

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