

A DESK STUDY ON THE SIGNIFICANT STRANDS THAT BESTOWED THE WELLNESS AND WELFARE OF WINE TOURISM

Avin Thaliath

Lavonne Academy of Baking Science and Pastry Arts, Bangalore, India

Tejinder Singh D*

Research Scholar, Bangalore, India

Received 22 February 2021; Revised 05 March 2021; Accepted 08 March 2021

ABSTRACT

Objective: Wine Tourism has emerged as a potentially important factor in Travel and Tourism's performance and function. The objective of this paper is to examine the current state of promotion and welfare of wine tourism and factors affecting them in through a review of the literature. The review focuses on four determinants and their effect on promotion and welfare of Wine tourism in.

Design: A systematic review of Benchmarking, Viticulture and Oenology, Special Interest Tourism (SIT) & Culinary Tourism and Global culture and Practices about promotion and welfare of wine tourism was performed.

Review Methods: The literature was derived from the published research articles. The selection criteria for the review included the studies that were; written in English, related to promotion and welfare of wine tourism in the hospitality sector, Marketing in the hospitality sector.

Results: The literature review identified four distinct lines of research that have focused on promotion and welfare of Wine tourism in. Wine tourism – based articles referenced in this paper, a sample of 30 studies reported on the examination of antecedents of satisfaction among guests. Key findings suggest that all the four factors that are; Benchmarking, Viticulture and Oenology, Special Interest Tourism (SIT) & Culinary Tourism and Global culture and Practices significantly impact on Wine tourism.

Conclusions: The study of Factors contributing to the promotion and welfare of Wine tourism helps in the Tour providers to build an image in the minds of their guests and creates awareness for Wine Tourism.

Keywords: Wine Tourism, Benchmarking, Viticulture and Oenology, Special Interest Tourism (SIT), Culinary Tourism and Global culture and Practices

INTRODUCTION

The tourism and traveler goal appeal can be seen as collaboration between tourism supply and tourism request which relies upon the connectivity of the accessible attractions and the apparent significance of such attractions. This planned structure could be utilized as a basic leadership device in arranging, promoting and creating fitting asset portion systems. Here, tourism contributes tourism potential as a subjective material, a gauge of certain prejudiced conceivable outcomes and

***Correspondence to:** Tejinder Singh D, Lavonne Academy of Baking Science and Pastry Arts, Bangalore, India, Tel: +91 9513335381; E-mail: tejinder0310@gmail.com

incorporates "administrations" as a current part and a quick articulation of the supply. Be that as it may, tourism supply unaccompanied doesn't clarify tourism improvement or the sufficiency of tourism request including vacationer landings, number of overnights, mean stay length, guest assess, general spending plan, inspiration, and so on (Michel rod, 2012).

India has a rich heritage in tourism. Tourism gains thirty three percent of the outside trade of India. It likewise utilizes the most noteworthy number of workers. As indicated by the World Tourism Organization, by the year 2025, it is normal that India will lead the way in the tourism business in South Asia.

The development of Wine tourism is said to have a positive effect on the region, with possible beneficial effect for growers in the region. Be that as it may, for the Wine tourism to be truly effective association at both the vineyard level and at the regional level is required. Similarly, many studies have also been conducted on the benefits of Wine tourism on the Wine producers. The origin of production of Wine has tremendous relevance of Wine. There are multidimensional angles in mix of interrelated Wine scape components that characterize the Wine's one of a kind tangible and material attributes. A consumer's basic leadership process and significance of the Wine area frequently consolidate exceptionally unpredictable and advanced frameworks of multi-dimensional features. It includes various components which the shopper access from or store in the memory each time they collaborate with the Wine promoting and attempt a Wine buy or utilization choice. There have been different reviews previously that have endeavoured to see complicatedly the part of the Wine considers, Wine creation and subsequently the learning of crucial segment of developing the significance of Wine area of starting point in connection to the purchaser purchasing basic leadership handle. The primary level of Wine training is the angle to investigate in the developing advancement of shopper's self-instruction in Wine and data looking for procedure to do as such. Basically, as shoppers increment their contribution and connection with Wine tourism for doing this, so does the level of significance they put on the on the Wine's area root affecting straightforwardly on the basic leadership handle. One needs to comprehend the significance of the two perspectives empowers Wine advertisers to separate item offerings additionally actualize system through Wine learning and Wine tourism to constantly build the significance and familiarity with a Wine's area of tourism. Among many products, Wine is an interesting product as it is one that is marketed and regulated by the state at the same moment (Leonardo casini, 2009).

There is a comprehension of purchaser conduct in connection to the ways of life and psychographics, motivational components and item association. These are the real contemplations, and variables behind the possibility of purchasers devouring Wine. Various Wine specialists have as of now remarked on the outcomes that have been explored as for the Wine customer that influence the Wine purchasing basic leadership handle. There are additionally worries at the worldwide level where the business is ending up noticeably to a great degree aggressive, where there is persistent development with regards to size and piece of the pie, while the new consumers continue going into the business sectors and set up customers occupy their consideration towards option mixed drinks. Wine tourism is a continuous creating research point, and it has turned out to be vital for both scholastics and the Wine business. This pattern would not astound, in the radiance of its real significance to development and achievement of numerous little Wineries. Significant favourable circumstances were driven from visits to vineyards, especially regarding little

Wineries: a chance to attempt new item, assemble mark faithfulness, increment edges, extra deals outlet, promoting knowledge and a method for instructing shoppers about Wine (Tiziana de magistris, 2011). Different reviews demonstrated that viticulture and vineyard tourism is an initiator for local improvement, draws in new ventures to the area and increments local business and tourism (Forbes, 2012).

METHODOLOGY

The objective of this paper is to examine the current state of Wine Tourism and factors contributing to the promotion and welfare of Wine tourism through a review of the literature. The review focuses on four determinants and their contribution on Wine Tourism. The literature was derived from the published research articles. The selection criteria for the review included the studies that were; written in English, related to guest satisfaction in the hospitality sector, wine tourism, tourism performance in the hospitality sector. Research articles were collected from, International Journal of Wine Marketing, Journal of brand management, International Journal of Wine Business Research, Qualitative market research: an international Journal of Hospitality Management, Journal of Services Marketing Etc. journals. Literature review included key words such as Wine tourism, guest engagement, preference, wine development, and performance.

Due to restricted amount of research that has examined factors contributing to the promotion and welfare of Wine tourism in, published research in independent variables were also reviewed. The sample consisted of peer reviewed research articles published in hospitality, marketing, and tourism journals from 1986 – 2019. Published research articles were reviewed, of which 30 are referenced in the paper. From the point of literature review, a sample of 30 studies reporting on the examination of factors contributing to the promotion and welfare of Wine tourism in. The aim of the study, sample, methodology and key findings of these 30 studies has been summarized in **table 1**.

FINDINGS

The term Wine tourism from the context of Hospitality emerged lately in 21st century. The following sections begin with the dimension of the independent variable towards the promotion and welfare of wine tourism that are Benchmarking, Viticulture and Oenology, Special Interest Tourism (SIT) & Culinary Tourism and Global culture and Practices.

BENCHMARKING

In management literature, Benchmarking has become prominent business practice. Organizations such as “Xerox” have pioneered in its formulation and Implementation besides setting performance improvements (Forbes, 2012)(Beverland, 2000). Benchmarking is a term originally used by surveyors to designate”...a point scored that defines an elevation known or accepted from that may be deducted the other elevations (Forbes, 2012),(Donald getz, 1999). Benchmarking is widely recognized as a management tool currently is practiced that is no longer disputed, but acts as a standard tool. Planning a benchmarking is possible, it is basically an assessment of their own organizations comparing their performance with the standards of the best organizations in the area of activity or

even a different area, so that the information obtained is the best source of increasing their own performance in a competitive market place.

In recent years much has been written in the management literature about the multitude of advantages an organization might enjoy from the systematic use of benchmarking. Several books and articles make quite a case for the contributions that benchmarking has made in saving some companies such as Xerox, a pioneer in its development and application, from extinction, as well as the benefits in performance improvements for many others (Martin a. o'neill, 2004)(Rick a fraser, 2008). In this context, benchmarking is defined as the systematic study and comparison of a company's key performance indicators with those of competitors and others considered the best in the function, such as quality management, inventory control, orders processing, etc. The purpose of benchmarking is to identify performance gaps and potential areas of improvement at the strategic or business process levels.

Benchmarking for long has been the idea behind finalizing on the quality of services in many organizations. Over the years, the behavioral scientists have developed quite a number of formulas that seeks to measure the input and output of a system, and the role of company in managing the system effectively and efficiently. There is a definite theoretical system for bench marking and this has been evolved over time; and the system is oriented towards the customer satisfaction and business process improvement. Multiple ideas seem to coexist when it comes to the formulation and contextualization of benchmarking.

VITICULTURE AND OENOLOGY

Viticulture and oenology Tourism are defined as "visitation to the vine yards, wineries, wine festivals and wine shows for which grape wine regions and or experiencing the attributes of a grape wine region are the prime motivating factors for the visitors" (Hall & Macionis, 1998). Wine and dine assumes importance in travelers itinerary, in fact having transformed into key motivator and at time primordial reason why people travel. In it carries the potential to develop a region, in specific a Wine region(Rick a fraser, 2008).Wine tourism generates opportunity for employment and wealth creation, while bringing tourist from within the country and abroad. Besides spawning innovation in business small scale wine producers, it has also emerged as a prominent aspect of wine production(Guidry julie anna, 2009).In fact, regions of Australia are emphasizing on development of culinary delights, keeping in mind wine as a "bait" to bring visitors.(patrick, 1993).

It's interesting to note in Hungary, Wine tourism happens at three levels. They are named family possessed wine basements offering wine for neighbourhood utilization and take away jugs. The next level is a tiny bed and breakfast type of accommodation in level three there is collaboration with wine producers applying jointly for growing and marketing (Micheal Hall C, 1997) The travelers have realized the fact that "wine completes culinary experiences" (Donald Getz, 2006) and immensely contribute towards learning, socializing and repose. (Dodd, 1995).

(Darina Hoffman, 2001) proposed the model wine tourism in light of unique Interest in wine propelled by the goal (wine district), movement (wine sampling) or both. In any case, little research has been done on the theme of wine tourism; however, it stands to profit the back-ward country territories(Pedraja-Iglesias, 2001). Past reviews on wine tourism has been more cantered around supply side, leaving

huge hole in the investigation of traits of wine vacationers, their acquiring behavioral and attitudinal attributes (Hall and Mitchell, 2000). Wine tourism has step by step risen as a vital tourism among the nations of the world. (Westering, 2001), with respect the travelling experience, and it also produces additional motivation making the particular trip (Dodd, 1995), (Alonso, 2009) and (patrick, 1993) point that the place and sort of visitor are vital to decide the free market activity of wine tourism. These tourist falls under the classification of Special Interest tourism (SIT). Such tourisms become relevant when travelers would want to go beyond the sun and sand; to embrace an entirely unique set of activities specifically connected to a destination (Mora, 2006). Tourist need variety and is fed up of regular destinations.

In order to fuel motivation of traveller's special interest tourism, typically-wine tourism plays a significant role in attracting and drawing tourists to peripheral destinations. (Siminitras, 1995). Wine tourism is brought up emerging out of learning of characteristics that potential wine sightseers might want their "traveler item" to incorporate, frequently adjusted to their wishes and desires. (Mora, 2006). Generally, the tourists around the world are largely motivated by leisure, clubbed with cultural and heritage visits, gastronomical delights and countryside travels. All said and done, there is challenge in analysing and building (Dodd, 1995) theory around tourist motivations as they are heterogeneous groups. Their tastes, preferences, desires and expectations differ based on destination, budgets and experience; which the travelers themselves are not much aware off.

Table 1: Review of Literature.

Sl no	Author (s)/ Year	Title	Aim/ Purpose	Method/Analysis	Content of the study/ objectives
1	Michel rod, Nick Ellis and Tim Beal (2012)	Discursive constructions of the role of cultural intermediaries in the wine markets of japan and Singapore	To explore the role and influence of cultural intermediaries in the developing wine markets of japan and Singapore	Semi-structured interviews; NVivo software Analysis.	repertoire one is identified as the chain of influence. (who influences wine consumption). repertoire 2. capturing/ releasing the wine (cork vs screw) 3. education about wine 4. Fashion trends 5. province story (stories behind wine, region etc) 6. cross cultural combinations of food and wine (food and wine pairing). the content clearly gives an outlook on what current generation wine consumers expect (japan and Singapore are novae

					generation wine countries).
2	leonardo casini, Armando Maria Corsi and Steve Goodman (2009)	Consumer preferences of wine in Italy applying best-worst scaling	To identify what are the preferences of a consumer on the purchase of a bottle of wine	Questionnaire; BW Analysis	The statistical analysis evidenced that, while choosing wines in retail stores, the level of involvement respondents showed the greatest differences in attribute importance. Respondents in the on-premise sector were more similar across the socio-demographic groups compared to the retail respondents, with differences in the age and involvement having the greatest effect compared to other variables. The BW method allowed researchers to identify the attributes which are able to influence consumer choices for wine at most (and at least)
3	tiziana de magistris, Etienne groot, azucena gracia and luis miguel albisu (2011)	Do millennial generation's wine preferences of the "new world" differ from the "old world"?	To analyse the difference in the preference of wines among millennials in Spain and USA.	Questionnaire; BW Analysis	Two countries attributes cannot be compared in BW method, hence further research is recommended.
4	Sharon I. Forbes (2012)	The influence of gender on wine purchasing and consumption	To identify the influence of gender on the wine.	Questionnaire; One way Anova Analysis	There is no connection between the consumption of wine and gender. This may be true in terms of country. In a country like India the gender influences are high on consumption. Further research is required to

					finalise the validity of data. conservative women of India, Muslim countries has a huge impact on consumption of alcohol.
5	Biagio Farmularo, Johan Bruwer and Elton Li (2010)	Region of origin as choice factor: wine knowledge and wine tourism involvement influence	To study the wine preference of consumers based on the origin of wine.	Questionnaire; Factor Analysis	Wine knowledge increases with wine involvement, which will give them more insight and understanding of wines region of origin, thereby help them to connect the region of origin aspect with buying of wines.
6	Beverland, Micheal B(2000)	Wine tourism around the world: development, Management and markets.	TO study the impact of Development, management and markets on the wine tourism.	Review Analysis	The review combines researchers' from Australia, New Zealand, South Africa, USA, Canada, France and the Uk to provide a global overview and an outline of the approaches different countries and regions have taken to developing wine tourism strategies. The review also spreads light on other tourists attractions such as the environment, history, culture and gastronomy and makes an important point that few people visit wine regions just to taste wine. the book also talks about the cellar door sales of the wines which gained high popularity in recent times, also factors that influences the visitors to purchase wines both during and also after their visit.
7	Peter w williams and joseph	Cultural wine tourists: product development considerations for	To study the development of cultural wine	Questionnaire; Independent and paired Sample t Test	Cultural tourists believed in spending money on travel if the travel is worth for that

	Kelly (2001)	british columbia's resident wine tourism market	tourism.		money in terms of products and services. researcher also draws light into the characteristics of the cultural wine tourists. the cultural tourists also prefer to have a participative tour experiences also guided tours. when the cultural tourists select a destination not only cultural and heritage attractions were given priority but also opportunities to shop, enjoy traditional culture and art, involve themselves in luxury, visit unique and interesting restaurants.
8	Donald Getz, Ross Dowling, Jack Carlsen, Donald Anderson (1999)	Critical success factors for wine tourism	To study the success factor of WT among Californians at Napa Valley and Australia's Hunter Valley	Questionnaire; Independent Sample t Test	well-designed wineries, good sign posting, special events and functions etc were more appealing. last was developing and marketing wine tourism- respondents believed a strong tourism marketing organisation is essential to develop wine tourism.
9	Martin A. O'Neill, Adrian Palmer (2004)	wine tourism and tourism: adding service to a perfect partnership	The objective of the study is to define wine tourism, find the linking pearl between wine quality and brand values	Questionnaire; IPA Matrix Analysis	The importance of the cellar- door concept and corresponding service levels to the future success of wine- tourism operations. the success is not only on the quality of the wine but also on the way the wines are being sold, the preachment to do the sales, internal customers, quality of internal and external customers etc.

10	charters steve, ali- knight jane (2000)	Wine tourism- a thirst for knowledge?	To study the awareness of the wine tourism among the respondents.	Questionnaire; chi-square analysis	wine tourists who visits a vineyard comes for different reasons: more than the interest in viticulture they come to experience the ambience, the wine as a product and other related wine products. It is an attempt to learn more about the wine, how it is made, tasting or sommelier wines, food and wine pairing, cultural influences of wine and region etc.
11	Tim H Dodd (1999)	Attracting repeat customers to wineries	To study the frequency of the customers in wineries.	Structured interview;Qualitative analysis	friends and relatives were influenceable in their decision to come to that particular winery. other sources of information used by visitors included previous exposure to the label, newspapers and magazines, brochures, previous winery visit, bill boards and convention and visitor bureau information. the managers often neglect the fact of having the tourists back to the vineyard.
12	Rick A Fraser, Abel A Alonso and David A Cohen (2008)	Wine tourism experiences in New Zealand: an exploration of male and female winery visitors.	To analyse the difference in the preference of wines among male and female, in New Zealand.	Questionnaire; Regression Analysis	This study shows that, comparing to the women visitor's male visitors are more involved with the wines including the visit to the vineyards (more visits), more wine weekly consumption and monthly purchases of the wine. The male visitors are more potential than the females

					regarding post-visit wine purchases, both in terms of quantity and the amount they are prepared to spend per bottle also the amount prepared to spent on educative materials on wine also the flyers kept or even materials place d in wine magazines may be well targeted to the males than the women especially the older male.
13	Guidry JulieAanna , Barry Babin, William G Graziano and Joel W Schneider (2009)	Pride and prejudice in the evaluation of wine?	To analysis pride and prejudice in the evaluation of wine?	Questionnaire; independent t test or one-way Anova Analysis. s	Wines will be rated more favourably than Texas wine H2-the higher evaluations of French wine over Texas wine are greater(less) for consumers with relatively low (high) Texas identity. H3-consumers with greater (less) wine expertise will tend to rate comparable wines labelled as from France and Texas wines more (less) similarly than do consumer with less wine expertise. H4- consumers are willing to pay higher prices for a wine labelled as from France than they would a wine labelled as from Texas.
14	Skinner Patrick (1993)	The utilization of a central wine marketing organisation in the re-marketing of Austrian wine -post 1985	To study utilization of a central wine marketing.	Structured Interview; Qualitative analysis	The article writes about the formation of OWMS which success factors are as follows: it brought producers together in a neutral environment, it combined the skills of marketing specialists with wine industry, it helped

					small producers to develop the sales outside their countries with professional marketing help.
15	Micheal Hall C,Brock Cambourne, Niki Macionis & Gary Johnson (1997)	Wine tourism and network development in Australia and New Zealand: review, establishment and prospects	To evaluate the Wine tourism network and development	Structured Interview; Qualitative analysis	Many wine growers or association in Australia and New Zealand don't see wine as a scope for tourism activity or they are unaware about the same. The author charts out different ways by which wine sales can be increased by involving wine as a product of the region, combining with other products and also make it as a tourism product. author says there are 4 types of network categorization. 1. dyadic linkage 2. organisation sets 3. action sets 4. networks.
16	Donald Getz, Graham Brown (2006)	Benchmarking wine tourism development- the case of the Okanagan valley, British Columbia, Canada	To know the importance of benchmarking wine tourism.	Questionnaire; Pearson correlation coefficients Analysis	The author summons up the article giving suggestions on how to encourage and facilitate benchmarking between wineries and wine tourism regions. He suggests that an association should be formed of wine tourism regions, which will be a sub-association to the existing wine industry bodies.
17	Darina Hoffman, Mike Beverland & Nichelle Rasmussen (2001)	The evolution of wine events in Australia and New Zealand: a proposed model	To evaluate the changes of the evolution of wine related activities.	Case Study Analysis	Having a positive attitude in service industry helps in not only lighting the guest but also creating engaging experiences to the traveler who is away from his home.

18	Mercedes Marzo-Navarro & Marta Pedraja-Iglesias (2012)	Critical factors of wine tourism: incentives and barriers from the potential tourist's perspective	To evaluate the factors affecting wine tourism.	Questionnaire; Analysis	The study is based on finding the incentives and the barriers that will lead to the critical success of wine tourism. As per the study services offered by the wineries and the appeal of the destination are the key incentives. Personal barriers constitute the main barrier to participate in wine tourism, whereas the structural barriers come next. personal barriers included interest.
19	Peter Williams (2001)	Positioning wine tourism destinations: an image analysis	To study Positioning wine tourism	Questionnaire; Pearson correlation coefficients Analysis	More than just visiting a vineyard and tasting wine or grapes strobing wine tourism is a culmination of number of unique experiences-the ambience, landscape, surrounding social environment, regional culture and cuisine, local wine styles, and variety of unique leisure activities and activity varieties, that makes the wine tourism popular.
20	Neil Ravenscroft & Jetske Van Westering (2001)	Wine tourism, culture and the everyday: a theoretical note	To understand the wine tourism Culture	Review Analysis	The paper comes up finally with a new research agenda. Valentine (1999) observed that commodities such as food and wine are called as social forms as a statement of domestic, social and cultural dispositions. But the consumption provides a path for shared experiences through which personal, social and cultural

					knowledges are developed.
21	Michael Beverland (2000)	Wine Tourism: a tale of two conferences	To understand the wine tourism	Questionnaire; Multiple Regression Analysis	The paper underlines the need of the following: the role of tourism in economic development or regional regeneration. 2. role of WT in brand promotion 3. what motivates a wine tourists to visit 4. alliances and networks between public and private sectors 5. how to improve wine tourism 6. further research on cellar door visitors.
22	Tim H Dodd (1995)	Opportunities and pitfalls of tourism in a developing wine industry	To identify and evaluate the Chances and drawbacks of tourism in a emerging wine industry	Questionnaire; Regression & Co-relation Analysis	The paper is actually a repeated paper from the same author however the requirements in terms of attributes required for the development of wine tourism is pointed and also a suggestion that in the future the winery should be in a position to attract non-traditional wine drinkers also, the opportunities for wine education, the requirements to advertise in newspaper, brochures so as the people can plan in advance and to inform the people about the event is important. Friendliness.
23	Abel D Alonso (2009)	Are travellers interested in wine tourism in New Zealand?	To study the interest of travellers in wine tourism in New Zealand.	Questionnaire; chi-square Analysis	Main reasons for not visiting wineries among respondents (New Zealand) are 1. ignorance about New Zealandia wineries 2. ignorance about New Zealand wine 3. availability

					of wines and food elsewhere 4. wines are expensive 5. non interest in winery visitation 6. distance 7. posh upmarket and image created by wineries 8. non-drinkers wine.
24	John Hall, Micheal Shaw and Isobel Doole (1997)	Cross-cultural analysis of wine consumption motivations	To study the cross-cultural scrutiny of wine consumption motivation.	Questionnaire; T-tests, Anova and Manova Analysis	Culture is one of the important factors that affect consumer behaviour. While deciding wine consumption patterns the cultural factors has to be taken into consideration. The management implication of this article is that some consumption motives are important to a cultural group where as it may not be important for other group.
25	Genevieve N Bond Mendel and Antonis C Siminitras (1995)	Locating information gaps in the personal selling of the wine	To Locate the information gaps in the personal selling of the wine	Review Analysis	The study briefs about the role of the sales man as an information provider. The gaps created in terms of information giving downstream of a business chain (on-sight licenced) can seriously impede the performance of the selling process.
26	Pierre Mora (2006)	Key factors of success in today's wine sector	To study the key factors of success in wine tourism.	Case study Analysis	It reveals the good times of other wineries in terms of production and the sales they make in terms of wine sales. Some of the content or findings are consolidating the production, increasing the sales forces efforts, reducing the intermediaries between production and consumption,

					maintaining a niche position on the global market all can save a traditional place like Bordeaux.
27	Dieter Hoffmann (2012)	Sustained wine business as reflected by the international alcohol policy	To study the importance of sustainability in Wine tourism.	Review Analysis	The SAT-is expected to bring reduction in the consumption of wines as it is bracketed in the category of liquors and spirits. But the price elasticity of demand for the wine is much higher than beer and in any ways the wine consumers are far away from the alcoholism.
28	B W A Ben Dewald (2008)	The role of the sommeliers and their influence on US restaurant wine sales.	To study the role of sommeliers in Wine Tourism.	Telephonic Interview	On an average sommelier recommend wines to the customers (38%). Sommeliers volunteers to recommend wines about 42% of time. While wine is becoming an integral part of the meal in US, that people are showing keen interest in wines. Author identifies the role of sommeliers in promoting wines and thereby the sales. the implication of this paper is huge for wine experts, restaurant owners, and wine enthusiasts.
29	Isabella M Chaney (2002)	Promoting Wine by the country.	To study the promotion of Wine in a country.	Telephonic Interview	In order to sell the wines firstly promote the local wines to tourists, because this stage people will be enthusiastic to try something new. Secondly undertake price promotions with generic point-of-sale materials focusing on positive aspects attributed to

					that country.
30	Jaime Evaldo Fernsterseifer (2007)	The emerging Brazilian wine industry: challenges and prospects for the Serra Gaucha wine cluster	To study the emergence of Brazilian wine industry.	Questionnaire; Factor Analysis	Secondary sources are used to describe this study, in-depth interviews and survey is used in order to analyze factors related to sustained competitiveness. This is a case study on sera gauche wine cluster. Brazil contributes 1.2 percent of worlds wine production; 17th position in the world and 3rd in south America. the cluster is famous for three things: 1. wine, 2. tourism 3. gastronomy.

SPECIAL INTEREST TOURISM (SIT) & CULINARY TOURISM

Tourism has always been connected to the sun and beach, nonetheless other forms are witnessing considerable growth (Chaney, 2002) The other forms are those related to sports, wine, culture and adventure aptly named Special Interest Tourism (SIT). The postmodern tourism appears to drift away from the four S of tourism – “Sun, sand, sex & surf”. It now encompasses the overall life style that influences daily lives and activities (Williams, 2001). Interest tourism such as eco-tourism and wine tourism have been studied extensively; on whose basis tourists have been segmented according to their activities along the “tourist interest continuum” (Alonso, 2009) SIT surfaces when tourists are motivated to try out diverse set of activities or destinations (Westering, 2001). Evidence indicates a positive economic impact of SIT. Tourists of the SIT type are more likely to spend more, travel and participate in wider activities than the rest (Williams, 2001). Culinary tourism has been identified as “Special Interest tourism” where interest in food forms the primary reason affecting travel behaviors and fall on the upper part of the food tourism interest continuum.

GLOBAL CULTURE AND PRACTICES

It was said by (Donald getz, 1999)approaches the same problem from the point of view of consumption of wine. Wine and eating are reflexive practices. It is said to make an impact on the way people make sense of their identity and subsequently how they are able to connect this identity over a wider social context.

(Rieck & Fraser, 2008) Reflexivity is about the ways how people reflect upon their own actions (Williams, 2001). There seems to be an inherent reflexivity of eating and drinking is used to demonstrate the importance of consumption practices in identity formation. (Dodd, 1995) further went on to study that people were actively involved in determining many aspects of life so that the choices made in eating and drinking reflected a significant level of spatial awareness and geographic knowledge. The place at which wine is produced is taken up pretty seriously in deciding the quality of wine. For instance, (Rieck & Fraser, 2008) observe the production of wine is profoundly geographic reflecting what they describe as an experience of place.

There is a limited literature on the inventories of wine location and wineries. Also there seems dearth in information about the visitors to such wineries is also limited (Donald Getz, 1999). In a market place, understanding of the characteristics of a wine tourist is extremely important for product development and marketing purposes. And interestingly the insights into such deep information are more ascertained from the wine producer than the traveler (Rieck & Fraser, 2008). This assumes significance especially in emerging wine tourist destinations such as India, where wine tourism is gradually gaining importance, while much of empirical study seems to still lack. Especially for Indian market, we need such information since, that will help us define an appropriate mix of wine tourism products that is most suited for the wine tourists.

DISCUSSIONS

Limitations

There are few limitations to this review of literature. The research was limited to peer-reviewed business, wine marketing, psychological, International Wine marketing, brand management and hospitality journals to find out the factors contributing to the promotion and welfare of Wine tourism. Research reports that would have met the inclusion criteria might have been available in other hospitality or non-hospitality publications.

Summary of key findings

The purpose of this review paper was to identify and understand the factors contributing to the promotion and welfare of Wine tourism. The 30 Article reviews relate to factors contributing to the promotion and welfare of Wine tourism, included in this review occurred within the framework of the Hospitality industry. The review aimed to identify the factors that would promote wine tourism. However, four key factors were identified that to determine the Wine tourism. The factors were Benchmarking, Viticulture and Oenology, Special Interest Tourism (SIT) & Culinary Tourism and Global culture and Practices.

The article reviewed in the review of literature had several other factors like colors, package value, etc. But the research review was narrow down to the above mention four factors that were Benchmarking, Viticulture and Oenology, Special Interest Tourism (SIT) & Culinary Tourism and Global culture and Practices. **Table 1** explain the entire review of literature of 30 articles that were published in reputed journals. The findings of this article are in line with the ongoing research attention of factors contributing to the promotion and welfare of Wine tourism.

Recommendations for future research

Further research can be developed on understanding the importance and development of wine tourism across different part of unpopular wine tourist spots. A detailed study can be performed by conducting interviews on the wine tourists who have past experience of the same and the outcome of the study can be applied in the quantitative approach.

Analyzing factors contributing to the promotion and welfare of Wine tourism can also up bring the economy of the city and upgrade its platforms to the international standards.

CONCLUSION

Tourism is becoming an important subject for countries. It has been a key driver of economies to the extent that some countries such as Caribbean islands depend entirely upon the tourist incomes. In most countries' tourism acts as a vehicle for development, specifically by earning foreign exchange reserves, while creating direct and indirect employment to the local populace. The trickledown effect of economy fits well when it comes to tourism. The larger spending by respective governments in tourist infrastructure leads to more indirect employment to locals when the tourists start to flow in. In the recent past, tourism has been characterized by two major trends, firstly the consolidation of traditional ideas and tourist destinations. Secondly the focus is on thematic tourism such as medial tourism, wellness tourism, spiritual tourism, culinary tourism and latest in list is the Wine tourism. According to the United Nations world tourism organization (UNWTO), China, United States of America and Germany were the highest spenders on International tourism in 2015.

Tourism in India has been moving upwards, especially after the campaign of "Incredible India" In the year 2014, Indian tourism sector generated close to about 95\$ Billion. This represented 6.6 percent of GDP for the country that year. This sector is estimated to grow at an average annual rate of 7.9 percent till 2023 which makes India the third fastest growing destination over the next decade. An approximate 40 million jobs are created by the tourism sector alone annually. Wine tourism in India and particularly in Bangalore has been flourishing during the last decade. Conducive climatic conditions, appropriate soil conditions, responsive government policies and schemes, farmers support and flow of investments can be cited as good reasons for Wine tourism to thrive in Karnataka. Our study was to focus and sharpen our understanding of those significant points that contribute to the promotion and welfare of Wine tourism.

REFERENCES

- Alonso, A.D. (2009). Are travellers interested in wine tourism in New Zealand? *International Journal of Culture, Tourism and Hospitality Research* 3(1), 13-24.
- Beverland, M. (2000). Wine Tourism: A tale of two conferences. *International Journal of Wine Marketing* 12(3), 63-74.
- Beverland, M.B. (2000). Wine tourism around the world: development, Management and markets. *Journal of Wine Research* 11(2), 175-178.
- Biagio Farnularo, J.B. (2010). Region of origin as choice factor: wine knowledge and wine tourism involvement influence. *International Journal of Wine Business Research* 22(4), 362-385.

- Chaney, I.M. (2002). Promoting Wine by the country. *International Journal of Wine Marketing*, 14(1), 34-40.
- Charters steve, A.K.J. (2000). Wine tourism- a thirst for knowledge? *International Journal of Wine Marketing*.
- Hoffman, M.B.D. (2001). The evolution of wine events in Australia and New Zealand: A proposed model. *International Journal of Wine Marketing* 13, 54-71.
- Dewald, B.W. (2008). The role of the sommeliers and their influence on US restaurant wine sales. *International Journal of Wine Business Research* 20(2), 111-123.
- Dodd, T.H. (1995). Oppurtunities and pitfalls of tourism in a developing wine industry. *International Journal of Wine Marketing*, 7(1), 17-23.
- Dodd, T.H. (1999). Attracting repeat customers to wineries. *International Journal of Wine Marketing* 11(2), 18-28.
- Getz, G.B.D. (2006). Benchmarking wine tourism development- the case of the Okanagan valley, British Columbia, Canada. *International Journal of Wine Marketing* 18(2), 78-97.
- Donald getz, R.D. (1999). Critical success factors for wine tourism. *International Journal of Wine Marketing*, 11(3), 20-43.
- Fernsterseifer, J.E. (2007). The emerging Brazilian wine industry: challenges and prospects for the serra gauche wine cluster. *International Journal of Wine Business Research* 19, 187-206.
- Forbes, S.L. (2012). The influence of gender on wine purchasing and consumption *International Journal of Wine Business Research* 24(2), 146-159.
- Guidry julie anna, B.B. (2009). Pride and prejudice in the evaluation of wine? *International Journal of Wine Business Research* 21(4), 298-311.
- Hoffmann, D. (2012). Sustained wine business as reflected by the international alcohol policy. *International Journal of Wine Business Research* 24(2), 134-145.
- John Hall, M.S. (1997). Cross-cultural analysis of wine consumption motivations. *International Journal of Wine Marketing* 9, 83-92.
- kelly, P.W. (2001). Cultural wine tourists: product development considerations for British Columbias resident wine tourism market. *International Journal of Wine Marketing* 13(3), 59-76.
- Leonardo casini, A. M. (2009). Consumer preferences of wine in Italy applying best-worst scaling. *International Journal of Wine Business Research* 21(1), 64-78.
- Martin a. o'Neill, A.P. (2004). Wine tourism and tourism: adding service to a perfect partnership. *Cornell Hotel and Restaurant Administration Quarterly* 45(3), 269-284.
- Micheal Hall C, B.C. (1997). Wine tourism and network development in Australia and New Zealand: Review, establishment and prospects. *International Journal of Wine Marketing* 9, 210-220.
- Michel rod, N. E. (2012). Discursive constructions of the role of cultural intermediaries in the wine markets of Japan and Singapore. *Qualitative Market Research: An International Journal* 15(2), 128-147.
- Mora, P. (2006). Key factors of success in today's wine sector. *International Journal of Wine Marketing* 18(2), 139-149.
- patrick, S. (1993). The utilization of a central wine marketing organisation in the re-marketing of Austrian wine -post 1985. *International Journal of Wine Marketing* 5, 300-310.
- Pedraja-Iglesias, M.M.N. (2001). Positioning wine tourism destinations: An image analysis. *International Journal of Wine Marketing* 13(3), 42-58.
- Rrick a fraser, A.D. (2008). Wine tourism experiences in New Zealand: An exploration of male and female winery visitors. *Acta Turistica* 20, 39-59.
- Siminitras, G.N. (1995). Locating information gaps in the personal selling of the wine. *International Journal of Wine Marketing* 7, 14-30.

Tiziana de magistris, E.G. (2011). Do millennial generation's wine preferences of the "new world" differ from the "old world"? *International Journal of Wine Business Research* 23(2), 145-160.

Westering, N.R. (2001). Wine tourism, culture and the everyday: A theoretical note. *Tourism and Hospitality Research* 3(2), 149-162.

Williams, P. (2001). Positioning wine tourism destinations: An image analysis. *International Journal of Wine Marketing* 13(3), 42-58.