



Wine Tourism in Karnataka – A Study

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Abstract: Today, those who are financially sound take up tours and picnics quite often. They are eager to get themselves away from the hectic city life and enjoy rural atmosphere and agricultural activities. Farmers can use these opportunity to attract the urban folk to their wine yards by providing the required facilities. As we know that the urban population is rapidly increasing, farmers have a favourable opportunity to help themselves obtain an extra source of income by making suitable arrangements for the tourists where they are comfortable and have a memorable stay.

Keywords: Farmers, tourism, opportunity

Introduction:

Today the concept of traditional tourism has changed. Some new areas of tourism have been emerging, one of which is wine tourism. It has many direct and indirect benefits to people, specially farmers, tourists and wine users. Wine tourism is an innovative activity from farm to industry, related to both tourism and agriculture. It has great potential to create additional source of income and employment opportunities to the farmers. As Karnataka is one of the major tourism centres in India, there is large scope and great opportunity to develop wine tourism.

In Karnataka 'Grape Processing and Wine Policy-2007' provision has been made to promote "Wine-tourism" under which the licensed wineries will be allowed to sell wine to those visitors who are interested to buy wine for self-consumption. Wine tourism is the best concept to bring awareness to the farmers, wine enthusiasts and new wine consumers about the health benefits of drinking wine substitute to hard liquors. This will result in increase in wine sales by utilizing grapes. It may not be out of place to say that wine tourism is the biggest revenue source in the European

country.

Wine has been made in India for as many as 5000 years, back then it was called

'SOMARASA'. It was early European travellers who visited the court of Akbar, Jahangir and Shah-Jahan in the sixteenth century who reported tasting wines from the royal vineyards. Under the British influence in the nineteenth century vineyards were established in Kashmir and at Baramati in Maharashtra and number of Indian wines were exhibited and favourably received by visitors to the 'Great Calcutta Exhibition' of 1884. Indian vineyards were totally destroyed by phylloxera (a pest of commercial [grapevines](#) worldwide) in the 1890s. It took nearly half a century to replant them.

The initiation of grape cultivation in the state can be traced back to the eighteenth century. At that time Nizam of Hyderabad brought the fruit variety and introduced it in the state. Particularly in the Northern districts of Karnataka like Belgaum, Bidar, Bagalkote, Bijapur and Gulbarga. Later in the nineteenth century the Christian Missionaries popularised it in the southern districts of the state.



Objectives:

Wine is one of the most popular and most consumed drinks in the world, with the three major producers being France, Italy and Spain. India is also a major grape growing country in the world. The Karnataka wine industry has been steadily growing over the last ten years. Karnataka stands second to Maharashtra in production of wine. The main objectives of this paper are as follows.

- To examine the importance of wine tourism and its development.
- To study the opportunities for the farmers.
- To create awareness among the people about wine tourism.

Reasons for Growing Interest in Wine Tourism:

- Wine tourism has been growing due to awareness and interest about wine in general.
- Government realizing the benefits of wine production for local economy is providing assistance to wine producers.
- Change of value in the society resulting in an increased interest in environmental issues is another reason for the increased response to the wine industry.
- The 'green tourism' activities are gaining popularity due to increased interest in environmental issues.

Hence agro, eco and wine tourisms have become a popular trend.

Motivation for wine tourism:

- To know the entire cultural aspects of grape cultivation.
- To taste wine.
- To gain the knowledge about a

product and industry.

- To experience wine setting, this can include meeting a winemaker and tour of vineyards and wine cellars.
- To enjoy nature of countryside, learn about farming and agri-tourism.
- To appreciate the combination of local food and wine
- To enjoy and have fun. More emphasis is put on festival and special events.

Destinations of wine tourism:

We can identify two main destinations in wine tourism, namely wine yards and wineries.

Wine yards:

Today, those who are financially sound take up tours and picnics quite often. They are eager to get themselves away from the hectic city life and enjoy rural atmosphere and agricultural activities. Farmers can use these opportunity to attract the urban folk to their wine yards by providing the required facilities. As we know that the urban population is rapidly increasing, farmers have a favourable opportunity to help themselves obtain an extra source of income by making suitable arrangements for the tourists where they are comfortable and have a memorable stay.

Few of the important attractions and activities for the tourists in the wine yards are:

- Soil preparation:
- Wine grape varieties:
- Planting system:
- Vine spacing:
- Trellis system:
- Pruning:
- Wine yard water system:
- Pest management:
- Harvesting and yields



Wineries:

There are a total of 17 wineries operating in the state. The grapes required for these wineries are being cultivated by the wineries and are also purchased from the farmers who have contractual agreement with the farmers. The wine industries are taking advice from international experts in the field. as a result the grape cultivators are also cultivating exotic wine varieties.

Wine tour gives you the great experience of wine, health benefits , details about wine making, wine tasting and food pairing. Some wineries have well educated hosts, Hostesses to educate tourists to educate tourists about wine in wine tour. Again they can see the green vineyards which are a visual treat. They can also learn how grapes are grown in the vineyard and how seasons influence the vines. Everything is explained in detail to satisfy the connoisseur as well as the inquisitive mind. They also conduct one day training programs for the students of hotel management, biotechnology, microbiology for their industrial visit project and also issue certificates for students.

Potency for wine tourism in Karnataka:

Karnataka ranks second after Maharashtra in grape cultivation in India. Blessed by nature's abundance, Karnataka has good fertile soil, weather and sunshine advantage which have helped the state to develop mine grape cultivation by enhancing the yield and production. The grapes approximately have a 16% share in the total fruit production in the country (scientifically named as '*Vitis vinifera*').

Grape is one of the commercially cultivated fruit crop in the state. Various varieties of wine grapes are being cultivated in entire plains of Karnataka totalling an area of 2000 acres. It is cultivated in Bangalore (rural and urban), Ramanagara, Kolar, Chikballapur, Tumkur, Gadag, Koppal, Haveri, Bagalkot, Bijapur, Belgaum and Gulbarga districts. These grape growing areas are also called 'Nandi valley', 'Krishna valley', 'Kauveri valley' and 'Hampi hills'.

Along with this, the state government announced the "Karnataka grape processing and wine policy 2007" during the budget session of the year 2007-08. The wine board was created as per the provisions of the policy.

The above mentioned factors all add up to provide special opportunities for the growth and development of wine tourism.

Economic and social benefits of wine tourism:

- Wine tourism helps to promote wine consumption in the state which is a pre requisite for development of wine industry.
- More and more wine industries will be established and hence besides economic growth there will be employment opportunity.
- More area under wine grapes could help to increase assured income of farmers.
- As a healthy drink wine consumption promotes health and passion among public.
- By increasing area under wine grapes the crop canopy and resultant ecological increase benefit.



A positive outlook on Wine tourism in Karnataka

Government of Karnataka announced the wine policy in the year 2007. The impact

of wine policy and achievements of Karnataka wine board has been developing, also giving a high scope to wine tourism.

SL. NO	Detiles	BEFORE WINE	AFTER
		Board Establishment	Wineboard Establishm
1	Wineries(Nos)	02	17
2	Wine Taverns(nos)	00	190
3	Wine Boutique(Nos)	00	39
4	Grape areas(Acres)	500	2000
5	Wine Sales(Lakh Itrs)	15	60.54
6	Wine Melas	-	25
7	International Wine Festival	-	03

Conclusion:

In Karnataka wine tourism has great potential to develop and emerge as an entrepreneurship. Because different factors like natural resources, plenty of grape growing areas, diversified rural traditions, festivals, celebrations and growing health consciousness of the people are in support of this industry. Along with this government's

encouragement is also major factor for the growth of wine industry. Because of all these efforts Karnataka wine tourism attracts delegates and the common people for PATA Travel Mart-2015 programme from 6th to 8th September 2015 at Bengaluru International Exhibition Centre, Bangalore, which is organised by the Department of Tourism, Government of Karnataka.

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