

## Wine Tourism , A New Trends Of Tourism

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### ABSTRACT

*Tourism is an important activity for the development of the economy of society. Wine Tourism is one of the new form of tourism. Wine tourism which can be developed with the help of wine yards and wine industries activity. This activity can be carried out without destroying the environment and leads to sustainable development. Potential of wine making wine industry converted to wine tourism destination and also its development. In Nasik the wine yards are converted into not only a place for wine making but also a potential place for enjoying food with wine and wine yards tour. A place to stay in the midst of the wine yards actively participating in the harvesting of grapes stomping , crushing , wine testing , wine festivals etc The study emphasis on wine tourism is developed and growing in Nasik district. This study is focus on improving the social and economical condition of Nasik district . In Nasik district the wine tourist is quietly significant than other tourist. Day by day this tourism activity increased rapidly. This will leads to the economic development to the Nasik district.*

**Key words-** Wine yards , Wine Industry, Wine tourism ,Problems and prospects of wine Tourism.

### Introduction- .

**T**ourism is now a booming and fastest growing Industry. Impact of tourism on rural India has great potentiality because each and every place has unique culture and function so all of which would be great interest to the national and international visitors. Tourism turns the largest industry world wide in terms of employment gross domestics' product. the tourism industry has been growing rapidly as well as changing at a fast a pace .As more people are interested in spending their holidays in nature, ecotourism as well as rural tourism has become one of the segments of the tourism industry. Local communities may benefit in economic terms as well as create an employment opportunities and commitment to conservation and sustainable development.

**Definition of Tourism-** Tourism is a term derived 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 an excursion or journey includes visiting a number of places in a circuit or sequence often termed as Cycling especially a circuitous. Journey embracing the principal places of the country region. Before going to the study we

should understand the meaning of Wine tourism with the help of some concepts.

### Wine tourism (Enotourism, Vinitourism) -

Wine tourism is the new concept of torism from in last decade of 21<sup>th</sup> century. Whose purpose is includes the testing consumption or purchase of wine often at near the source, where other types of tourism are often passive in nature wine tourism can consist of visits to wineries, testing wines wineyards walks or even taking on active part in the harvest. Wine tourism is relatively new form of tourism its history varies greatly from region to region .

**Definition of Wine tourism-** Wine tourism has been defined as visitation to wineyards wineries wine festivals and wine shows for which grape wine tasting and or experiencing the attributes of grape wine region are the prime motivating factor for visitation.[ Hall etal 2009] .

Today wine tourism is acknowledge as a going area special interest tourism throughout the world and it is an increasingly important tourism component of for many wine producing region with its wide ranges of benefits including foreign exchange, earning, the creation of both full and part time jobs and generation of secondary economic activity wine tourism is emerging as a lucrative industry sector with the ability to generate substantial

long term wealth and sustain steady to growth these region.

**Wine Tourism in India-** wine tourism has emerged as the latest trend in the Indian wine industry with active participation of the major wine players are extensively marketing wine tourism for monetary gains . and transforming their wineries inns / hotels for promoting wine tourism . despite the country's vast population on of around 1.2 billion the per capita consumption of wine is quite low. The low per capita consumption level. Indicates a huge potential for growth in the Indian wine market in the coming years.)

**Wine Tourism in Nasik district-** Nasik district has been called 'Wine capital 'of India . In Maharashtra 92 wineries are established out of these 74 wineries located in Nasik district. due to most of people visit this wine yards and industries at Every day for enjoying with wine and wine yards tour, cultivation of grapes and celebrating their happy moments. Thus Nasik district have been growing and fastest place for the wine tourism.

**Significance of the study-**Nasik is known the best place for tourism by various tourism dimensions. Such as Historical, Natural, Religious, however wine tourism is new form of tourism is developed in Nasik district. And most of foreign and local tourist visited to this tourism activities. It also gives information about wine tourism and tourist and their activities . This study is very useful to decide the progress of standard of living in that particular study region. This study is realize to problem and prospects of wine tourism and researcher will also try to give some suggestion and measure to carry out for remedial action related to wine tourism.

**Study Area-** Nasik District in the Western Ghats on the western edge of the Deccan peninsula. Nasik is situated at 565.5 AMSL and lies between 18°33' and 20°33' North latitude 73° 16 'East longitude, occupies an area of 15530 sq. kilometers. Physiographical Nasik District located in the Western Ghats on the western Ghats on the western edge of the Deccan peninsula. Therefore the western part of Nasik has mountainous area while as we go toward east side the height is decreasing hence one can say that the slope of the area is almost toward east side. The plain area lies along the bank of the rivers. The climate of the district is generally dry

throughout years except during the monsoon season the average annual rainfall of the district as a whole is 1034 mm. The rainfall decreases from west to east the summer season is moderately hot and the temperature varies from 36° to 43°. The air is humid during the monsoon season and is generally dry during the rest of the year.

#### **Aim & Objective-**

- 1] To uncork the potential of the upcoming - wine tourism.
- 2] To know the main purpose of wine tourism tourist.
- 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 study the problems and prospects of wine tourism.
- 7] To suggest some measures for remedial action to carry out the development of wine tourism which are distribution in different parts of region.

#### **Hypothesis-**

- 1] Is wine tourism in Nasik district is well developed.
- 2] wine tourism promote the regional and national unity.
- 3] Wine tourism support to the local economy of Nasik district.
- 4] Nasik district is one of the most popular destination for wine tourism.

#### **Source of Data-**

Present investigation is entirely based on both primary and secondary data. Primary data will be collected by field visit and an interview of some vineyards owner and farmers and wine industrialist. Secondary data are collected from some books, research articles, thesis as well as Net.

#### **Methodology-**

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

#### **Present study of wine tourism in Nasik district-**

Nasik is situated 180 km northeast of Mumbai. Nasik is India's largest grape growing region. Nasik climate was not only perfect of wine

grapes but also on with wine growing regions. Nasik at 565.5 meters above sea levels . makes it India northern most 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 pulse .The Maharashtra government has rolled out a conducive wine policy to simplicity wine regulations and make it easy for wine producers to focus on quality win making.

Therefore Nasik has emerged as the wine capital of India there are 92 wineries in India out of them 74 wineries are located in the wineries are existed only in Nasik district .some of which are usually closed to visitors for tasting and put them an our dream. the real a deal the original Nasik wine tour enjoy the quite and cool evening in Nasik walking the rows of wines see how the most unadulterated and oldest beverage is made test the various wines made from these vineyards one does not need to be into wine to enjoy this different experience involves enjoying as much as testing the wines besides this Nasik wine tour one can also extend the stay and visit other attraction around Nasik . as well as visiting wineries is great way of learning abet about wine enjoying wine in context and getting a sense of the whole culture that surrounds the many traditions that are associated with this product of the grape. In Nasik tahsil region vineyards are most populated for the wine tourism viz-1] Sula vineyards. 2] York wine yards 3] Soma wine yards . this wine yards established in the year 2000, 2008, and 2010. It is situated in a very natural atmosphere. Every day so many people of our country as well as foreign country is visited to this wine industry . there are so many objectives behind these visit they want to know about grape harvesting wine producing ,procedure, various test of wine as well as lovely & cheerful environment of this wine industry .the most important intention or motive of these tourist is the take the test of wine with unique rhythm of music. They dance with the test of wine in beautiful and natural surrounding. In this industry to visit a 2000 to 3000 tourist per day. As well as this industry organized “SULAFEST” and “YORKLIFE” wine festivals in every year in the first week of February .in this festival participate 300000 tourist surrounding as well as other foreign country

the main purpose of this tourist is a testing a wine see the manufacturing process of wine , walk in wine yards , grape cultivation, and celebrating their happy moments etc. therefore due to this reason there is lot of scope for the tourism development in Nasik district. This is definitely benefited for the social & economical development of Nasik district. many nearest villages of this industry such as Gangapur ,Ganagawhare and Girnare and Savergoan are really benefited . there are many employment are available to this vineyardes. Because of economic status of these people is increased .there is also transmission of culture and language between the local people and tourist .it really increase standard of living in this village. Local “Grampanchayat” can collect nearby 100000 retune through this wine industry and win yards .The Maharashtra government per year around 400000 excess tax through one wine yards and winry. In this region local farmers as well as retail merchant , shopkeeper beneficial for tourist because of the they supply local agricultural food according to tourist demand.

Consequently it helps to increase local and regional ,national income of the country .Thus country developed economically by this wine tourism activity .so Nasik is becoming famous in all over the world for the wine tourism rapidly because of wine industry of the district.

**Economic and social Impact of wine tourism and industry.**

**A] Economic Impact-**

- 1] Generating employment opportunities for local people.
- 2] Increase the economic level at local and regional tax department.
- 3] Creating market a agro ailed products.
- 4] Creating awareness of market for wine.
- 5] Crating funds from wine tourism it for adopting new and innovated technique in wine industry and cultivation of grapes.

**B] social Impact-**

- 1] Educate the farmers and encourage them for cultivating a winery grape production.
- 2]Improve the standard of living to the rural areas people
- 3] To promote the national unity.

- 4] literacy rate also increased.
- 5] Urban population attract towards nature.

**Challenges faced by wine tourism-**

- 1] No awareness about wine tourism to local people.
- 2] Transportation facility is poor.
- 3] lack of accommodation facility.
- 4] lack of local facility
- 5] electricity problem.
- 6] Communication problem

**Suggestion & Conclusion-**

- 1] To aware about wine tourism to people.
- 2] To provide good facilities to in coming wine tourist.
- 3] To provide well transportation and accommodation facility to the tourist.
- 4] To Provide local facilities by local or district government to the torist.
- 5] To Promote wine tourisam by MTDC.

This study we can understand concept of wine tourism. Now today's the wine industry is significant part of wine tourism activity. We are also known the Nasik is famous for grape cultivation in the world. But now today's most of the foreign and local tourist visited to Nasik district wine yards and winery. And the proportions of tourist increasing rapidly. Therefore Nasik is becoming a good destination for wine tourist. And this tourism activity support the local as well as regional economy.

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