



# A Strategic Framework to Enhance Wine Tourism & Optimization of Wine Route: A 3-stage Tourism Model Approach

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## Abstract

**Purpose:** With just one vineyard to begin with, Karnataka, a southern Indian state, has subsequently become India's biggest wine-producing state, with 15 wineries. Though Karnataka is one of the most prominent wine producing regions of India, wine is still not a popular drink. Since alcoholic advertising is prohibited in India, wine label information and wine tourism are the only ways to communicate with customers. Therefore, the study aimed to develop a strategic framework to identify measures to boost enotourism in Karnataka on the basis of 3-stage tourism model.

**Research Methods:** The methodologies used in the study include documentary search in promotional brochures, specialized magazines, and academic journals, website of wineries and tourism promotion of the state. A structured one to one interview was conducted with winery owners/winemakers of 15 wineries of Karnataka.

**Results and Discussion:** The main contributions are the study identified the following factors that are lacking in the Karnataka wineries namely, network between wineries and other tourist attractions, no wine route, joint promotion and special events, no organization of wine festivals with alliance of wineries, no dissemination of information and less flow of tourists and no involvement of public and private entities. Finally, the study has proposed six different wine routes and its requirements and advantages to take maximum benefit.

**Implications:** If these conclusions are adopted, wine tourism in Karnataka will become more flexible for consumers, and wineries across the state will establish a regional brand; if wineries can establish networks with other wineries and nearby tourist attractions, as well as hold special events and festivals, as this will aid in the development of wine routes. The wine routes and wine festivals would promote a productive and beneficial chaining between the region's tourists and complementary offerings. Using the same format of the study a future research can be done in other wine producing regions.

**Keywords:** Wine tourism, Karnataka wines, 3-stage Tourism model, Wine route.

## INTRODUCTION

Karnataka started to produce wine from the year 1988, from one winery then it's become a wine producing region of India with 15 wineries now. In India, next to Maharashtra, the second largest wine producer with 30% growth rate annually is Karnataka. The state has around 9,700 hectares of land under grape cultivation. More than 1,67 lakh tones are produced annually. The new wine policy 2007 has led to the growth of the industry where more players started to establish wineries as the winery license fee has been reduced drastically. Government of Karnataka is very keen in conducting wine events and festivals on periodic basis which brings all wine drinkers under one roof thus helping the wineries to exhibit their brands. In this context, there are two reasons that has brought the need of enhancing wine tourism, namely, after so many efforts taken, still wine is the least consumed drink in Karnataka when compared with beer or other spirits and it is the major players who are popular among consumers and few producers are facing a gloomy situation. Since advertising alcohol is prohibited in India (Poonacha, Mandanna, Kumar, & Patted, 2013), the ways to reach consumers are through wine label information and wine tourism (Mathur, 2014). Therefore, this study focused in understanding the present scenario of wine tourism in the state using a 3-stage model and to suggest strategies to enhance enotourism in Karnataka.

The research gap was identified from the other research studies by (Brown & Getz, 2005) (Williams, 2000) (Winery, 2011) (D. N. S. Kumar, 2014) (Alant & Bruwer, 2007) (Gawande, Shukla, & Mishra, 2017) which recommended to examine the sequential patterns of wine tourism. Furthermore, research is needed to identify how wine contributes to the ultimate choice of destination, and how activities linked to wine are accommodated for other travel purposes. The study by (Kirkman, 2010) provided recommendation to research how to use tourism to promote wineries. (Saayman & van der Merwe, 2015) suggests in researching and developing ideas and models that deal with the memorable wine tourism experience.

In regard to the research gaps identified, the following are the research questions framed,

1. What are the efforts of wineries on developing wine tourism and uplifting the standards of Indian wines to the global market irrespective of the size of wineries?
2. Where do wineries of Karnataka stand in terms of wine tourism and what are the efforts taken by wineries on developing wine tourism?

The objective of the study is,

1. To apply 3-stage tourism model for the critical analysis of the current state of wine tourism in Karnataka and arrive at strategies for enhanced wine tourism.

## LITERATURE REVIEW

(Chowdhury, Mukherjee, & Sengupta, 2018) wine tourism is a form of tourism in which the picturesque view of vineyards attracts the visitors. (Chatterjee & Prasad, 2019) proves how tourism helps farmers in developing identity and overcome risk and the same can be implemented in wine tourism as the vineyard visit is always a part of enotourism. More competition among wineries will allow to position themselves according to the taste and preferences of the consumers. Tourism has high opportunity in increasing sales (Novo, Osorio, & Sotomayor, 2018). As proven by the (Jaykumar, 2014) that wine tourism would help in spreading brand awareness. For the development of wine

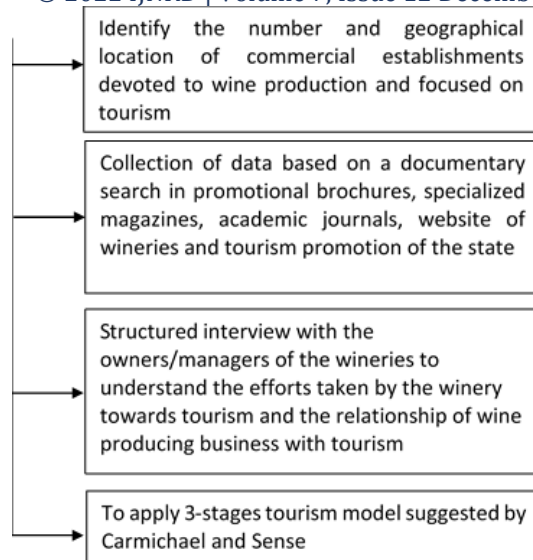
tourism, firstly it should be informed to the customers in an attractive way that would influence the visitors to visit the winery. According to (Srivastava, 2013), there is no wine culture prevailing in India. The awareness seems to be lacking in terms of type of wines and pattern of consumption. The study suggests creating awareness to receive high level of acceptance and demand. Wine tourism is a concept where the visitors get an opportunity to see how grape turns into a glass of wine. They visitors are educated on wine in various aspects. Therefore, wine tourism contributes in developing wine culture. (Sheth, Pereira, Thomas, & Kumar, 2014) states that India is rapidly growing in the wine market and wine festivals help in creating consumer awareness by educating the consumers who take part in the festivals. (Thaliath & D.N.S., 2015) states that tourism and wine have to go hand in hand to develop wine industry. Karnataka is at a prominent position in the winery map of the country but has not thought about developing the destination as a tourism destination. According to (Sharma, 2015) there is a need of proper education and awareness which should be driven by central and state government. This would be a support to local wineries and consumers who would be aware on benefits of wine over liquor. The study gives an idea on creating wine route and the requirements in the wine route. The study by (Kaddi, 2015) states the importance of wine circuits in enhancing wine tourism in a state. The study also emphasises the need of joint marketing among wineries and the involvement of public and private entities. (Carmichael & Senese, 2012) proves that the stage models will help in indicating the evolution of tourism destinations as it acts as a tool to analyse the relative ability to cope with different forms of tourism development. (Kaddi & Suklabaiya, 2013) recommends uniform wine policy for the entire country with more importance to aspects like research, quality improvisation, import and export regulations, taxation, benefits to small scale industries, etc. (Soonthodu, 2017) analysed Karnataka's tourism policy and recommended that the future tourism policy should address the promotion of wine tourism and would make Karnataka a choice for domestic and international travellers.

The wine-tourism countries do not attract customers and this may be because there is no target promotion and lack of initiatives on the part of authorities (Terziyska, 2017). In India, despite more wine production and many popular wineries, there exists a state where the export and import of wines in India is negligible and India stands nowhere in the wine map of the world (V. Kumar, Jnawali, Kaur, & Tanwar, 2016). The Indian wine research should concentrate on wine exports, promotions through campaign and wine festivals and wine tourism which will change the market trends in the Indian wine industry. The Indian government has found that the wine industry is booming and has supported by reducing value added tax (Bheemathati, 2015).

Therefore, the study aims to analyse the status of wineries in regards to wine tourism in the state of Karnataka.

## **MATERIALS & METHODS:**

The topic of research signifies on developing sequential strategies to increase wine tourism in Karnataka and focuses on understanding the current scenario in terms of wine tourism. Therefore, a 3-stage tourism model suggested by Carmichael and Sense (Novo et al., 2018). This would include identifying the geographical location of the wineries which devote to wine production and tourism. The data was collected by visiting the wineries and by other sources like tourism board website, winery website, specialized travel magazines, etc. and through structured interviews with the owners/ managers of the wineries. Later, by applying the 3-stage tourism model the present scenario of wine tourism in Karnataka was identified and thus the strategies for enhanced wine tourism were arrived. The pictorial representation of the research design is done in Figure 1.



Source: Primary Data

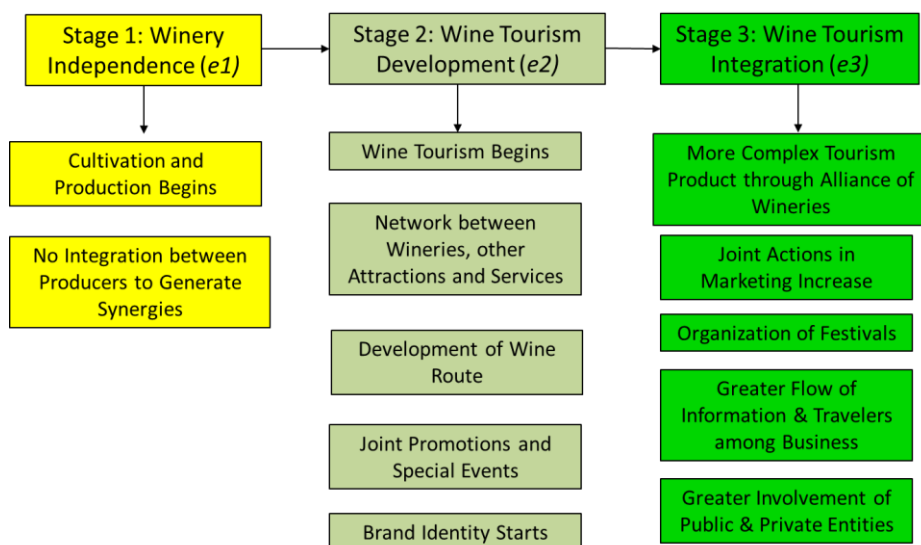
**Figure 1 Pictorial Representation of Methodologies Adopted****RESULTS:****3-stage Tourism Model:**

The next stage of the research was based on the 3-stage tourism model proposed by (Carmichael & Senese, 2012). Based on this, the stages of development in enotourism of the Karnataka wine regions were analyzed. As the wine industry develops in a state, the integration and connection between the wineries tend to increase, which results in joint promotion, marketing and an increase in the flow of tourists. This model helps to determine the status of wineries in terms of wine tourism and analyze the further steps to be taken in developing the destinations. The stages in this tourism model (Refer Figure 2) are:

Stage 1 (*e1*): Winery Independence – The wineries in Stage 1 don't have any connection with other wineries and each of them perform independently.

Stage 2 (*e2*): Winery Tourism Development – the wineries have started to develop marketing strategies by creating linkages with other wineries and tourism attractions by developing wine routes linking.

Stage 3 (*e3*): Wine Tourism Integration – the information about the wineries in this stage flows intensely as there will be a high level of integration among wineries and also there will be an intense flow of tourists.



Source: (Carmichael &amp; Senese, 2012)

**Figure 2 3-Stage Wine Tourism Model**

In stage 1, there will be no or little awareness about the wine and wineries of the region. There will be a growth in wine awareness in stage 2 due to the joint promotions taken by the wineries. In stage 3, the enotourism product becomes complex as it will be promoted by public and private entities and festivals and events conducted.

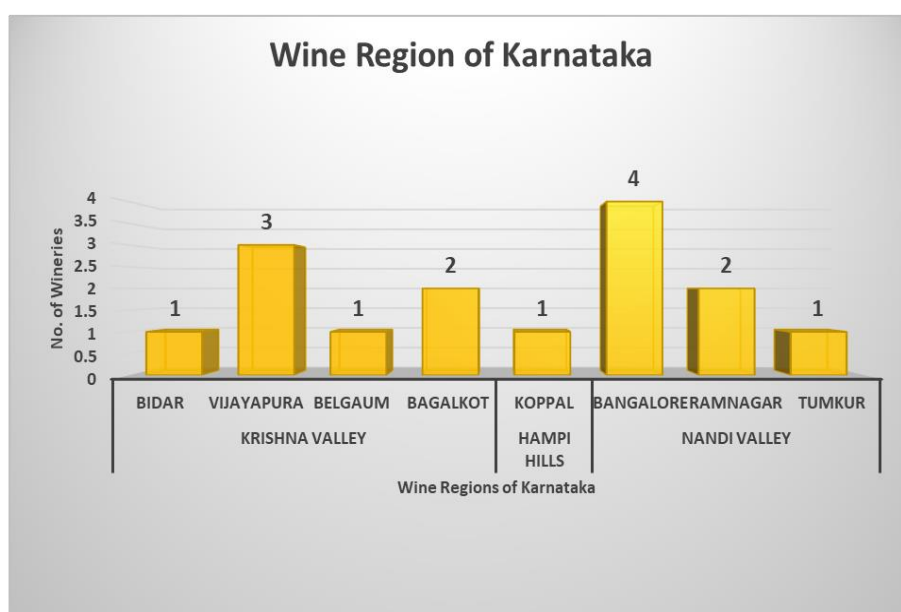
### Identification of Number of Commercial Establishments Devoted to Wine Production:

As per the first methodology of the study, the number of commercial establishments devoted to wine production in Karnataka were identified by conducting interviews with Karnataka Wine Board which is a government organization solely setup for creating wine awareness among consumers and helping the grape grower and the wineries. According to the interview conducted there are 15 wineries in Karnataka which are commercial establishments devoted to wine production. The names of the wineries are not revealed for confidential purposes instead the wineries are coded with alphabets.

### Identification of the Geographical Location of Commercial Establishments Devoted to Wine Production:

Once the numbers of wineries were identified and each winery was visited in person for conducting structured interviews with the owner/manager/winemaker of the winery, the geographical locations were identified to ease the visit.

Overall, the Karnataka wine regions are divided into 4, namely, Nandi Valley, Krishna Valley, Cauvery Valley and Hampi Hills. These are the 4 regions where wine grapes are grown. The wineries located in the regions can also be divided based on the 4 identified wine regions.



Source: Primary Data

**Figure 3 Wine Regions of Karnataka**

### Collection of Data on Documentary Search – Promotional Brochures

On the basis of observation of the winery brochures, Winery D & F are involved in wine tourism. Both wineries have vineyard tour, winery tour and a wine tasting session. Winery 'F' also allows visitors to conduct parties at the winery premises and rent out the space for wedding photo shoots. The wine tourism efforts of other wineries are unknown according to the brochure observation. Further observation of specialized magazines, journals and winery websites along with structured interviews with the owner or the winery manager helped to find out the wine tourism efforts taken by each winery. On the basis of which, the winery's stand in the 3-stage tourism model were analysed.

**Collection of Data on Documentary Search – Specialized Magazines**

The documentary search of specialized magazine was done. Sommelier India (SI) is the wine magazine for wine lovers in India.

Out of 15 wineries in Karnataka, on the basis of documentary search of Sommelier India wine magazine, only the efforts of Winery A and F has been identified. The tourism efforts of other Karnataka based wineries are not identified. The same would be found out by other methodologies of the objective, namely, documentary search of journals, winery websites and lastly by conducting face to face interviews with the owners or managers of all the wineries in Karnataka.

**Collection of Data on Documentary Search – Academic Journals**

As per the documentary search of academic journals, it is identified that though the wine industry is growing in India there is no wine culture prevailing among consumers. The reasons for the growth of the industries include globalization, changing customer behaviour pattern, income level, travel to foreign countries, etc. All papers suggest that in order to develop the growth of the industry there should be awareness created among consumers. In regards to this, tourism and wine are suggested to go hand in hand to increase the level of growth. The literature is evident that one of the wineries in Karnataka is a major player in the Indian wine industry and one more winery has taken up wine tourism as its promotional tool and 68% of the outlets in Bengaluru have sold its brand. The review of the academic journals therefore, strongly emphasis the need of wine tourism which would help Karnataka to become prominent in the wine map.

**Collection of Data on Documentary Search – Website of Wineries**

The websites of all the 15 wineries in Karnataka were observed as a part of documentary search and the details of the website information is as follows.

Out of 15 wineries in Karnataka, 11 wineries own a website and 4 wineries doesn't own one. According to the website of the 11 wineries, only wineries 'F', 'N', 'C' and 'D' have the information on wine tourism. The other wineries though own a website, there is no information on tourism or tourism related activities provided by the winery. These 4 wineries have detailed the tourism information in the website in a way that it is clearly informed to the potential visitors. the information includes the price of the tour, timing, facilities and services offered and the route map and address of the winery.

**Collection of Data on Documentary Search – Tourism Promotion of the State**

As per the Tourism Policy of Karnataka 2015 – 2020, the development of projects under various tourism products and services categories include development of tourism clusters and focus tourism destinations and agri-tourism.

According to Annexure 2, of Karnataka Tourism Policy (2015 -2020) the tourism clusters include urban tourism, wildlife tourism, heritage, nature, religious, wellness and coastal tourism. The tourism cluster doesn't include wine tourism though the efforts are taken by Karnataka Wine Board. For the development of tourism circuits within a tourism cluster an additional 10% of investment subsidy is to be provided by Government of Karnataka. A tourism circuit is a route within a single tourism cluster which includes at least 3 focus destinations of tourism in a way that none of the destinations are located in same village or town. According to Karnataka Tourism Policy, there is an emphasis on development of agri-tourism. This includes the activities in a farm and its related operations. Tourism related activities include horticultural and agricultural activities which involve tourist participation.

Overall, the tourism policy of 2015 -2020 is investment centric and needs to emphasis on development of public transport as it would impact on multiple visits by tourists (Soonthodu, 2017).



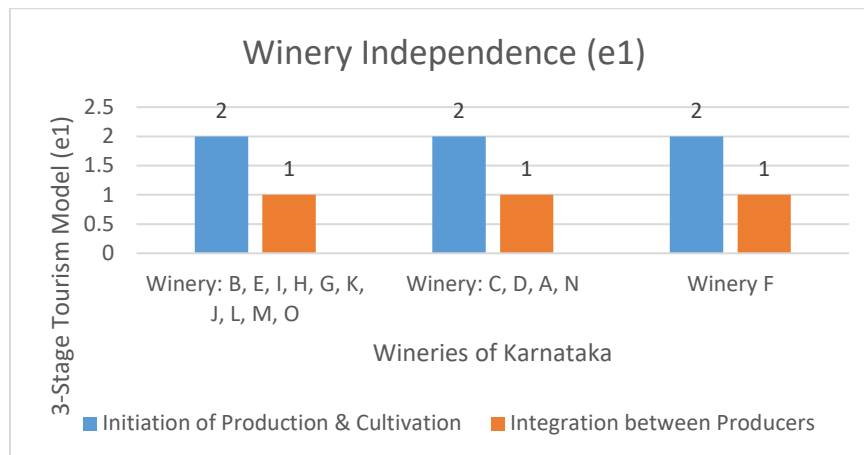
## Structured Interview with Owners/Managers of the Wineries

A structured interview was conducted with the managers/owners of the winery as a part of the research. The details of the interview are put in a format of interview form to understand the efforts taken by wineries towards tourism. Based on which the analysis was done using 3-stage wine tourism model.

### Stage- Wise Explanation:

#### Stage 1 (e1) – Winery Independence:

No. of wineries: 10



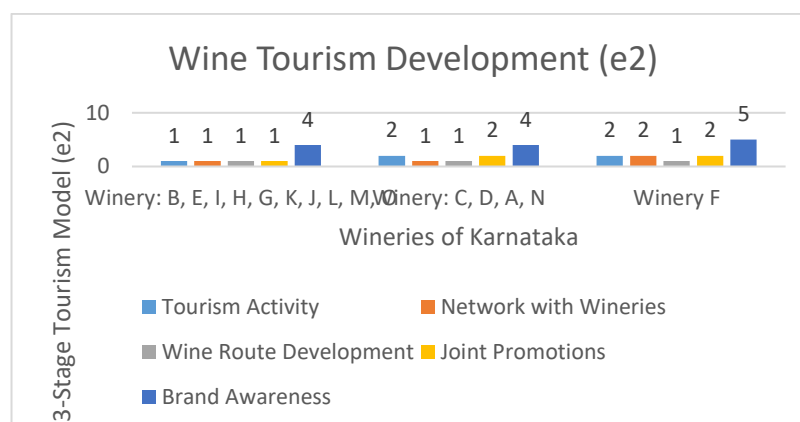
Source: Primary Data

**Figure 4 Stage 1: Winery Independence**

Out of 15 wineries, 10 wineries (Figure 4) are in Stage 1, namely, B, E, I, H, G, K, J, L, M and O. As per the model, the wineries in stage 1 have started with production of wine and there will be no integration or connection between other producers to generate synergies. These wineries are identified to be stage 1 as the wineries have started with the production of wine and the products are available in the market. The wineries in stage 1 have no integration with other wine producers. The wineries have not yet started with wine tourism and thus resulting in no flow of tourists, but the level of brand awareness among consumers is found to be high and this gives an understanding that the wineries have developed a business culture and proved their existence in the market (Refer Table 1).

#### Stage 2 (e2) – Wine Tourism Development:

No. of wineries: 4



Source: Primary Data

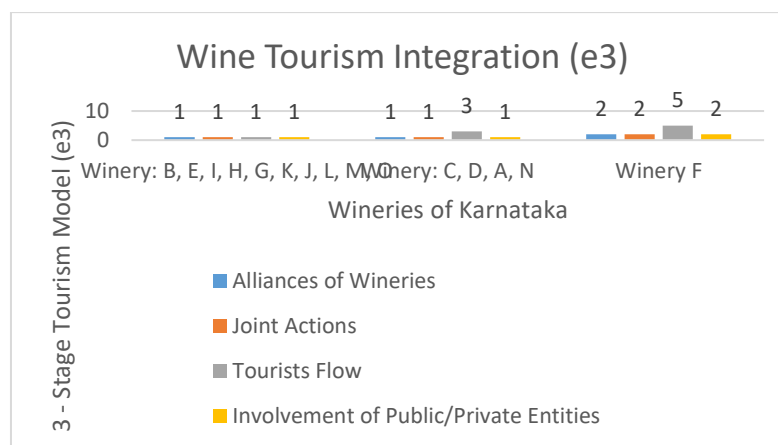
**Figure 5 Stage 2: Wine Tourism Development**

In stage 2, (Figure 5) there are 4 wineries, namely, C, D, A and N. The criteria for wineries in the 2<sup>nd</sup> stage of the tourism model are to start with wine production and enotourism, network with other wineries and tourist attractions, develop wine routes, organize joint promotion and special events and increase the level of brand awareness. The

wineries, identified to be in stage 2, have started with wine tourism and they are open to the public. They either establish connections with tourist attractions or try to get one and few, market the brand in the name of nearby tourism attractions. The promotions and other special events are conducted periodically and their brand awareness among the consumers is at point 3 on a scale of 5. Yet, there is no wine route developed (Refer Table 1).

### Stage 3 (e3) – Wine Tourism Integration:

No. of wineries: 1



Source: Primary Data

**Figure 6 Stage 3: Wine Tourism Integration**

According to Figure 6, in stage 3, there is only one winery 'F', which is in full fledged in providing tourism related services to the visitors. In order to be in the 3<sup>rd</sup> stage of the tourism model, the winery has to develop alliances with other wineries, conduct wine festivals for joint marketing and to increase the flow of information and tourists and involve public and private entities. These criteria are precisely met by winery F and thus it is identified in stage 3 of the 3-stage tourism model. Still, there is no wine route developed. A condensed and detailed information about the status of Karnataka wineries in regards to wine tourism is mentioned in Table 1.

**Table 1 Karnataka Wine Tourism as per the Parameters of 3-stage Tourism Model**

Stages of Wine Tourism	Components	Wineries in Stage 1										Wineries in Stage 2				Wineries in Stage 3
		B	E	I	H	G	K	L	M	O	C	D	A	N	F	
Stage 1	Cultivation of Vine (Grapes)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Production Begins	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	No Integration/Connection between Producers to Generate Synergies	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Stage 2	Started with Wine Tourism	x	x	x	x	x	x	x	x	x	✓	✓	✓	✓	✓	✓
	Network between Wineries, Attractions and Tourism Activities	x	x	x	x	x	x	x	x	x	✓	✓	✓	✓	✓	✓
	Development of Wine Route	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Development of Joint Promotion & Special Events	x	x	x	x	x	x	x	x	x	✓	✓	✓	✓	✓	✓
	Level of Brand Awareness among Consumers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Stage 3	More Complex Tourism Product through Alliance of Wineries	x	x	x	x	x	x	x	x	x	x	x	x	x	x	✓
	Joint Actions in Marketing Increase	x	x	x	x	x	x	x	x	x	x	x	x	x	x	✓
	Organisation of Festivals	x	x	x	x	x	x	x	x	x	x	x	x	x	x	✓
	Greater Flow of Information & Travelers among Business	x	x	x	x	x	x	x	x	x	x	x	x	x	x	✓
	Greater Involvement of Public & Private Entities	x	x	x	x	x	x	x	x	x	x	x	x	x	x	✓

Source: Field Work as a Part of Primary Data



**Suggestions for Wine Route for Karnataka:**

The findings of the study suggest 6 wine routes (Table 2) for Karnataka. The routes have been suggested on the basis of their location, nearby wineries and tourism attractions around the wineries. To make these wine circuits work, the wineries must be ready for joint promotions and involvement of public and private entities.

**Table 2 Suggested Wine Routes for Karnataka**

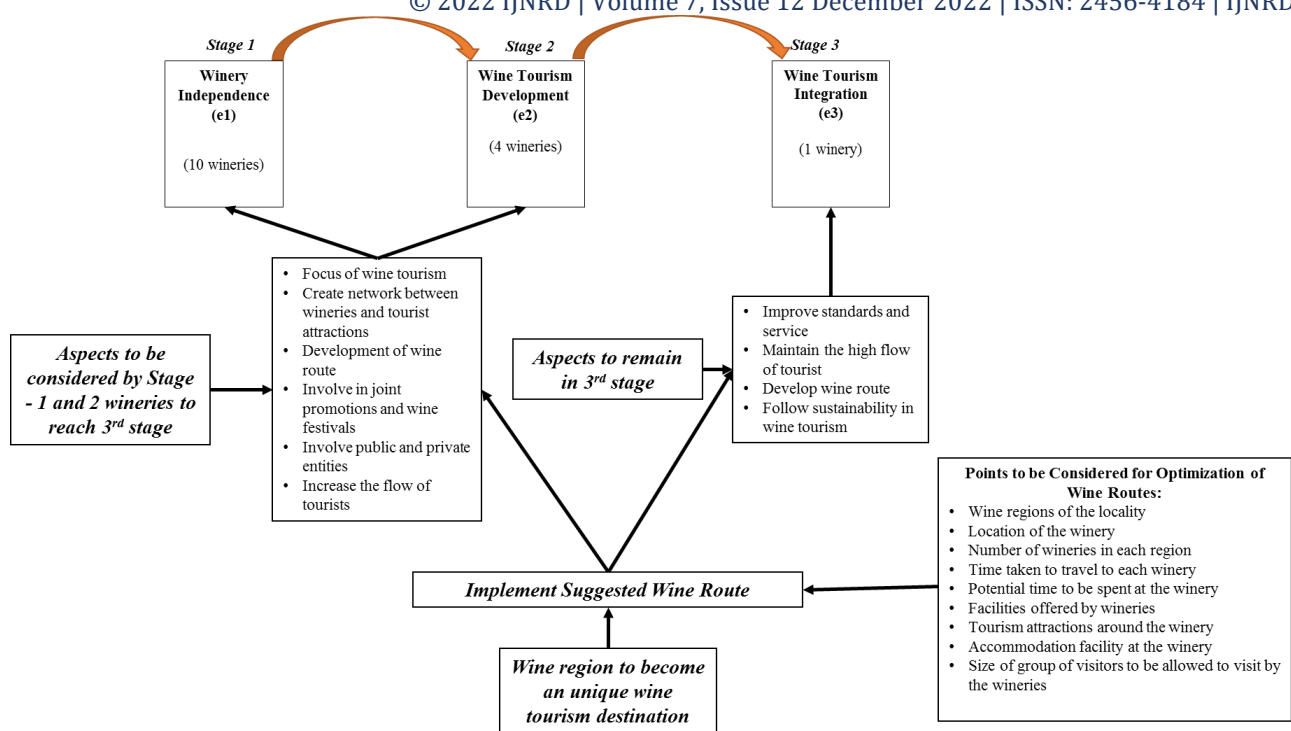
Winery Route	Wine Regions of Karnataka	Suggested Wine Routes	Location
1	Krishna Valley	Winery M – Winery H – Winery I – Winery L	Bidar – Bijapur
2	Krishna Valley	Winery O – Winery K – Winery J	Belgaum – Mudhol - Bijapur
3	Hampi Hills	Winery G	Koppal (only one winery is listed in this route as the location is surrounded by Hampi which is a Heritage Tourism site and a trip to the winery can include a trip around Hampi)
4	Nandi Valley	Winery E – Winery F – Winery C	Thondebhavi Hobli - Doddaballapura Taluk – Yelahanka Hobli (Bangalore District)
5	Nandi Valley	Winery N	Maidanahalli (Tumkur District) (the winery provides a visit to the Blackbuck forest as a part of wine tourism and so only one winery is listed in this suggested wine route)
6	Nandi Valley	Winery D – Winery B – Winery A	Tavarekere Hobli - Darapura Village (Ramanagar) - Gangedoddi Village (Ramanagar)

Source: Primary Data

The following are the requirements needed to make the wine routes function:

1. All wineries to be ready to involve wine tourism as a part of business
2. Well-developed and maintained interlinking roads between the wineries
3. Wayside amenities and facilities along the wine routes to ease visitors
4. Establishment of restaurants and cafes along the circuits
5. Creating road signs to direct the right way to the visitors
6. Conducting wine festivals and events on a regular basis to attract more visitors
7. Partnership with other tourism attractions as a part of joint marketing

The advantages of establishing wine routes include increased level in flow of visitors, wineries can spread wine awareness through wine education, brand awareness, more employment opportunities and other infrastructure developments for the local community around the winery.



Source: Primary Data

**Figure 7 Framework Illustrating the Strategies to Enhance Wine Tourism and Optimization of Wine Routes**

## DISCUSSION:

Tourism emphasizes the need for industrial infrastructure to allow economic and environmental capital to be sustained. Stage models, like 3- stage tourism model, it indicates the development of tourism destinations and initiates the development (Carmichael & Senese, 2012). As this is a community-based assessment it entails empowering host countries and preserving ecological and cultural heritage. Currently, the state has 15 wineries in operation and it is located in 4 different regions of Karnataka namely, Nandi Valley, Krishna Valley, Cauvery Valley and Hampi Hills. There are no wineries in the region of Cauvery Valley as one winery which was there currently closed down. The data was collected using various methodologies the objective needed more information about the wineries in order to determine the stage where they stand in a tourism model. By applying 3-stage tourism model, the wineries of Karnataka are within the model, as they fall in different stages in the tourism model depending on various aspects of tourism development. The names of the wineries are not listed for confidential reasons and therefore named in alphabets between 'A' to 'O'. Out of 15 wineries, 10 wineries (Figure 3.4) are in Stage 1, namely, B, E, I, H, G, K, J, L, M and O. These wineries are identified to be stage 1 as the wineries have started with the production of wine and the products are available in the market. The wineries in stage 1 have no integration with other wine producers. The wineries have not yet started with wine tourism and thus resulting in no flow of tourists but the level of brand awareness among consumers is found to be high and this gives an understanding that the wineries have developed a business culture and proved their existence in the market. In stage 2, there are 4 wineries, namely, C, D, A and N. The wineries identified to be in stage 2, have started with wine tourism and they are open to public. They either established connection with tourist attractions or trying to get one and few markets the brand in the name of nearby tourism attractions. The promotions and other special events are conducted periodically and their brand awareness among the consumers is at point 3 in a scale of 5. Yet, there is no wine route developed.

According to Figure 3.6, in stage 3, there is only one vineyard 'F', with is in full fledged in providing tourism related services to the visitors. The criteria are precisely met by winery F and thus it is identified in stage 3 of the 3-stage tourism model. Still, there is no wine route developed.

The findings of the study thus suggest the following steps to be taken by the wineries of Karnataka in order to be in Stage 3 of the tourism model which would in turn help in increasing the ecological preservation and economic

growth regionally as it would provide employment and improvement in the local community (Kaddi, 2015). The various strategies suggested by the findings of the study are, as the wineries have already started wine tourism in some or the other form should start implementing into the business. The wineries should take effort in networking with other wineries around based on region it is located, that is, Nandi Valley, Krishna Valley, Cauvery Valley and Hampi Hills. In addition, to get connected with the nearby tourist attractions so that would help in attracting tourists who visit the destinations to the winery. This would enable the wineries to develop a wine route based on the regions the winery is located. The findings of the study have suggested 6 possible wine routes for Karnataka and its requirements and advantages. More joint promotions, special events and shows should be planned and conducted periodically as it would attract more visitors (Jaykumar, 2014). This would further increase the brand awareness in the consumers. The wineries should take steps in obtaining licenses and conduct wine festivals which will increase the alliance between wineries of the state, help in joint marketing and greater flow of information and tourists. Most importantly the wineries should involve public and private entities in marketing and promotion. If the wineries create convert the special occasions into festivals, tours, and other wine events, it would attract more visitors. If the factors identified in the model are focused and developed a winery would reach the stage 3 and would stay in the top most position in providing tourism related services to the visitors which in turn increases brand awareness (Jaykumar, 2014) and thus help in expansion of Indian wine industry.

The study has developed a framework as shown in Figure 7, with the identified factors that Karnataka wineries should focus on. According to the framework, the wineries in Stage 1 and 2 has to focus on wine tourism, create network between wineries and other tourist attractions, develop wine route, involve in joint promotion and special events, organization of wine festivals with alliance of wineries which helps in dissemination of information and increase the flow of tourists and involve public and private entities. These factors will make wine tourism in Karnataka a more versatile one by giving more options to customers and would create a regional brand for all wineries. The study determined that there is no wine route established for the state. The wine routes and wine festivals would promote a productive and beneficial chaining between the region's tourists and complementary offerings. The degree to which Karnataka wine producers recognize that tourism is a viable choice for increasing the consumption of their products would represent the development of the wine industry in the state. The study hence contributes to the literature wine routes to take maximum advantage.

Optimization of wine routes - The wine routes were developed considering the location of winery, that is, the wine regions of Karnataka, number of wineries in each region, size of the winery, distance between each winery, time taken to travel to each winery, potential time to be spent in each winery, facilities offered to wine tourists by the winery, tourism attractions around the winery location, accommodation facility at the winery and size of groups of visitors allowed to visit by the wineries.

Therefore, the original contribution of the study would be evaluating the stages of wine tourism by applying 3-stage tourism model and development of sequential recommendations, wine tourism strategies and wine routes for enhancing wine tourism of a region.

The limitation of the study is that is concentrates only the region of Karnataka, a southern state in India, leaving the other two wine producing states of the country, namely, Maharashtra and Himachal Pradesh. A future study may be done considering all the wine producing states of the nation.

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