



## Wine tourism a pathway for guest satisfaction for recreation activities at Nashik Region

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### Abstract

This article or the content talks about the combination of the two sectors which works together for the satisfaction of the guest. This also tells us the importance of each sector like tourism and the wine respectively. These independent components together serve the hospitality services like food, accommodation, recreation and many more which satisfies the guest desire and needs. This content also shows us the wide range of tourism which helps us to know the various types of tourism. In this we also get an overview of wines which tell us about its types, flavors and varieties. This content also helps us to get the overview of the tourism sectors like type of tourism, need of tourism and explore of tourism which serves the desire of guest to satisfy their needs and wants.

**Keywords:** Tourism, hospitality, wine, satisfaction, guest, teenage, wine tourism, collaboration, combination, customers, recreation

### Introduction

#### Objectives

1. To study the different facilities offered by wine industry for guest satisfaction in Nashik region.
2. To do a comparative study among the major Wineries in Nashik Region.
3. To establish the importance of developing wine tourism on revenue generation in Nashik Region.
4. To study the impact of recreational tour as a part of wine tourism on Guest satisfaction.

To evaluate the impact of facilities offered in wineries on guest satisfaction and tourism development.

Concept of Wine tourism is no longer compact and limited or unknow. Wine industry and Tourism industry together has merge to serve the guest desire and needs. This collaboration of industries has brought a huge boom in the hospitality sector. These two industries are heavily working towards Guest Satisfaction. Wine tourism collectively provides the benefits and pleasure for its guest or customer. Wine as a whole gives the extreme satisfaction to the customer as they can explore various types of taste and flavors of wine. These two-sector wine and tourism respectively together has been explored on a huge platform. The merge of these two sectors has raised the various niche segments to explore on broader platform. These niche segments are various services like resorts, tours operators, accommodations, rental vehicles, local markets have got a wide acceptance and the importance from the customers or guest.

The Wine tourism has a great importance as it shares it part in economic and social development of a particular country. This industry has made its roots strong enough to sustain in this wide globe with its features and facilities. It plays a vital role in satisfying once desire and needs. Wine tourism is most popular as its facilities are provided to all age groups. The acceptance of this type of tourism gives the way for the recreation aspect of the Guest for which they are

ready to pay any amount. Wine tourism has explored a wide range of wines varieties to attract the guest like white wine, red wine, sparkling wine, fortified wine, dry wine and many more. These wines play a pioneer role in satisfying guest needs and desires. These varieties of wine call all the age group to enjoy the flavors and the compliments with the wide acceptance of the wine with the compliments the guest also gets involves in the recreational activities which leads them to stay back get charge and reenergized themselves for their daily day to day life.

Wineries now a days to attract guest has introduced various facilities which make them fall in love with the wineries. Facilities like foot walk through grape farm, bicycle ride through nature, visit to wine production unit, grape harvesting, grape crushing, restaurants, wine tasting with a compliment of food, music concert and feast wine sale and also the scenic nature for pictures and shoots. This facility has attracted the guest for their leisure which in turn has contributed in the growth of revenue of the wineries and in the development of economy as a whole of country.

Tourism alone has captured the whole world by its varieties and facilities which helps one to explore themselves. This industry has given a new way to the traveler to travel at their desire place with extra services and facilities. Tourism industries have introduced herself with various names like pilgrimage tourism, adventure tourism, education tourism, wine tourism, wellness tourism, agro tourism, niche tourism, recreational tourism, medicine tourism, ecotourism, wildlife tourism, culinary tourism, Business tourism, Music tourism and many more. These tourism helps to enc encure the revenue to its state or region. Tourism industry also has contributed in raising the ratio of employment of a particular region or state. Tourism sector has paved a way to promote the skilled and unskilled labors. This tourism industry has upheld the various niche sectors like local markets, transportation, infrastructures, rental vehicles and many more. Thus, the tourism sector has changed the total approach towards the hospitality industry which involves

the food and beverage services, accommodation services and many more like this.

Tourism industry has extended its hand to build up the power of guest and help them to face the world again with the zeal and enthusiasm. "Tourism is the process of spending time away from home for relaxation, recreation and pleasure with the avail facilities".

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9. To evaluate the impact of facilities offered in wineries on guest satisfaction and tourism development.

### Literature Review

1. This study provides us a review of how winery can improve their services to increase the number of satisfied customers or guest. (International Journal on Wine Business Matti Haverila 25 Sep 2019)
2. Niche market has a huge impact on the wine tourism as it serves to the privilege classes of Indian Society, which is small percent of Indian population. The wine tourism in India is a product of urbanization and globalization which caters the only people who has the privilege of spending more on facilities provided by the wineries. (Sula wine Case Studies 2018)
3. Wine tourism is travelling to wine region vineyards, wine festivals and events and also discover about wine and its making. (Anupama S. Kotur 2014)
4. Tourism is a mind broadening experience; the developing of tourism is closely related to the speed of travel, economic growth and political development. It's an excellent means of promotion of national and international brotherhood and peace. (K.N. Pawar 2013)
5. From operational point of view, the core service production arena in wine tourism would be grapes growing and wine production. (Charles and Aliknight 2002)
6. The Quality of services provided in Hospitality industries decides whether the guest will repeat the visit again or not. This shows or out the image of the outlet in the customer's hand. The quality, the policies, the facilities provided by the hospitality sectors attracts the guest to be the positive repeat patronage. This also excites of better practices of quality management and image building components besides with their inter relationship can give a new insight to policy makers and the managers of the hotel. (Nika Abid Suhail 10603/316726 2020)
7. Wine is an un distilled alcoholic beverage with an alcoholic content ranging between 5% to 13%. grapes have the pioneer fruit invested in preparation of various varieties of wine. Other fruit are also involved in wine making like apple for cider, pear for Perry and plum for table and fortified wines. Wine production in India is mostly carried out in Maharashtra, Karnataka wheelset Goa and Himachal Pradesh. (Market Intelligence

Report for Wine agriexchange.apeda.gov.in/weekly.Report/wine\_report.pdf).

8. This study shows us the inyerest of particular group which is known as NICHE group. Niche group is the group who have the common interest; this group has captured the Wine market as they share the common interest. As the nature of the market changes the demand and supply of this niche group changes. This niche group has also played vital role in intensified competition of Wine tourism in Market. (The Market of wine Tourism: Profiling, Segmentation and Behavior. Richard N.S Robinson).
9. This study tells us about Wine culture; it helps us to know about wine fully. Wine destination helps us to know about wine making, wine presentation, grape quality, types of grapes characteristic of Wine and characteristic of grapes. This also shows the wine tourist who has developed a lot of interest in Wine; this helps to the development of region's economy. (Ozlem Gazelle Gromova)

### Research Mehodology

#### Consequences of the Study

- This study aims at the relationship of the the Guest and the facilities which are been provided by the service providers with the intention of satisfying the Guest desire.
- Wine tourism plays a vital role to satisfy these desires of the Guest. This study shows us the efforts of the tourism sector that are involved in the fulfilling the expectation of the consumers as a whole.
- This study focuses on the combine efforts and of the Wine and Tourism Industry together to work prominently for the desires of the Guest Needs and Wants.

#### Demarcation of Study

- This study is restricted to only one city of Maharashtra that is Nashik; which is also known as "The Wine Capital of Maharashtra".
- This study helps to know the behavioral aspect of the Guest which are above 18 years and below 60 years.
- This study focuses on the Guest or the consumers who visits the Wineries for their recreational activities.
- No researcher can study the all aspects of the Guest Behavior fully to get the exact analysis of the study.

#### Sample Size

- This study emphasis on the Guest which visits the Wineries for there the recreational purpose.
- Here we have taken the approximately the number of 100 Guest.
- 50 the Guest visiting the Winery, 20 the winery staff and 30 the general public.

#### Sample techniques

- The data or the information for the for the study required for the proper analysis is gathered through the Questionnaire.
- Primary Data is acquired by circulating the questionnaire of 25 Questions and also by the inform interview of 50 guest and 20 staff members.

- For primary data only, Questionnaire was circulated for rest 30 people/mock.
- Secondary Data This data is acquired by the references of books, case studies on Wines and tourism respectively, Literature review and for the google and other sources.
- We have also visited the sites like google scholar, scopus, ATNA journals and Shodhganga.

**Scope of the Study**

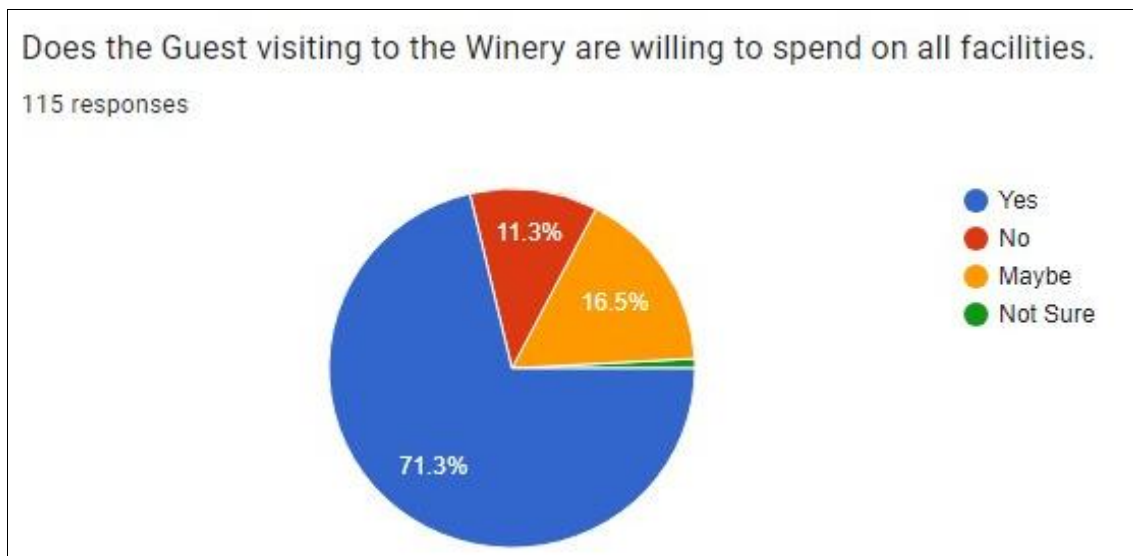
- This study has helped us to understand the relation between the guest needs and the wineries facilities.
- In this we can understand the various desires and the wants of guest which are fulfilled by the wineries as a whole.
- These wants or desires boosts the wineries to develop themselves in fulflesh recreational centers. This study

emphasizes on the supply and demand behavior of the guest.

- This study also focusses on the earning of the guest who are willing to spend on their recreation.
- This study mainly shows us the urge of recreation as to break the barriers of the hetic schedules of the guest.
- This study has also shown us the various initiatives taken by the wine tourism to satisfy the guest and their wants to sustain them in their busy life.
- Wine tourism as a whole helping the guest and society to redevelop themselves; as it employes the society for providing facilities to guest and helps the guest to get indulge in facilities.

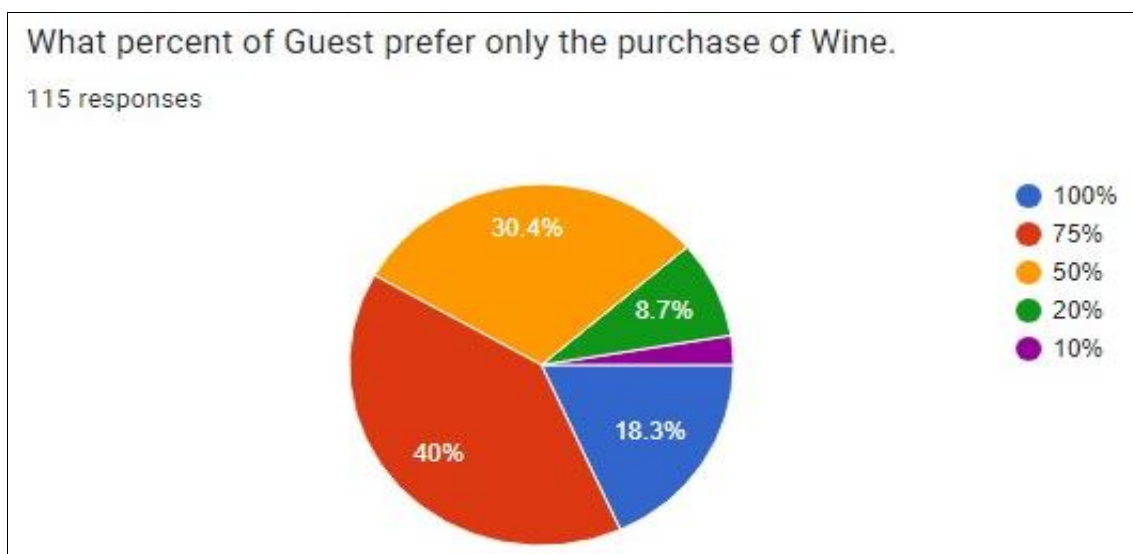
**Data Analysis and Interpretation**

The following pie chart shows us the exact approach of the Guest towards the facilities and the Wine Tourism as a whole.



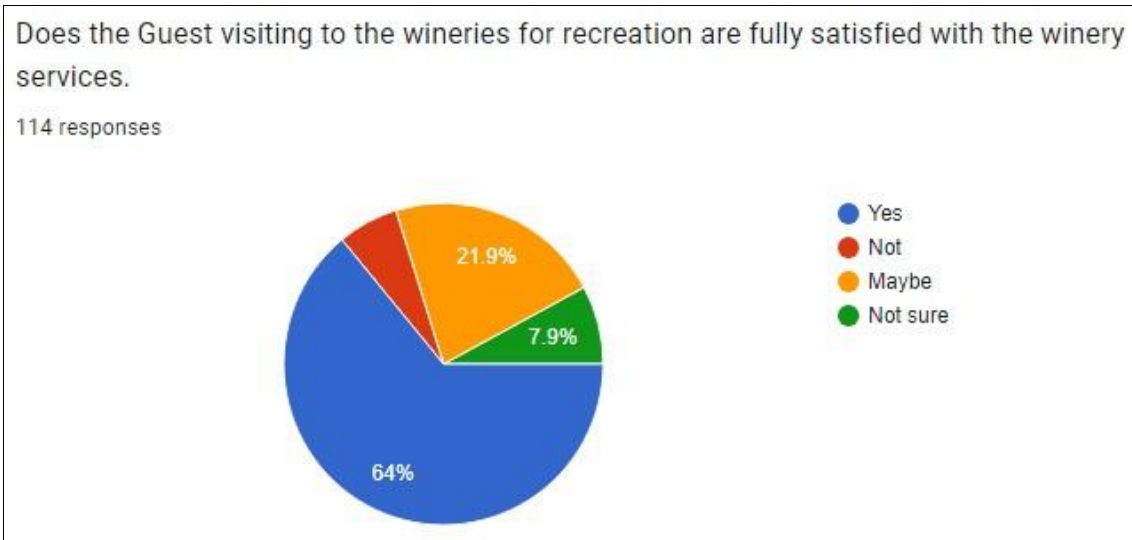
This observation shows us the willing power of the Guest who visits the Winery for their Recreation. 71.3% are those who are prominently using the facilities; 11.3% are not redy

to spend on the facilities; 16.5% are the Guest which can spend or may avoid the facilities;1% are those who are compulsorily not spending on the facilities.



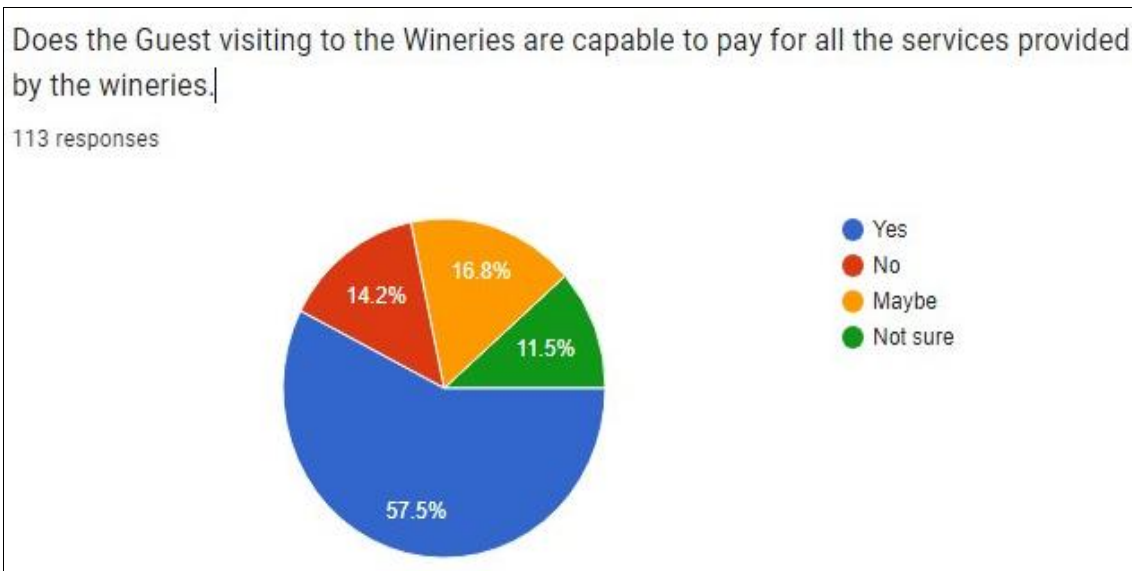
This observation shows us the percentage of guest who prefer only the purchase of the Wine.Here we can see18.3%-100% only want to purchase the Wine without

enjoinig the facilities;40%-75% want both wine purchase and wine facilities;30.4%-50% need only wine purchase;8.7% - 10%.



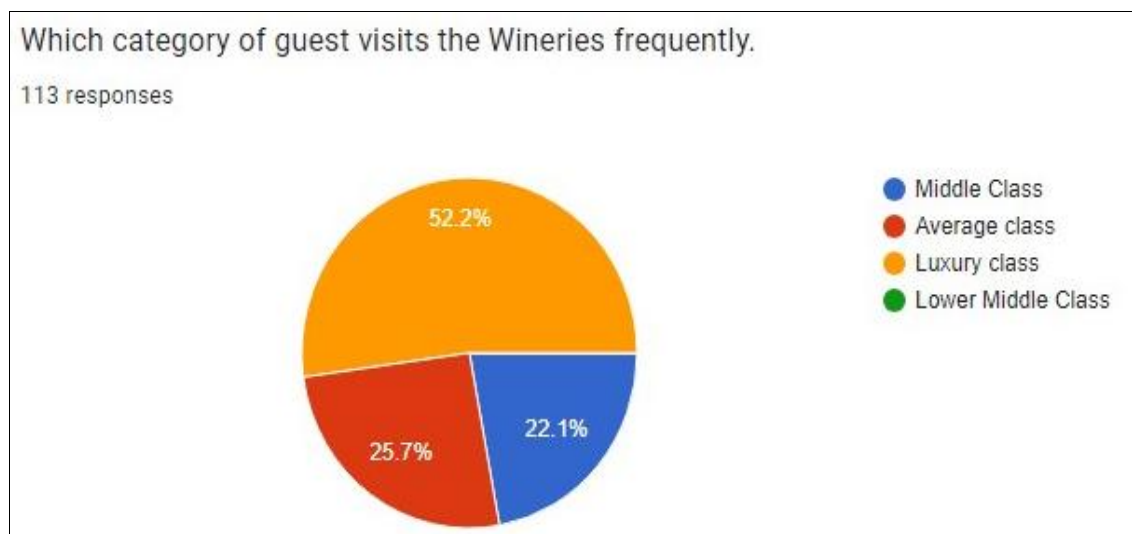
This observation gives us the view of the fully satisfaction of guest with facilities;64% are fully satisfied;15% are not

satisfy with the facilities;21.9% are satisfy or not is not clear;7.9% are not satisfy with the facilities.



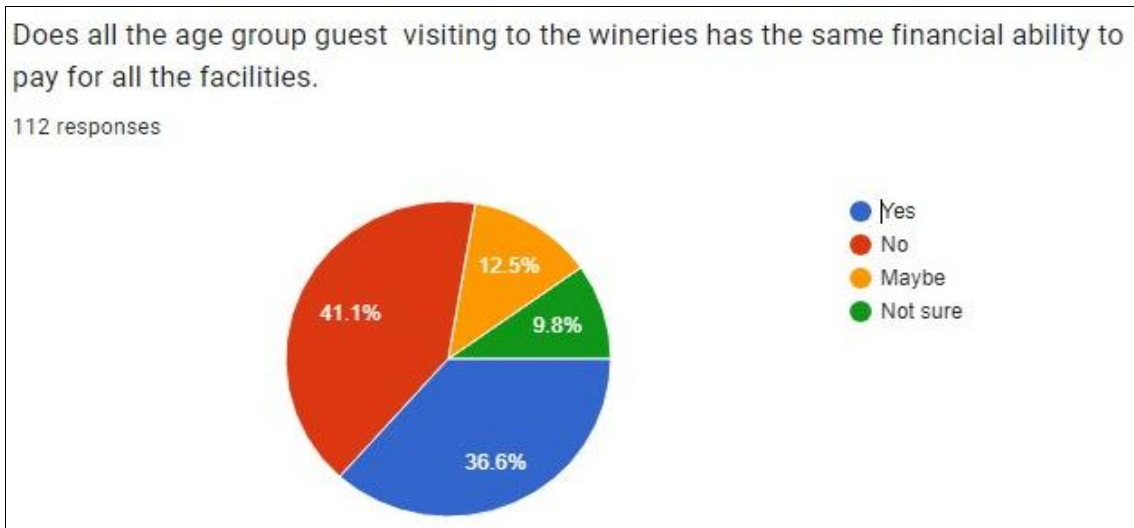
This piechart shows the capability of Guest to pay for the services.57.5% pay for all facilities;14.2% are not willing to

pay;16.8% may pay or not;11.5% does not pay at all.



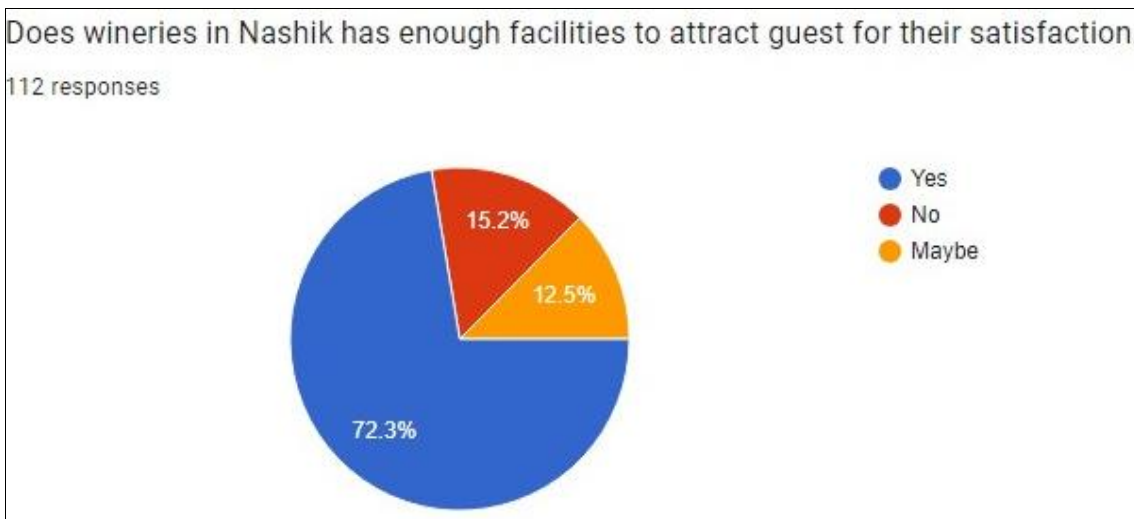
This observation shows the category of the Guest who visits the Winery.52.2%of luxury class visits the winery

frequently;25.7% of average class visits the winery;22.1%is the middle class who visits the winery frequently.



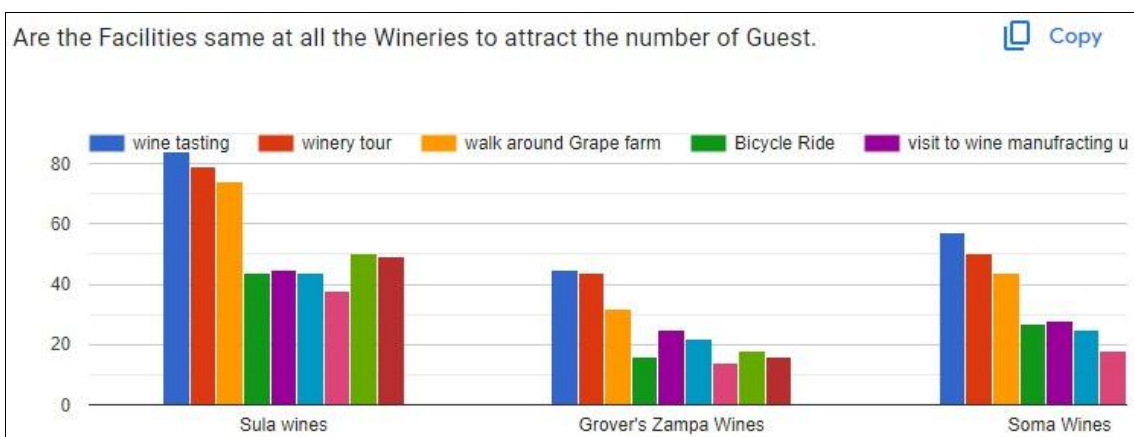
This observation shows the financial ability of all the age group who visits the winery.41.1% of all age group does not have the same ability to pay;

36.6%has the ability to for all age groups;12%may have or may not have the ability to pay;9.8%does not have the same ability to pay.



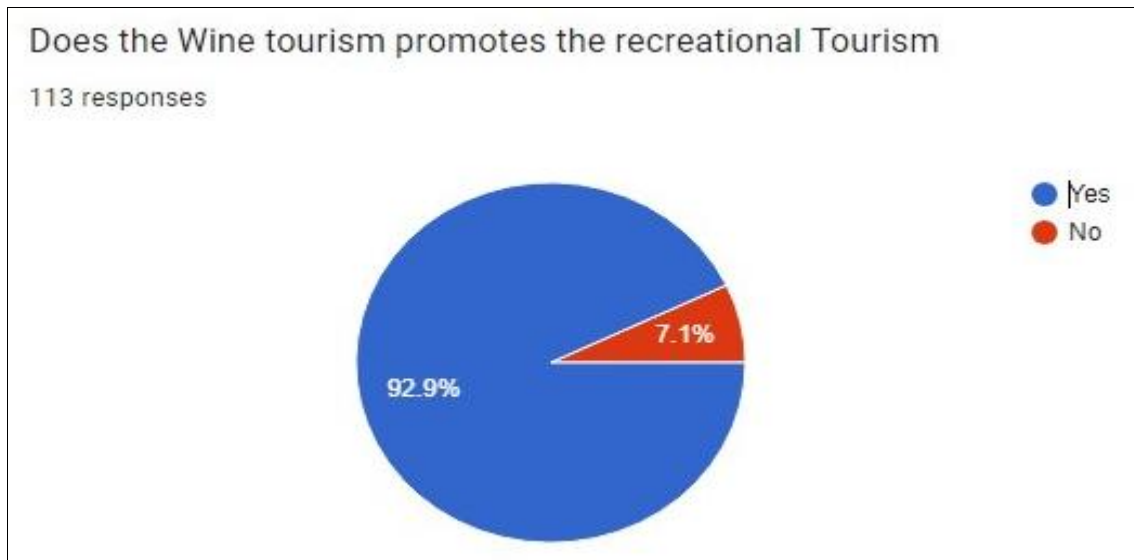
This shows the abilities of the Wineries facilities to attract the guest.72.3% wineries have all the facilities to attract the

guest;15.2% wineries do not have the facilities to attract the guest;12.5% may have the facilities to attract the Guest.



This Bar chart show us the facilities available at the Wineries which attracts the guest. Each Winery has different

facilities to attract the guest and to also promote the Wine Tourism.



This shows us the relation between the wine tourism and the recreational tourism. 92.9% says yes that wine tourism promotes recreational activities and 7.1% says no it does not promote recreational tourism and activities.

### Research Gap

- This study focuses on various aspects of Wine tourism.
- This shows the impacts on the Guest for recreation activities with winery facilitation the facilities of recreation only with full on zeal.
- By passing on the Questionnaire we have promptly discovered the three group's likely one who prefers the winery with recreation facilities, other who prefer only wine tasting and purchase and the third group who does not know the Wine tourism or the Winery at all.
- This study deals with the behavior of all age group from 18 onwards to 60 years, so there is versatility in the responses and in end data.
- Further the Researcher should focus on the third Group which is not aware of the wine tourism and try to promote the Wine tourism widely.

### Suggestions/Recommendation

- This study has some suggestion to be make as it carries a huge mock for interpretation.
- The future researcher should make study on particular age group as it will produce a proper and authentic data.
- As this study focuses on the 3 major groups the in future there should be more awareness among the groups who don't know about the wine tourism.
- Tourism sectors should take the initiatives to promote wine tourism through social Medias, advertisement, Google platforms, social events and many more.
- The wines which are the identity of the Nashik region should be promoted beyond these regions by various events, employment, by skilled activities, by sale and Business.
- By promotion of Wine Tourism, the Nashik Region can fetch a good economy in region and in state as a whole.
- Awareness of Wine tourism all over the nation will give a positive impact on the Indian Economy as a whole.
- This will help in employment for the youth and will prevent from migration for one place to another.

### Observation

This study emphasis on the recreational activities which promotes the Tourism to facilitate the Guest to satisfy their needs and wants. Therefore, the Wine Tourism plays a vital role to promote various Facilities offered in Wineries which satisfies the Guest desire.

### Conclusion

This research was conducted to see the guest behavior towards the Wineries. This has helped us to understand the relation between the Guest facilities and facility provider.

This study emphasis on the Guest and the Wineries as an recreational tour which has impact on the Guest behavior. This study shows the two sectors working together to satisfy the Consumers desire.

Tourism has a huge impact on the Guest which leads to promote various types of tourism like leisure, recreational, educational, and medical and many more.

We have also seen that two different sectors of Hospitality working together to satisfy Guest as well as to boost the economy of the region and of the state as whole.

This paper also shows us the different behavioral aspect of different age groups together on one aspect of recreational tour.

Wine Tourism plays a vital role to satisfy the guest desires as guest are in need of leisure and recreation. Wine tourism put the platform for them.

Wine tourism helps to explore the various types of wine to various age groups. The concept of "Grape to Glass" has been executed in the Wineries.

Wineries are of mostly two types one with full recreational facilities and one with only wine sale and purchase facilities. Wineries also have showed the concept of Wine and Dine which is mostly preferred by the guest.

Winery also has taught the way of drinking Wine by 3S, Smell, Swirl and Swallow. Wine tourism also shows us the production process of the various type of Wine.

Wine tourism has also contributed in the Economy development of the region and also helped in empowering the employment of the skilled and unskilled labors.

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