



Wine Tourism: Tourism's Modern Patterns in Nashik District.

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ABSTRACT

Tourism industry activity for the expansion of general societal economy. Wine tourism is a relatively new type of tourism. Wine tourism can be developed with the assistance of wineries and wine industry activity. This activity can be carried out without harming the environment and contributes to long-term development. Wine industry potential converted to wine tourism destination, as well as its development In Nasik, the wine yards have been transformed into not only a place for wine production, but also a potential location for dining with wine and wine yard tours. As per ASSOCHAM “The wine market in India is growing faster than that for any other alcoholic beverage, at the rate of 30% annually. It is becoming more acceptable among women to drink wine. Wine industry has benefited from increased health consciousness and spending on corporate and personal entertainment. In comparison to other Western countries, Indians rarely drink wine; instead, they prefer liquor with a higher percentage of alcohol. Wine is a complete lifestyle drink, a survey into history, a fine dining adventure, a study in viticulture, and a chance to experience different lifestyles.

Key Words: Wine tourism, wineries, wine market, wine consumption, wine lifestyle, wine economies.

INTRODUCTION

Wine consumption per person in India is only 0.07 litre per year, compared to 60-70 litres in France, Italy, and Germany, 25 litres in the United States, and 20 litres in Australia. When compared to other alcoholic beverages such as whiskey, vodka, beer, and rum, wine consumption in India is low. However, given the overall health and growth of the alcohol beverage industry, wine has enormous potential. Currently, major cities like Mumbai have around 40% of total wine consumption in India, followed by Delhi (23%), Bangalore (9%), and the rest of India has only 20% consumption. Nashik in Maharashtra is known as the Napa Valley of India because it is home to the majority of the country's renowned vineyards. Maharashtra is home to more than two-thirds of Indian wine estates. There are over 50 vineyards in and around Nasik, with 40,000 hectares of grape cultivation and 1,100,000 tonnes of annual production, of which only 2% is used to make wine. The most well-known vineyards in Nashik are Sula

Vineyards (one of India's most popular and profitable wineries), York Winery, Chateau d'ori, Reveilo, Mountain View, Zampa Valley, Fratelli wines, and Four Seasons from the UB Group.

India at present has the second-biggest populace on the planet. The assessed absolute populace in India added up to around 1.38 billion individuals. We could be consuming around 250 million liters of wine every year. Wine is a cocktail produced using aged grapes. The regular synthetic equilibrium of grapes allows them to age without the expansion of sugars, acids, chemicals, water, or different supplements. Wines produced using natural products other than grapes are normally named after the organic product from which they are created (for instance, pomegranate wine, apple wine and elderberry wine) and are conventionally called natural product wine. With the end goal of this investigation, wine would mean, the beverage produced using Grapes there are numerous tales about how wine was first made. A run of the mill wine contains ethyl liquor, sugar, acids, higher alcohols, tannins, aldehydes, esters, amino acids, minerals, nutrients, anthocyanins, minor constituents like enhancing compounds etc. This item is presumably the oldest matured refreshment. Depending upon the varied attributes like cultivar, stage of ripening of fruits, chemical composition of juice, use of additives.

Wine tourism has been defined as visits to wine yards, wineries, wine festivals, and wine shows where grape wine tasting and/or experiencing the attributes of the grape wine region are the primary motivators for visitation. [Hall et al 2009]. Today, wine tourism is identified as a growing area of special interest tourism throughout the world, and it is an increasingly important tourism component of for many wine producing regions, with its wide range of benefits including foreign exchange, earning, the creation of both full and part-time jobs, and the generation of secondary economic activity.

Wine Tourism: Today, wine tourism is identified as a growing area of special interest tourism throughout the world, and it is an increasingly important tourism component of for many wine producing regions, with its wide range of benefits including foreign exchange, earning, the creation of both full and part-time jobs, and the generation of secondary economic activity. The Nasik district has been designated the "Indian Wine Capital." In Maharashtra, 92 wineries have been established, with 74 of these wineries located in the Nasik district. Because most people visit these wine yards and industries every day to enjoy wine and wine yard tours, grape cultivation, and to celebrate their happy moments. As a result, the Nasik district has become the fastest growing destination for wine tourism. According to various tourism dimensions, Nasik is the best place for tourism. Wine tourism is a new type of tourism that has emerged in the Nasik district. And the majority of foreign and domestic tourists visited these tourism activities. It also provides information about wine tourism and tourist activities. This study is very useful in determining the progress of the standard of living in that particular study region. This study is aware of the problem and prospects of wine tourism, and the researcher will also try to provide some suggestions and measures to carry out for remedial action related to wine tourism. The majority of the tours are conducted in the state of Maharashtra, in the region of Nasik, which is approximately 160 kilometres from India's financial capital, Mumbai.

Classifications of Wines: wines can be classified into simple groups. Depending on the method of production, all wines can be classified as grape wine, fruit wine, berry wine, vegetable wine, plant wine, raisin wine, and so on. Grape wine is made solely from grapes and is not permitted to use any other materials during the manufacturing process (exception is made only for sugar and oak barrels). Fruit wines are fermented alcoholic beverages made from ingredients other than grapes; they may also include flavors derived from fruits, flowers, and herbs. These wines are made from juices such as pear, apple, banana, papaya, mango, and jackfruit. Cherry wine is made from cherries, usually cherries with enough acidity to make wine. Plant wine is made from the juice of trees such as maple and birch, as well as melons and watermelons and other garden plants such as rhubarb, parsnips, and rose petals. Raisin wine is created using dried grapes. (N.J. Thakor and A.D. Divate 2014).

Present study of wine tourism in Nasik district: Nasik is located 180 kilometres northeast of Mumbai. Nasik is India's most important grape-growing region. Nasik's climate was not only ideal for wine grapes, but also for wine growing regions. Nasik is located 565.5 metres above sea level. The big diurnal variation or the difference between day and night temperatures is suited to get a great balance of sugar, acid, and flavours in wines pulse. 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 wine making. Enjoy the quiet and cool evening in Nasik by walking the rows of wines and seeing how the purest and oldest beverage is made. Taste the various wines produced by these wine yards. It is not necessary to be a wine enthusiast to enjoy this unique experience, which includes both enjoying and testing the wines. Aside from the Nasik wine tour, visitors can extend their stay and visit other nearby attractions.

Visiting wineries is also a great way to learn more about wine. Enjoying wine in context and getting a sense of the larger culture that surrounds the many traditions associated with this grape product the most populated wine yards for wine tourism in Nasik tehsil region are viz-1. Sula wine yards. 2. York wineries 3.Soma wineries. This winery was founded in the years 2000, 2008, and 2010. It is set in a very natural setting. Every day, a large number of people from both our country and other countries visit the wine industry. They dance with the wine test in a beautiful and natural setting. Every day, 2000 to 3000 tourists visit this industry. This industry also organises the "SULAFEST" and "YORKLIFE" wine festivals every year in the first week of February. This festival attracts 300,000 tourists from the surrounding area as well as visitors from other countries. The main purpose of this tourist is to test a wine, see the wine manufacturing process, walk in wine yards, grape cultivation, and celebrate their happy moments, among other things. As a result, there is a lot of room for tourism development in the Nasik district. This will undoubtedly benefit the social and economic development of the Nasik district. Many nearby villages, such as Gangapur, Ganagawhare, Girnare, and Savergoan, have benefited greatly from this industry. The Maharashtra government collects approximately 400000 extra taxes per year through one winery and winery. Local farmers, retail merchants, and shopkeepers in this region are beneficial to tourists because they supply local agricultural food in response to tourist demand. As a result, it helps to increase the country's local, regional, and national income. As a result, the country developed economically as a result of this wine tourism activity. As a result, Nasik is rapidly becoming known throughout the world for wine tourism due to the district's wine industry.

Wine tourism faces the following challenges:

1. Local people are unaware of wine tourism.
2. The transportation system is inadequate.
3. Lack of lodging options.
4. scarcity of local facilities
5. An issue with electricity.
6. Communication issue

Conclusions:

The investigation is focused on the Nashik district with regard to wine tourism. We are better able to comprehend the idea of wine tourism thanks to this study. A sizable portion of wine tourism currently comes from the wine business. Additionally, we are aware of Nasik's reputation as a leader in grape growing on a global scale. However, the wine yards and wineries in the Nashik district now receive the majority of domestic and foreign visitors. Tourists also make up a growing percentage of the population. Nashik is growing in popularity as a result as a wine tourism destination. Both the local and regional economies profit from this tourism activity.

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