

Beer Tourism Development in Silvassa

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Abstract: Beer tourism is a growing dimension of culinary or food tourism. Although Silvassa is traditionally associated with rural tourism the territory is enjoying the development of beer tourism, in particular associated with the expansion of good quality material earmarked for sale in the territory of Dadra and Nagar Haveli. Against this background the paper situates the emergence of Silvassan beer tourism as part of the wider international growth of beer tourism. An analysis is presented of key trends in research on beer tourism, including of policy-related issues. It is argued that whilst lessons may be learned from the experience of wine tourism that there is a need for expanding the amount of beer tourism specific scholarship. In particular, there is a significant agenda for tourism scholars around the relationships between the burgeoning of craft beer and of incipient forms of craft beer tourism. This agenda includes the need to profile beer tourists, understand the participation of breweries in beer tourism, the importance of neo-localism for the craft beer industry in Silvassa, and evaluate the impacts of beer tourism initiatives for local economic development.

Keywords: Beer tourism, culinary or food tourism.

1. INTRODUCTION

In many parts of the world the activity of culinary travel is expanding in popularity and progressively has emerged as an independent product on its own within tourism.

Culinary tourism can be recognised as applying a variety of alternate terms including food, gastronomic, cuisine or gourmet tourism. Culinary tourism is a form of niche tourism with people travelling to particular localities in order to experience the unique foods and beverages of a destination.

It is a tourist's experience taking a trip outside their normal setting for either a primary or secondary intention to embrace the food spectrum and sample local cuisine. Indeed, culinary tourism is delineated as the pursuit of unique and memorable eating and drinking experiences and gastronomic tourism viewed as "trips made to destinations where the local food and beverages are the main motivating factors to travel". Notwithstanding a rising interest to explore a region's cuisine until recently only a small volume of research has been generated around culinary tourism. Overall the scope of culinary tourism encompasses visits to primary and secondary food producers, food festivals, restaurants and special locations for food tasting and/or experiencing the attributes of specialist food production as the essential driver or motivation for travel.

In Silvassa there is a huge potential for gastronomy to be applied as a branding tool for this tourism destination and that localities should not overlook the potential of what are sometimes considered as secondary attractions, such as local food and drinks. Food tourism can be a vehicle for local and regional development with opportunities to diversify local economies as well as strengthen local identities and traditions. The search for authentic local products has become therefore a vital trend within food tourism.

Within the segment of beverage tourism, the most important scholarly focus so far has been upon wine tourism. However, in addition to wine tourism other forms of beverage tourism that have come under critical academic scrutiny include whisky and bourbon tourism, coffee tourism, tea tourism and most recently **Beer tourism**.

The phenomenon of beer tourism is considered as "a young form of special interest tourism" and "a new way of gastronomic tourism". It has been defined as a form of tourism "of which participants are motivated by gastronomic

experience of drinking different types of beer and typical atmosphere of brewing restaurants or knowing history and current technology of beer manufacture” (Jablonska et al., 2013: 67).

One emerging destination in Indian beer tourism is Silvassa, a place conventionally associated for beverage tourism with the activity of spirits. During all these years, however, no initiative has been launched specifically to strengthen beer tourism in Silvassa. But since the early 2010s the momentum of beer tourism in Silvassa has shifted in the positive direction, especially with the emergence and establishment of several breweries around the region which produce a wide array of beers.

Increasingly, local consumers dissatisfied with mass-produced generic lagers will react positively to the array of new offerings made by craft micro-brewers if allowed to operate in the territory. The expansion of craft beer production in India has been associated with the launch of a rapidly growing number of local beer festivals and of suggested beer trails which are expanding the footprint of beer tourism in Silvassa.

It is against a backdrop of the emergence of Silvassa as a beer tourism destination that this paper has two modest aims. First, is to situate the growth of beer tourism in Silvassa as part of a wider national expansion in beer tourism. Second, is to offer an overview of key trends in research on the phenomenon of beer tourism, including of policy-related issues.

2. BEER TOURISM

2.1 INTERNATIONAL EXPANSION:

Notwithstanding the growth of beer tourism, academic studies of the topic are undeveloped as the corpus of beer specific tourism scholarship lags far behind that which is devoted to wine tourism. An important attraction for beer tourists is brewery tours and tasting rooms which allow the visitor to experience new types of beer and interact with brew masters.

There can be a distinction drawn between different kinds of beer tourism based upon the primary motivation of tourists.

First, beer as the primary motivator for travel with the core aim of tourists to consume the selected type(s) of beer in a chosen environment.

Second, is a situation when places that may be connected with beer or beer consumption are the primary motivation for travel; the actual consumption of beer is of a secondary consideration.

For the first form of tourism, the attractions can be beer tastings, specialised beer shops, beer themed meals, beer weekends and most importantly the beer trail or route. It is argued that an organised beer trail might be a tourism attraction as it can be a major motivator for beer tourists “to plan a weekend break or short holiday in the area to sample local beers, stay at pubs and visit one or two breweries” (Bujdosó & Szucs, 2012b: 106).

Beer museums and pubs as industrial heritage attractions are considered the most significant basis for the second form of beer tourism, in which beer consumption may be a secondary motivator. Examples include many European local breweries which operate visitor centres and beer museums, including the Plzen Brewery museum in the Czech Republic and the Guinness Brewery Museum in Dublin. Among others Van Westering (1999) and Spracklen et al. (2013) point out beer tourism is an integral part of tourists consuming local heritage and experiencing local history and cultures as reflected in food and drink.

By branding beers with local themes a unique and distinctive beverage culture can be fostered thereby enhancing the distinctive character of localities for tourism development.

In addition, farmhouse breweries or farm breweries, which are micro-breweries based on or near to a farm, often are motivated to supply locally produced items that are manufactured ethically and without chemical preservatives.

In parts of Europe beer tourism is linked strongly to heritage tourism. It is argued that brewery tourism in Germany is an integral facet of understanding the culture and cuisines of locales as well as the long established histories of brewing and of breweries.

The most well-known European festival is the **Munich Oktoberfest** which attracts millions of tourists annually to experience Bavarian culture and cuisine. Cooperation is therefore essential between tourism organizations and the local brewery industry.

Within Europe Amsterdam linked to Heineken, Dublin linked to Guinness, and Copenhagen, the headquarters of Carlsberg, are also important destinations which are linked to beer tourism. Belgium is another established locus for beer

tourism with its vintage beers a popular attraction for tourists. The Czech Beer Festival in Prague attracts more than a million visitors and similar festivals are of growing significance for beer tourists to visit the Baltic states especially Estonia.

2.2 International research on beer festivals points to three positive impacts upon destinations:

- (1) Contributions to local economic development;
- (2) Image enhancement; and
- (3) Potentially strengthen the competitiveness of the destination for business investment.

3. EXCISE POLICY of the U.T. Administration of Dadra and Nagar Haveli - 2015-16.

The Excise Policy for the year 2015-16 has been framed with the following key objectives:

- To adopt a liberal market driven approach
- To enable a level play field to all stake holders
- To afford enough consumer choice in the retail market
- To eliminate use of spurious liquor especially amongst the tribals
- To protect the interest of all tribal population in rural areas
- Revenue maximization

3.1) Rationalization of licenses :

In the Excise Regulation and Rules framed there under L2, L5 and L6 licensees are distinct categories. Henceforth no license holder shall be allowed to hold multiple licenses in the same premises.

3.2) Wholesale License L-1

OIDC shall be the sole wholesale licensee for all kinds of liquor including Country Liquor (L3). OIDC shall ensure adequate secure warehousing for storage of different kind of liquor and its fair availability to different licensees in the territory. It shall relinquish its right to operate in retail market.

3.3) Issue of L-2 License :

Keeping in mind the growing population of the territory over the years and to afford wider choice for the consumers it has been decided to issue 15 new L-2 licenses with a fair geographical distribution in the territory. While granting fresh L-2 licenses, a onetime fee of ` 15 lakhs will be charged. Any existing L-2 licensee desirous of converting to L-5 license shall be allowed to do so on payment of renewal fees. L-2 licensees shall sell liquor for consumption only off premises – in sealed bottles. No new license shall be granted in villages having population more than 50% of tribals as per 2011 census.

3.4) Issue of L-5 and L-6 licenses.

Fresh L-5 licenses will be granted by the Excise Commissioner on case to case basis on payment of one time license fee of ` 1 lakhs. Fresh L-6 licenses shall also be granted on payment of onetime fee of ` 5 lakhs, ` 3 lakhs and ` 1 lakh for A, B and C category hotels respectively. While granting the above L-5 and L-6 licenses in villages having more than 50% tribal population as per 2011 census, the Excise Commissioner shall ensure through the Collector that the applicants have obtained all requisite clearances under the Revenue Regulations and the interest of the tribals have been duly protected.

3.5) Delegation of powers for Import Permit and Excise Verification Certificate :

The powers for issue of Import Permit and Excise Verification Certificate shall be delegated to the Excise Inspector.

3.6) Reduction of validity period of Import Permit:

The validity period of Import Permit for Indian Liquor and Beer being imported from Daman shall be for 2 days (48 Hours), from Western Region shall be 30 days and from other remaining areas shall be 60 days to avoid misuse of Import Permit.

3.7) Foreign Liquor :

- The Excise Commissioner is now empowered to fix prices on Foreign Liquor as per the pre approved criteria.
- In order to attract more Foreign Liquor Brands and to promote Tourism, the inaugural Label Registration Fees of Foreign Liquor is waived for the Licensing year 2015-16 only.
- The L-2, L-5, and L-6 Licensee are allowed to sell Foreign Liquor, and need not obtain any additional permission from the excise authorities. However, they shall procure the liquor from OI DC.

3.8) The validity of Transport permit:

The validity of Transport Permit issued by the Excise Department shall be of one day only (i.e. 24 hours).

3.9) The License fee/Renewal fee and Excise Duty Rates (2015-16):

The excise duty on country liquor is being revised to ` 80/- per bulk litre.

3.10)Rate of License Fees;

Sr. No.	Category of Licenses	Fresh License Fees
1.	Licenses for retail sale of Indian Liquor, Foreign Liquor, Beer and Draught Beer.	15,00,000
2.	License of retail sale of Country Liquor	1,00,000
3.	License to serve Indian Liquor & Foreign Liquor in a standalone Restaurant	1,00,000
4.	License to serve Indian Liquor, Foreign Liquor, Beer and Draught Beer in a Bar & Restaurant located within a hotel as per hotel categorized under the UT of Dadra & Nagar Haveli Registration of Tourist Trade Rules, 2011.	
	(a) For category "A" Hotel	5,00,000
	(b) For category "B" Hotel	3,00,000
	(c) For category "C" Hotel	1,00,000

3.11)Excise Duty:

Sr. No.	Particulars	Excise Duty
1.	Country Liquor	80.00 per Bulk Ltr.

4. TOURISM POLICY of The UT of Dadara & Nagar Haveli and Daman & Diu 2015

Given the tourist potential of this region, the Government will focus on high spending tourists with potential to significantly impact the state economy and provide employment. Towards this, the Government welcomes investment in high-end tourism products including, but not limited to, the following:

- Hotels
- Iconic Tourism projects including oceanariums, theme parks, entertainment centres, film studios, handicraft centres etc.
- Convention centres
- High-end water sports and adventure sports

- Marinas at designated locations and Hinterland River cruise tourism
- Heritage tourism & home stays in heritage houses

The above projects are envisaged to be completed through private investment or through Public Private Partnership models. The industrial policy would target granting permissions to hotels across categories, towards building a cumulative additional capacity of around 8000 beds in the next 5 years. In order to achieve gainful employment for the region's youth, stress will be laid on creation of infrastructure and facilities which will attract high-end visitors.

The disparity in proportion of low-end to high-end hotels is proposed to be addressed by encouraging more boutique and luxury hotels. Eco Tourism in Diu will be given a special attention, with an objective of integrating it with the possibilities of nature tourism trails in Gir wildlife sanctuary and religious tourism circuit with Somnath Temple. Adequate tourism infrastructure will be developed to project Diu as an attractive "Events destination" targeting the niche tourist segment.

Endowed with nature's most scenic gifts, Dadra & Nagar Haveli offers days that start with the rustling sounds of palm trees and finish with orange sunsets. Nagar Haveli is wedged between Maharashtra and Gujarat, whereas Dadra is an enclave 1 km NW, surrounded by Gujarat. The main city is Silvassa, an ideal destination for a holiday close to nature.

There can't be a more idyllic way of holidaying than in the middle of the quiet undulating watershed of the Daman Ganga River. Picture this: The Western Ghats range rising to the east, and the foothills of the range occupying the eastern portion of the district. Beautiful, isn't it? While the territory is landlocked, the Arabian Sea lies just to the west in Gujarat. If you don't want the clichéd touristy destinations, try out this place.

The Major Tourism drivers and attractions in Dadra & Nagar Haveli are the rich flora and fauna in the forest areas as well as the beautiful lake nestled at the border of Maharashtra and Gujarat around the Madhuban dam of Gujarat.

5. RESEARCH FINDINGS

The future growth of beer tourism "can learn a great deal from a similar industry, wine tourism". One parallel is that of establishing tasting rooms.

Arguably, the opportunity to expand retail sales is most welcome by brewers as the distribution of craft beer can be difficult and expensive and brewers make more profits on direct sales than through the channels of wholesalers. The function of education was viewed as aligned to promoting and developing product awareness as well as challenging the market dominance of large brewers.

In policy terms there is a need for extended collaboration and cooperation which requires that brewers acknowledge their potential role as tourism attractions and embrace support and partnerships from tourism organisations.

Wider benefits can accrue to the local community and economy particularly in circumstances where visitors may be attracted to clusters of wineries in order to engage in multiple tastings. The establishment of restaurants and of dedicated food and wine pairings is a further component of wine tourism in many parts of the world.

"Beer tourism can learn from wine tourism and be able to attract consumers with methods similar to wine tourism or develop its own to differentiate itself".

In particular the promotion of beer tourism can learn from the networking effects, successful (informal as well as formal) collaboration and clustering that has galvanised wine tourism in many parts of the world.

Nevertheless, it is stressed that minimal "empirical research has been conducted into the relationship between craft breweries and visitors" in India. The extent of consumer based research on beer tourist motivations remains limited.

5.1) Cautions of considerations that can limit the development of beer tourism :

At the outset it is made clear that beer tourism represents a small niche form of tourism and that beer tourism development "is constrained by the relatively small but passionate number of beer drinkers, who enjoy Real Ales" as well as the relatively small size of the region's producers. Accordingly, in considering an entry into beer tourism breweries must be realistic about potential revenues, the size and scope of their business operations and of the specific goals that they wish to achieve.

5.2) Five types of brewers and their contribution to the Beer tourism concept:

These five generic categories of brewery can be applied to interpret aspects of beer tourism development in emerging destinations, not least in Silvassa.

The **first category** of “**attraction breweries**” apply beer tourism practices for their benefit with the brewery marketed as a tourism attraction and open daily, all year around for tours at regular, predictable times. Such attraction breweries are distinguished by a well established tourism infrastructure and offering their guests the use of brewery facilities for special events, corporate functions or weddings.

The **second category** is “**participant breweries**”. These are denoted by their strong use of beer tourism as a whole, offering of beer tours as well as their participation in beer festivals and occasional use of premises for special events. For such participant breweries tours are not undertaken on an everyday basis but can be done if pre-booked and usually for groups rather than individuals.

The **third category** of “**promotional breweries**” are defined as using beer tourism practices such as tours, festivals and special events only if these practices may directly affect immediate or future beer sales. Tours are restricted usually to special groups of tourists who are legally able to attend, (age wise) and only by appointment: the group of promotional breweries “do not allow onlookers, casual observers, passers-by, or those with an interest in how beer is made to visit”.

The **fourth group** of “**enterprising breweries**” usually are small in size with many falling into the categorization of brewpubs. Most of these participate in forms of brewery tourism, although they have not made a firm commitment to tourism as part of their business model. Typically, such enterprises might engage in beer festivals but would not offer tours of their property.

The **Fifth** and the last group of what are termed “**reclusive breweries**” have no engagement at all in beer tourism and do not participate in festivals, offer tours or provide any infrastructure for beer tourism. Such breweries avoid involvement in the activity of beer tourism often for reasons of lack of funds, lack of time, sometimes unsafe properties for visitors or simply absence of any interest in tourism as part of a business model.

In final analysis it is hypothesized that smaller micro-breweries use tourism for different reasons to those of more successful and large brewing enterprises. Yet other brewers will shun completely the activity of beer tourism and instead concentrate their efforts exclusively upon the production of craft beers (Niester, 2008). Interpreting this uneven landscape requires an appreciation that many informal microbrewers lack the capital, resources, skills and knowledge which are essential prerequisites for participation in beer tourism.

6. CONCLUSION

Beer tourism is a new and expanding field of scholarship in beverage tourism and in culinary tourism more broadly. For the development of beer tourism much can be gleaned in terms of lessons informed from the experience of parallel forms of beverage tourism, such as wine tourism.

With the recent birth of Silvassa as a beer tourism destination there is an urgent need for (re) examining the changing nexus between tourism and the beer industry in general.

There is an urgent need to profile beer tourists, understand the participation of breweries in beer tourism, the importance of neo-localism for the craft beer industry in Silvassa, and to evaluate the impacts of beer tourism promotional initiatives for local economic development.

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