

# A Study of Wine Tourism as an Emerging Trend in the Marketing of Maharashtra Tourism in Nashik

**Ms. Kainaz R. Dastoor**

Department of Food & Beverage Service

Anjuman-I-Islam's Institute of Hospitality Management, Mumbai, India

**Abstract:** *Wine tourism has become an increasingly prominent trend in the marketing of Maharashtra's tourism industry, with Nashik emerging as a focal point for wine enthusiasts and tourists seeking unique experiences. This research paper explores the evolution and impact of wine tourism in Nashik, Maharashtra, focusing on the region's geography, wineries, and its growing reputation as a wine tourism destination. Using a combination of primary and secondary data sources, including interviews, surveys, and government reports, this paper provides a comprehensive analysis of the current state of wine tourism in Nashik.*

**Keywords:** Maharashtra Tourism, Wine Tourism, Traveller, Oenology, Marketing Strategy, Nashik.

## REFERENCES

- [1]. Ministry of Tourism, Government of India. (2020). Annual Report 2019-20. Retrieved from [https://tourism.gov.in/sites/default/files/2020-2021/ar\\_eng\\_2019-20.pdf](https://tourism.gov.in/sites/default/files/2020-2021/ar_eng_2019-20.pdf)
- [2]. Sula Vineyards. (n.d.). About Us. Retrieved from <https://www.sulawines.com/about-us>
- [3]. Grover Zampa Vineyards. (n.d.). Our Story. Retrieved from <https://groverzampa.in/our-story>
- [4]. Maharashtra Tourism Development Corporation. (2021). Wine Tourism in Maharashtra. Retrieved from <https://www.maharashtratourism.gov.in/mtdc/HTML/MaharashtraTourism/Default.aspx?strpage=WineTourism.html>
- [5]. Sharma, R. (2018). Wine Tourism in India: An Exploratory Study. *International Journal of Innovative Knowledge Concepts*, 4(4), 41-47.
- [6]. Zondag, R., & Deane, P. (2016). The Role of Wine Tourism in Wine Regions in New Zealand and Australia. *International Journal of Wine Business Research*, 28(4), 360-376.