

Marketability of Wine Tourism in India

*** S. Usha**

**** Dr. R. Kannan**

Lecturer, Department of Business Administration, Madurai Kamaraj University
College, Madurai-625 002

Associate Professor & Director i/c, Centre for Tourism and Hotel Management,
Madurai Kamaraj University, Palkalai Nagar, Madurai-625 021.

Abstract

Wine and food have long been regarded as an important component of the tourist experience. However, despite the extent to which they are featured not only in tourism advertising and promotion at the destination or business level, and the extent to which they contribute to tourist attractions such as festivals, little is written in the academic literature about the role that wine and food play in tourism. Wine tourism refers to tourism whose purpose is or includes the tasting, consumption or purchase of wine, often at or near the source. Wine tourism can consist of visits to wineries, vineyards and restaurants known to offer unique vintages, as well as organized wine tours, wine festivals or other special events.

Key words: Wine, Wine Tourism, Tourism Models, Sustainability, Restaurants.

Introduction

Wine and food have long been regarded as an important component of the tourist experience. However, despite the extent to which they are featured not only in tourism advertising and promotion at the destination or business level, and the extent to which they contribute to tourist attractions such as festivals, little is written in the academic literature about the role that wine and food play in tourism. Wine tourism refers to tourism whose purpose is or includes the tasting, consumption or purchase of wine, often at or near the source. Wine tourism can consist of visits to wineries, vineyards and restaurants known to offer unique vintages, as well as organized wine tours, wine festivals or other special events.

Definition of Wine Tourism

Wine tourism can be defined as visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors. Although tourism is important for many wineries in terms of the ability to sell wine either directly to visitors or to place such customers on a direct mail order list; tourism, if mentioned at all, is often seen in very disparaging terms with the implication being of course that those who are seriously interested in wine are not tourists.

History and Origin of Wine

Wine has a long and widespread history dating back almost 10,000 years. Although historians are not sure who or which culture invented this beverage, scholars have their eyes on the Phoenicians who were dependent on wine for trading purposes. The Roman Empire had by far the greatest impact on the development of viticulture and enology out of all other involved cultures. Wine was an integral part of the Roman diet and hence wine making became a fluent business.

As the Romans expanded their empire, wine production in the newly acquired provinces started to compete with the wines of Rome itself. Virtually all of the major wine producing regions of Western Europe today were established by the Romans. Also the wine making technology improved considerably during the Roman Empire. Many grape varieties and cultivation methods were explored; barrels and bottles were developed for storing and shipping wine. Also an early prototype of an appellation system formed, as some regions gained a certain reputation for their outstanding wines. Once the Roman Empire fell (500 AD), Europe fell into a period known as the dark ages. This was a period of invasions and social turmoil with the only stable social structure being the Catholic Church. Since wine has a special status in the Christian culture representing Jesus' blood, much of its credits, grape growing and wine making technologies were preserved during this period.

By the late 18th century, the major wine regions were well established. As the industrial revolution emerged during the 19th century, many significant technological innovations had a great impact on the wine industry. Machines were introduced to vineyards and wineries, which in turn resulted in lower production cost.

Good wine", said Shakespeare "is a good familiar creature if it be well used". It has been used for at least 4,500 years. Egyptian records dating from 2500 BC refer to the use of grapes for wine making. The precise origins of wine are lost in time; however, the history of wine in many ways coincides with the history of the western world. Historians generally agree that wine was probably discovered accidentally in the region between the Nile and Persian Gulf during the time of the world's first civilizations between 4000 and 3000 B.C. As small settlements grew into city-states and trade began to develop on a large scale throughout the Mediterranean, the grape enjoyed transport by peoples such as the Phoenicians, Greeks and Romans until the knowledge of winemaking spread throughout the Mediterranean region and eventually through much of Europe.

India and Wine Tourism

India has always been a tourist destination known for its palaces and temples. Today with the growing wine industry, India is evolving into a wine tourism destination. This is a good way to promote wines and to give wine enthusiast a real look at the world of wine. And also in India Red wine tops over white wine. Wine has been made in India for as many as 5,000 years. It was the early European travellers to the courts of the Mughal emperors Akbar, Jehangir and Shah Jehan in the sixteenth and seventeenth centuries who reported tasting wines from the royal vineyards. Red Wines were made from the Arkesham Grape and White Wine from Arkawati and Bhokry Grapes. Under British influence in the nineteenth century, vineyards were established in Kashmir and at Baramati in Maharashtra and a number of Indian wines were exhibited and favourably received by visitors to the Great Calcutta Exhibition of 1884. However, Indian vineyards were totally destroyed by phylloxera in the 1890s. It took nearly half a century to replant them. Today, lineal descendants of some of these historic wines are produced by Chateau. Indage, India's largest producer of wine, as well as by Grover Vineyards.

Wine Tourism in Maharashtra

Maharashtra leads in demand; next up are Karnataka, Delhi and Goa. "Nashik, at 600 meters above sea level, makes it India's northernmost region where wine grapes can be grown easily. The big diurnal variation or the difference between day

and night temperatures is suited to get a great balance of sugar, acid and flavors in wines. Plus, the Maharashtra Government has rolled out a conducive wine policy to simplify wine regulations, and make it easy for wine producers to focus on quality winemaking,” says Ajoy Shaw, chief winemaker and vice president, winemaking, Sula. Maharashtra leads in demand; next up are Karnataka, Delhi and Goa.

Models of Wine Tourism

Wine Tourism models are the tools used by the wine sector to develop visits to vineyards by taking advantage of another steadily growing economic as well as tourism sector.

1. Heritage Wine Tourism Model

This is defined as the European model closely linked to tradition, to the monuments and cultural Landscape. Since this concerns countries with a strong wine export tradition, tourism generates an external image in conjunction to heritage, landscape, culture and architecture. It generates an internal image so as to maintain high consumption levels and protection from interference from Abroad. It encourages links with the region even when brands are imposed. It is closely linked to Local development and promotes the participation of small producers to enhance the authenticity of the product. It is promoted by regional institutions and also relies on local networks for its Promotion. The model has to adapt the traditional productive sector to the wine tourism initiatives.

2. Leadership in the Training and Recreation Model

This model, mostly seen in the New World, was created to generate new customers, and it is better adapted to wine tourism because it was developed in parallel with the creation of new markets. The production structure of higher dimensions facilitates the supply of wine based products for large contingents. The main challenge is how to incorporate territorial authenticity in a model dominated by brands. The territory is linked to protected natural areas to provide value to its own material substrate. The larger concentration and business promotion activities allow establishing intense and ambitious proposals for wine tourism.

3. Followers of the Model Developed by Leading Wine Tourism Countries

The conditions here are very uneven. For example, Argentina tries to import the European model, especially the French, as certain conditions are similar: high tradition in the consumption and a fragmentation of the productive sector. Other countries, with a more concentrated production sector and a weaker domestic consumption, try to follow the experiences of Anglo-Saxon countries and their wine tourism model. In any case, the economic capacity and the volume of domestic consumption are conditional to the development of a specific model of wine tourism.

Conclusion

Wine tourism includes wine and therefore the details of tourism. To be defined as tourism, it needs an offer described by a tourist infrastructure (accommodation, restaurant, and accessibility), specific activities of this form of tourism and a request described by tourists who love this activity. Wine tourism encourages the sustainable tourism as it allows the local wine producers to earn some revenue. Wine tourism also enables the tourists to know the basics of wine making and to market their products directly to tourists at an affordable cost.

References

1. Wine tourism around the world by C. Michael Hall, 2010.
2. Tourism Management by Ravindra Verma, 2010.
3. Global wine tourism by Jack Carlsen, 2011.
4. www.Midway.com
5. [www. Ajofai.info](http://www.Ajofai.info)