vintagers	Guests	
MOUTH PUBLICITY		
Park facilities	Restaurant—arrangement with	Hospitality sites
Recreation—all week	Children's playground	Golf
Social function facilities	Facilities	Hiking/biking trails
Sport facilities	Club/Gallery/Showcase shop	Hotels and B&B sites
Sport facilities	Direct food order for	Spectacular views
Vacation centre	Fresh produce sold	Animal feeding and/or
Whisker facilities	Vineyard walking	Watching
Wine magazine advert	Newspaper adverts	Television adverts
Wine tasting	Wine-tasting festival	Fireplace
Winery organised tour	Public festival tours	Barbecuing areas

Source: Oluwalana (2013) p. 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 tasting	Meeting the vintager
Wine-tasting	Soundings with family/friends
Country setting/vineyards	Festivals or events
Winer's tour	Eating at nearby restaurants/café
Learning about wine and winemaking	Entertainment

Source: Oluwalana (2013) p. 162

6.2 Demerits of Wine industry

There are several demerits of wine production which are discussed below. In addition to this, the legal and social issues are also faced through production of wine products. But the major issue is an illegal wine market which causes a lot of damage to many businesses, especially if done are either by producers or sellers and so on. Finally, wine is a business based on brand awareness and loyalty due to established links between producers and consumers and popularity of company branded wines.

Wine tourism is considered to be an important element in the tourism industry as now the sector is experiencing a high rate of growth which is the result of the increasing number of new tourists. Wine tourism plays the role of an innovative regional development which increases regional employment and economy all around of an area. However, besides the benefits of wine tourism there are number of challenges that need to be solved.

6.3 Problems of wine industry in Andhra

Through National Economic Council's audit of wine industry there are factors and loopholes in the sector to restrict the encouraging the growth and development of wine industry. These can be listed as following:

1. High cost of production process.
2. Society of India is the chief wine regulator for the wine industry as the grape cultivation suffers from increased water scarcity in Andhra Pradesh which causes a problem. This leads to a significant recession.
3. High rate of lossing the crop due to punishing of weather in recent years. Soil and water salinity in Maharashtra and drought in the hot tropical areas has added more critical situation.
4. Short period available for ripening and lack of diversity varieties.
5. Very less proportion of export quality grapes.
6. Heavy subsidies are given 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 revenue; tourism needs, taxation and regulation, building, and industry integration, accreditation and awards.
9. Lack of wine tourism research at the regional level - regional identity, image and branding; marketing and facilities audits, infrastructure, stakeholder participation and the role of local government. (Tholath, 2014)
10. Insufficient help by the government 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 7% (1981) and 1% (2017). Considering the already high customs duty on such liquor, the overall duties on import of liquor have gone up to 46% to 70% on different types of products. Such high duties are total loss as the entire marketing chain of companies had were not justified for providing a sufficient yield to local consumers and wine exporters.

6.4 Government policies and plans for growth and development of grapes

The Government of India is supporting the grape industry at the priority in the following ways:

1. Encourage and support for the wine culture in the vineyards. Provide funds and subsidies in installation of drip irrigation systems and energy facilities.
2. Provide research support, in particular, incentives and recognition to sustain the productivity of grapes under adverse situations like last two years in 2013 and 2014 & droughts in 2002 and 2011.
3. Promote and support the export of fresh, sulphur-free grapes by giving the growers, processors and suppliers.
4. Research on grapes is carried out by the Indian Council for Agricultural Research (ICAR), Institutes and State Agricultural Universities or other under the All India Coordinated Research Project on Grapes. The National Bureau of Plant Genetic Resources (NBPGR), located at Pusa, Mysore, is the lead center for co-ordinating and coordinating the research activities on grapes throughout the country.
5. CONCLUSION:

There is no single culture in India which can be called as a monoculture. There is lack of awareness and interest about the various types of vines and their respective products. Age group of 25 to 35 who are the main target group of the wine culture are responsible for the growth and development of the wine culture in India.

industry. Overall, it is proposed that India's wine industry has the opportunity to take capital with current market value. While traditional wine companies can be influential, the future focus should move towards new and innovative business models based on increased investment, export of wine capital and travel, availability and accessibility of the product, and diversification of sales. Future areas of growth lie in domestic travel, luxury gifts, wine education, tourism, or 20% to 30% per year improvement rates by 2020.

In short, need of improvements in wine tourism, importance of social attitude towards wine, provide different response of government, marketing and supply has generated to better the Napa like wine tourism.

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