INTRODUCTION

Wine Tourism Wine Tourism has been 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 factor for visitation” (Hall et al., 2009).

As per the statistics, 6,750 families are employed by the wineries which is likely to increase to 13,500. It also provides indirect employment of 10,500 families which is likely to increase up to 24,000 in 2020 (All India Wines Associations).

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. Wine players are extensively marketing wine tourism for monetary gains and transforming their wineries into inns/hotels for promoting wine tourism. Despite the country’s vast population 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 consumption in India is expected to grow at a CAGR of around 18% during 2014-2015 (All India Wines Associations).

Government of India has been making all the very initiative to bring tourism back to country. The Ministry of Tourism has taken out various tourism themes in India that have increased the influx of tourists. The latest of all is Wine Tourism. Though many eye brows were raised on this theme, as India has always been seen as a state oriented towards culture and heritage, the big question that came forward was – will it affect the country’s identity. But after much brainstorming, Government of India has identified the significance of Wine Tourism in India. Though relatively new, Wine Tourism in catching up with others and would soon give a good competition to other tourism themes.

Wine tourism is gaining significant momentum in India. Many vineyards in India have in place their own tasting rooms so that the wine lovers can enjoy travelling to and exploring the wine regions in India. India is a country with an ancient wine-making tradition but a very new and emerging wine producing industry. The first vines were planted long before the 20th Century and, as incredible as it sounds, wine-making has existed throughout most of India’s history, encouraged by the Portuguese and subsequent British colonizers. Yet, India must be the country people least associate with wine, which makes...
its discovery and exploration all the more exciting for the wine lover. The country's viticulture history begins with its Persian conquerors, who brought vines to India circa 300 BC. Throughout India's history, wine was held in high esteem as the drink of the nobility. When the Portuguese arrived in Goa in the South West of India they planted vines to satisfy their demand; the British followed suit and greatly contributed towards the growth of Indian wine production. Then, similar to the outbreak in Europe, the phylloxera louse arrived towards the end of the 19th Century and devastated many of India's vineyards.

Another great setback for Indian wine production was sadly yet to come: following the country's independence from the British Empire, the ruling government set about to pursue the total prohibition of alcohol. Several of India's states banned the production and consumption of alcohol and the government encourage wine growers to convert to table grape production.

At first glance, India is totally unsuitable for viticulture; the summer growing season is extremely hot, humid and prone to monsoons. The best vineyard sites in India benefit from higher altitudes along slopes and hillsides, essential for moderating the summer heat. A fledging wine industry is perhaps just the latest marvel to emanate from this dynamic and resourceful continent. Whilst wine consumption amongst the general population is overall very low, crucially it is growing and with government support undoubtedly the number of wineries in India will multiply in the coming decades. Chile, Argentina and Australia are all countries with a proud history of producing wine – welcome to India, the real New World.

It is critical to note that, the level of tax burden for both local winemakers and importers of wine is high. Control over selling, distribution, and pricing of wine belongs to state governments. Each of India’s 28 states and 7 union territories has its own rules and regulations for sale of alcohol. In some states an imported wine may cost almost 4 to 5 times of its price, with over 50% of its revenue shared between various levels of government. A wine bottle that leaves France at three euros (under $4) is sold in India at approximately 15 euros (about $20).

Eighty percent consumption of wine in India is confined to major cities such as Mumbai (39%), Delhi (23%), Bangalore (9%) and the Goa (9%).

The Supply chain of the wine industry in India is fairly linear. Winemakers are the key to the supply chain and they record good profits. The key to success in the wine business is branding so, a substantial chunk of dollars are spent in selling, distribution and it is also critical to note that, promotion of alcoholic beverages is prohibited in India. So, winemakers use strategies such as surrogate marketing and creating economies of scale.

Wine Tourism In Karnataka The introduction of the new Karnataka Grape Wine Policy 2008-09 has opened a range of opportunities to wine farmers.

Earlier the produce was sold in the local market as fresh fruits and a small quantity is sold as raisins. There was disadvantage of grapes getting spoilt very fast, owing for farmers economic losses. Grape cultivation requires huge initial investment. Pressure to keep up the high quality has put farmers constantly over the edge. All this would be challenged due to production of wine. Now grape growers have assured profits due to demand for wineries. In Karnataka the climatic conditions are best suited for production of grapes suited for wine making. There is a good demand in both local and international market.

Karnataka is all set to promote wine tourism. One can stroll through the picturesque landscape of vineyards and take part in the process of making wine. Not to mention that they can carry some fresh wine and special memories with them. We can come across such tours in Napa Valley, California and New Zealand, Melbourne, Bordeaux (France), Cape Town and Florence. In the state, horticulture department has recognized the grape-growing districts of Bangalore (Urban and Rural) and Kolar, called Nandi Valley and those of Bijapur, Bagalkot and Belgaum known as the Krishna Valley. This is in view that the serene Valley will be of more prominence since it is close to tourist hot spots like Goa, and the heritage centres like Bijapur and Belgaum. Government aims at increasing grape cultivation, and encourages more wineries.

Wineries in Karnataka The Indian wine industry is peaking on a new high at a growth of 25 percent every year opening a range of wineries, foreign liquor companies and private equity firms and over enthusiastic entrepreneurs has set new insights for the upcoming industry.

Nandi Valley in Doddaballapur Bangalore promotes wine cultivation due to its temperate climate, warm sunny days, cool nights along with and combination of rich, well drained soil.

Hampi Heritage in Bijapur The Bijapur Region, located in northern Karnataka (538 mts above sea level) -approximately 600 km from Bangalore (1000 mts above sea level), is ideally suited for growing Horticulture crops. Bijapur -Bagalkot belt had been identified as the target area for implementing the new wine policy. Coming along will be new varieties of grape fetching better price, creation of employment opportunities inprocessing of grapes, manufacturing, packing and transport of wine and of course, big bucks by tapping the huge export market. Northern region of Karnataka have the ideal soil fertility, weather as they fall under Krishna valley.

Review Of Literature
Wine tourism, or winery visitation, is emerging as an increasingly significant sector of both the wine and tourism industries. While research into the area is in its infancy, many industry commentators and participants are now focusing on analyzing winery visitation in order to evaluate the actual benefits to be gained by wineries and tourism operators. In addition to this, they are attempting to understand the nature of wine tourism and the wine tourist, in order to improve the success and profitability of this vital wine industry tangent. (Carlsen& Charters, 2004), highlights the lessons learnt for wine and tourism industries and concludes by examining the future of the wine tourism industry in the world. Donald Getz (2000) has produced an interesting insight into wine tourism. The book gives an overview on the concept and development of wine tourism as well as the principles used in developing attractions for the wine tourist. Getz suggests that the demographic shift in society towards an older population,
Wine tourism has been defined by a number of different authors, all attempting to appropriately incorporate the unique mix of a winery’s character, the tourism product and regional identity. For the purpose of this research, the definition developed by Hall and Macionis (1998) will be employed, which described wine tourism 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.” (Hall et al. 2000).

Although entering into the wine tourism industry does clearly offer many benefits to a winery, a number of authors have highlighted that care must be taken to minimise any negative effects that may occur (Hall et al. 2000). Charters & O’Neill (2000) noted that little empirical research has actually been conducted into the customer service needs of the wine tourist. Similarly, Macionis (1998) suggests that one of the major challenges now facing the wine tourism industry is the lack of service knowledge and experience of many winery operators. Many wineries have therefore entered the tourism and hospitality arena intuitively and not in a strategic manner.

Research on wine tourism has expanded rapidly since the early 1990s with approximately two thirds of the literature coming from Australia and New Zealand, countries with not only substantial wine tourism but also a long record of wine marketing research. Of the remaining literature the dominant source countries for research are Canada and the US. Seven themes are identified from the literature and are: the wine tourism product and its development; wine tourism and regional development; the size of the winery visitation market; winery visitor segments; the behaviour of the winery visitor; the nature of the visitor experience; and emerging area of research on the bio-security risks posed by visitors.

(ACIL Consulting 2002), released a report on small to medium wineries in Australia and found that government assistance is widely needed to support the growth of the wine tourism industry. They suggest that public infrastructure, signage, the creation of wine routes, and the need for region-wide marketing initiatives are vital, as most wineries lack the funding or authority to create their external tourism product independently. Similarly, suggestions were made in an international review of wine tourism and its value to small and medium wineries by Hall et al. (2000) and wine and food tourism (Hall et al. 2003). In addition, Beverland (1998) suggests that although a wine tourism focus appears to be a positive strategy in a difficult operating environment, winery owners need to ensure that they have a potential market before investing substantial capital into the creation of a wine tourism product.

The challenge for operators entering the wine tourism industry is further compounded by the limited academic or industry research into exactly who the wine tourist is, and their needs or expectations at the cellar door.

Previous research has attempted to segment the wine tourist market largely based on demographics (Dodd and Bigotte, 1997, Mitchell and Hall 2001b), interest in wine (Hall, 1996), and wine knowledge (Mitchell and Hall 2001a, 2001b, 2003).

Wine tourism as a discrete field of research is inchoate, yet there has been rapid development in this field since the mid 1990s. The hosting of the first Australian Wine Tourism Conference in 1998 was the first forum in which wine tourism researchers from the public and private sector were able to present their work to their colleagues. Importantly, much of the wine and tourism industry were involved in that conference and served to guide the direction of wine tourism research from that point on. Hence much of the research that is presently available is applied and practical and includes a body of work on wine tourism conceptualization, wine tourists and wine tourism destinations. Initially most of this work took the form of case studies and cross-sectional ‘snapshots’ of wine tourism, with a noted absence of any theoretical underpinnings or conceptual framework to set the context of the research.

Wine tourism has been defined as ‘visitation to vineyards, wineries, wine festivals and wineshows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors’ (Hall et al., 2000). This market-based definition has informed a proliferation of consumer studies of wine tourists and wine festival visitors (Hall and Macionis, 1998; Dixon, 1999; Foo 1999; Cambourne et al., 2000; Dodd, 2000; Getz, 2000; Hall et al., 2000; Mitchell et al., 2000; Mitchell and Hall, 2001; Carlsen, 2002a; Charters and Ali-Knight, 2002; Heaney 2003; Alant and Bruwer, 2004; Fountain and Charters, 2004; Mitchell and Hall, 2004; Tassiopoulou et al., 2004; Taylor,2004; Weiler et al., 2004).

Many wine regions and tourism destinations have realised that the benefits of wine tourism extend well beyond the cellar door.
to virtually all areas of the regional economy and into the urban areas that generate the majority of wine tourists. Wine, food, tourism and the arts collectively comprise the core elements of the wine tourism product and provide the lifestyle package that wine tourists aspire to and seek to experience.

This product-based approach is exemplified in the definition given in the Winemakers' Federation of Australia (1998) National Wine Tourism Strategy: `visitation to wineries and wine regions to experience the unique qualities of contemporary Australian lifestyle associated with enjoyment of wine at its source i.e including wine and food, landscape and cultural activities'. This definition and approach has given rise to a range of studies of the many products and places that comprise wine tourism (Getz, 2000; Hall et al., 2000; Carlsen and Dowling, 2001; Dodd and Beverland, 2001; Telfer, 2001; Williams, 2001; Getz, 2002; Lane and Brown, 2004; Loubser, 2004; Roberts and Deery, 2004; Sanders, 2004; Sparks and Malady, 2004).

(Dowling & Carlsen, 1998). At the First Australian wine tourism conference held in 1998 Carlsen, (1999) set the parameters of wine tourism research and explored the potential synergies of two very successful sectors i.e wine and tourism. These synergies include the promotion of wine regions and events through tourism, increased cellar door sales to tourists, added value to regional production and new business opportunities in wine tourism.

However, some potential conflicts were also identified, not the least of which was the belief that wine tourism benefits tourism operators more than wineries (MacGonigle, 1999; Hall and Johnson, 1999). Some wineries were fearful of tourists who were merely interested in drinking free wine rather than tasting wine, 'mobile drunks' seeking intoxication rather than education.

There were also issues around connecting land-use options associated with the rapid growth of wine tourism in wine regions, as pressure to develop tourism threatened to subsume land under vines (Skinner, 2000; Carlsen and Ali-Knight, 2004). At the start of the new millennium this diversity of views on the potential benefits and costs of wine tourism (King and Morris, 1998a, b) evolved into an industry-relevant, multidisciplinary and pragmatic research agenda. Mainly conducted by universities in collaboration with government, tourism and wine industry agencies, the wine tourism research outputs have been pragmatic and relevant to the needs of industry and government. What is lacking in this applied research approach is an over-arching theoretical framework under which pure, curiosity-driven research into the phenomenon of wine tourism can be investigated. Two attempts to frame wine tourism research have emerged in the literature that could be classified as macroeconomic and microeconomic in their approach.

(Carlsen & Dowling, 1999)suggested a macroeconomic, hierarchical framework for strategic wine tourism research at the national and regional levels. Strategic research issues were identified as follows

1. Wine Tourism Research at the National Level - marketing and branding; export revenue; tourism trends; taxation and regulation; funding; and industry integration, accreditation and awards.

2. Wine Tourism Research at the Regional Level - regional identity, image and branding; marketing and facilities audits; infrastructure; tourist expenditure and the role of local government.

This hierarchical approach was useful in communicating broad wine tourism issues to government and industry groups, but did not extend to the level where wine tourism takes place i.e. the winery and consumer.

(Getz, 2000). Proposed that the research priorities for wine tourism should be based on wine consumers, wine tourists, marketing effectiveness, success factors for wineries and destinations (see Getz et al., 1999). Dodd and Beverland (2001) also took a microeconomic, organisational life-cycle view of winery tourism to identify strategies for successful wine tourism development.

In case studies of three wineries (in Australia, New Zealand and Texas) they developed a five-stage model `from the ground-up' of winery tourism life-cycle stages and the internal and external characteristics of each stage. The five stages identified were

1. Winery establishment;
2. Winery recognition;
3. Regional prominence;
4. Maturity;
5. Tourism decline.

In researching the wine tourism market, age alone does not appear to be a good explanatory variable when conducting segmentation and profiling studies. However, the generational differences in wine consumption are a significant issue for wine producers. The framework recommended in this research would be useful in understanding the implications of generational differences in wine consumption from both the wine industry and tourism industry perspective. Perhaps a coordinate response, in both production and manufacturing, as well as the service of wine at the cellar door is required.

The potential for wine tourism destinations to package 'extraordinary' wine tourism experiences (Carlsen and Ali-Knight, 2003) is yet to be fully researched and developed but may provide a comparative advantage for those wine regions that recognise and embrace the transition from the service economy to the experience economy (Pine and Gilmore, 1999).

Critical success factors for wine tourism regions: a demand analysis by Donald Getz Graham Brown( 2006) Exploratory research was undertaken to examine the level and characteristics of demand for long-distance wine tourism among wine consumers located far from wine regions. In this paper specific attention is given to the importance attached by wine consumers to various destination and trip attributes when deciding upon a wine tourism experience. A convenience sample of 161 wine consumers in Calgary, Canada, provided data for a factor analysis that reveals the core wine-related features, in relationship to general destination appeal and cultural products. It was determined that highly motivated, long-distance wine tourists prefer destinations offering a wide range of cultural and outdoor attractions.

According to Dr. IlikaChakravarty, Academy of Business Management, Tourism and Research, Bangalore, India in Tourism Review.com,As the Indian tourist graduates to 'themed
tourism’; the wine tourism baby is likely to grow quicker. Indian wines will have to prove their quality, sustain and not just sit on exotic value. Offering technical assistance to the farmers, easy license and tax concessions to investors is likely to increase consumption and exports. The vineyards/wineries will need to develop innovative deals and competitive packages for the tourists.

When passed onto tour operators, it can reduce the gap between the vineyards and wine lovers and benefit the grape cultivators with remunerative prices from the wineries. Services of knowledgeable managers, organized wine tours, quality wine tasting rooms, accommodation, catering and transportation facilities can make a big difference.

The Agro Processing Ministry intends to establish a Wine Board and a Wine Research Institute in Karnataka or Maharashtra to promote production, consumption and marketing of wine, educate farmers in growing export-quality grapes and develop technology for quality wines.

The need to offer oenology as a discipline in the universities for students and hospitality professionals has been realized. Many luxury wine resorts, spas and gourmet restaurants are planned in Maharashtra, Karnataka, Andhra and Himachal Pradesh. Wine festivals and conferences are gaining popularity among wine connoisseurs.

The international customer of today – at home or abroad, is much more knowledgeable and discerning about wine drinking. Indians today do not just ask for red/white wines but for newer brands being armed with greater disposable incomes and a new outlook from being better traveled and exposed to international cuisine and trends. In a decade, India’s wine industry will grow to produce 60 million bottles annually, i.e. a ten-fold increase. So far, the mood and performance has been upbeat and poised for success. Thus, one can definitely raise a toast to the future of India’s wine tourism.

(Bhakay, 2010). Wine tourism in Maharashtra: problems and solutions Aditi Raut and Jayashree India, as a new world wine country, cannot replicate the wine tourism model developed by old world countries, despite having a culture and traditions stretching back for many centuries. The model of the new world was created to generate new customers and it better adapted to wine tourism because it was developed in parallel with the creation of new markets. The wine tourism in Maharashtra, especially the Nasik region, is still at a nascent stage and needs a proper tourism development plan. Conscious collaborative efforts are required from the wine and tourism industries to come together and form a wine tourism development board. Such board or body should own the overall wine tourism road map and will remain committed to finance and support its implementation.

A long term development program needs to be undertaken which includes development of overall road infrastructure for better accessibility, affordable accommodation and restaurants, accessibility to airports, uninterrupted access to basic amenities like water and electricity, tourism information centre for tourist guidance, enthusiastic wine clubs and tasting centers, Indian wine history museum, corporate tie up for corporate events, theme-based wine festivals, wine by-products i.e. beauty products, souvenirs and spas etc. The wine tourism board also needs to undertake measures which include integrating wine tourism marketing with other state and national level tourism marketing drives. Wine tourism marketing should be taken to the next level of using international tourism channels like Incredible India, Agro-tourism and Indian tourism.

PATTI, (2009). This paper emphasizes how quality wines can help to valorise and promote the Italian territories throughout the creation of tourist thematic itineraries, such as Wine and Food Routes (WFRs). Actually, they represent a form of alternative tourism and are a powerful instrument for developing a territory–production–tourism pattern. It is evident that WFRs form an integral part of the Italian wine tourism industry; as Bruwer (2003) highlighted, they are the roadways to the core attraction in wine tourism, the wines and the winery. The WFRs other than exploiting the itineraries characterized by grape wine production, concentrate themselves in the promotion of rural traditions and typical agriculture and gastronomy of the various Italian localities.

It is hoped that future wine tourism research will integrate both the production orientation of the wine industry and the service orientation of the tourism industry in order to develop our understanding of the potential and pitfalls of wine tourism in totality. Wine tourism is not a new phenomenon, but research into the many factors that motivate wine tourists and indeed, wineries and wine regions is yet to be fully developed.

RESEARCH METHODOLOGY

Aim
Impact of quality factors and internal factors in the buying decisions of wine patrons

Operational Definition
Wine tourism has been defined as ‘visitation to vineyards, wineries, wine festivals and wines shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors’

Objectives of the study

• To uncork the potential of the upcoming niche tourism-wine tourism

Need for the study

○ In developed countries like France, Italy, USA etc. have emerged the wines sales with the tourism aspects which used to go hand in hand.

○ In the wine map of the country Bangalore always had a prominent position. And never thought of exploring its prospects as a wine tourism destination.

○ In 2009 Mumbai have emerged themselves as a market leader in wine tourism

○ Bangalore was always described as a heritage destination or an IT Hub. Though Bangalore is famous for the wines they produce.

Scope of the Study
The present study is confined to Bangalore which promotes vine cultivation due to its temperate climate, warm sunny days, cool nights along with and combination of rich, well drained soil which excellently compliment the growth of this cultivation.
The pedagogy of the study included a standardized questionnaire which was run through reliability test conferring the cronbach alpha with the score 0.7. Since the test is tested positive, this standardized questionnaire was taken ahead for data collection.

**Hypotheses**
- There is no significant relationship between Quality factors and the internal factors in the buying patterns of the patrons

**Sample Size**
The population of the survey consists of 150 local residents, domestic tourists and international tourists who visit Bangalore city.

**Tools adopted for the study**
Two sets of structured questionnaires were framed and administered for the study. One was for the foreign and the domestic tourists and the other set was for the farmers.
- For the analysis of demographic data percentage analysis is used.
- Chi Square is used to find the relationship between elements.
- To check the goodness of the data, reliability analysis is used.

**Data collection**
Both primary data and secondary data have been used in collecting information for the study.

Primary data is collected with the help of structured questionnaire. Secondary data is collected on the base of articles and other publications on the topic from books, websites, journals etc.

**Statistical techniques and analysis**
Statistical tools used for the study
- For the analysis of demographic data percentage analysis is used.
- Correlation is used to find the relationship between elements.

**Limitation of the study**
- This study is based on data collected from the Bangalore city and the findings should not be generalized and true for all types of tourism.
- The results of this study may not be generalized beyond the range represented by a sample.
- The result of the survey is based on the respondents, chance of bias is present.

**Analysis Of Results**
The consumption patterns of the participants were tested with the internal factors and quality factors were tested and it was analyzed as no significance between the variables. Hence accepting the hypothesis that there is no significant relationship between Quality factors and the internal factors in the buying patterns of the patrons.

**SUMMARY AND CONCLUSION**
The most important findings of this study suggest that government and government policies play a vital role in promoting as well as demoting a tourism product. The proper tourism promoting strategies aligned with governmental support along with the national tourism policies can nurture Bangalore as a favorite wine tourism destination. Tour operators and travel agencies have to play a crucial role in marketing the wine tourism destination in and around Bangalore. The incorporation of the wine education in the curriculum will help in creating awareness among the present and the future generation, thereby wine tourism can be nurtured in a bigger scale. The same operational patterns of established wine tourism countries should be learnt by the experts of the field and can be implemented in the country which will benefit the regions of viticulture socially as well as economically. Karnataka state tourism Development Corporation can come up with a tourist’s circuit which would connect the major wine producing regions of the state. The license issued to the vineyards for the viticulture can be relaxed. To facilitate wine production and its related activities wine parks should be established in different parts of the city. In the international wine tourism arena there should be proper measures to be taken to plot Bangalore as an important wine tourism destination. KSTDC should take appropriate measures to market and strategize wine tourism as a prominent tourism product within the state as well the country. The new entrepreneurs in wines as well as allied wine products should be encouraged to bring forth new concepts in terms of innovation as well as creativeness. Offering technical assistance to the farmers, easy license and tax concessions to investors is likely to increase consumption and exports. The vineyards/wineries will need to develop innovative deals and competitive packages for the tourists.
Reference