

PROJECT REPORT

“Cruise Terminal Development in Indian Ports”

PROJECT REPORT

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In

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SUBMITTED BY: SHUBHANG ANAND

REGISTRATION NUMBER: - 2003305036



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Declaration

The project work titled “**Cruise Terminal Development in Indian Ports**” has been carried out under the direction of Dr Lekha Ravi in partial fulfillment of the requirements for the award of the degree of Master of Business Administration in International Transportation and Logistics Management to be submitted to the School of Maritime Management, Indian Maritime University, Chennai Campus.

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Certificate

School of Maritime Management

Indian Maritime University, Chennai.

This is to certify that the project report entitled “**Cruise Terminal Development in Indian Ports**”, submitted to the School of Maritime Management, Indian Maritime University, Chennai Campus., in partial fulfillment for the award of the degree of Master of Business Administration in International Transportation and Logistics Management, is a record of work carried out entirely by **SHUBHANG ANAND**, Reg. No. **2003305036**.

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Executive Summary

Cruising is growing at a global pace of 12 percent per year. In India, however, it is still in its infancy. Policymakers are taking use of this advantage to promote an open marine policy. India should open its doors to foreign cruise tourists as soon as possible. Cruisers/liners search for novel locations, which is an essential component of cruise tourist activities.

This study mainly focuses on the factors forcing cruise terminals development in Indian ports .The development of India's cruise industry is primarily reliant on port infrastructure. For cruise ships to dock passenger facilities are necessary at all major ports. As a result, the government should consider developing ports as "port destinations". River cruises on India's National Waterways will enhance coastal cruise tourism. The 'Digital India' campaign may be used to promote the cruise industry's potential in India.

The study is done by collecting data from government, port, and tourism and cruise company websites. According to one statistic Indian cruise tourism will increase ten folds in the next decade. So government focus on this prospect is economically gainful to the country. Upcoming cruise terminals are Mumbai which is more likely to be commissioned by 2024 and Vizag port cruise terminal is going to start constructing soon.

Findings shows that the cruise terminal at kochi has attracted maximum international tourists in the past 5 years this followed by goa cruise terminal.

CHAPTER-1

Introduction

1.1 CRUISE INDUSTRY:

The cruise business has grown rapidly over the last four decades, propelled originally by demand from North America but more recently by rising demand from Europe and the rest of the globe, notably China and Australia. The firms expanded the number of ships and berths on the market and enriched their supply with the introduction of newer and larger ships that can offer a wide choice of onboard activities.

In the early 1980s, there were little fewer than 2 million cruise passengers, four million by the end of the decade, nine million at the end of the decade, and almost 27 million cruise passengers in 2017. Cruise lines are expected to carry 28.2 million passengers in 2018, with 30 million expected in 2019. The numbers show that the cruise industry is still thriving across the world. The essay looks at the causes and impacts of dynamic cruise demand growth, changes in supply and demand, identifying trends, new source markets and cruise destinations, as well as future cruise industry difficulties and prospects. The research was based on freely available secondary data sources. The cruise industry has a lot of room to grow and build new cruise destinations.

The fast rise of the tourism sector provides opportunities to contribute to the economic development of the destinations and countries visited, but it also raises questions about long-term sustainability, environmental impact, and carrying capacity.

1.2 CRUISE INDUSTRY HISTORY:

The Peninsular & Oriental Steam Navigation Company, which began operations in 1822, was the predecessor of the leisure cruise. Three seamen, Captain Richard Bourne, Brodie

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McGhie, and Arthur Anderson, established a steam service connecting London, Spain, and Portugal. This trek is known as the Iberian Peninsula.

In 1837, they were successful in gaining the first contract for postal distribution. It was not until 1840 that the organization began to distribute mail. They began sending mail to Alexandria, Egypt, from Gibraltar and Malta. They did so well that the Royal Charter included them. Four years later, in 1844, the first passenger flights were made. They promoted cruises from Southampton to Athens, Malta, and Gibraltar, among other places. This was the start of modern cruises as we know them today. Later, the company began offering round trips to destinations like as Alexandria and Constantinople. The second half of the nineteenth century saw a substantial increase in development. Larger, more sumptuous ships were built to meet the ever-growing market. The Francesco I, according to some historians, was the first cruise ship, flying the colours of the two Sicilians. After being completed in 1831, it departed from Naples in early June 1833. The ship was boarded by the royal princes.

Officials and nobility from all around Europe attended. The ship travelled to Taormina, Catania, Syracuse, Malta, Corfu, Patras, Delphi, Zante, Athens, Smyrna, and Constantinople in just over three months.

Passengers were kept entertained with guided excursions, dancing, card games, and parties. This trip was just for Europe's upper crust. The ship was not open to the public. They did this to ensure that only upper-class people went on these kind of vacations.

The German ship *Augusta Victoria* explored the Mediterranean and the Near East from January 22 to March 22, 1891. With 241 people, the attractiveness of cruises was shown to a bigger market. This vessel was the first to use two propellers. Because of this, it was one of the fastest ships at the time. One of the passengers, Christian Wilhelm Allers, wrote an illustrated account of the journey.

The *Augusta Victoria* was one of the first ships to suggest the notion of a "floating hotel." The inside was designed to seem like an old hotel. Passengers had access to a well-designed smoking lounge, which was surrounded by palm palms.

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Until now, all cruise ships had been ordinary ships that had not been designed particularly for this purpose. They featured modest design and entertainment that would be associated with a smoking area. The deck would host the majority of the activities. The Prinzessin Victoria Louise was the first luxury cruise ship to be built. At the time, cruises were solely available to the rich. As a result, the ship was designed to seem more like a private yacht than a business ship.

On board, there were 120 staterooms, all of which were first class. All of the rooms were meant to be luxurious. A library, a gym, and a darkroom for amateur photographers to develop their film were all available. As the practise of luxury cruising grew more popular, the industry boomed. The popularity of transatlantic cruises rose.

To compete with ever-expanding markets, cruise liners sought to incorporate even more luxury. To entice passengers to pick their cruise lines, companies presented great cuisine and lavish service as examples.

It wasn't until later in the nineteenth century that Albert Ballin considered sending transatlantic ships to places like the North Atlantic during the winter. The weather would be even worse than it is during the summer. Other companies jumped at the chance and constructed their own specialist ships. They were designed to make the switch from summer to winter cruising as seamless as possible.

1.3 The world's busiest cruise ports:

- **Port Miami**



In 2017, Port Miami in Florida, United States, had 5.6 million passengers with 1,185 ships moored, making it the world's busiest cruise port.

- **Port Canaveral**



In the 2017 fiscal year, Port Canaveral in Brevard County, 45 miles east of Orlando, Florida, welcomed 4.5 million cruise passengers, making it the world's second busiest port.

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- **Cozumel**



In 2017, Cozumel, a Mexican island, attracted 4.1 million cruise passengers, surpassing Port Everglades for the first time. In the same year, it received 1,240 cruise ship calls, 55 more than Port Miami. East of the Yucatán Peninsula lies the island.

- **Port Everglades**

In 2017, more than 3.8 million cruise passengers passed through Port Everglades in Fort Lauderdale, Florida.

- **Prince George Wharf**

The principal cruise port in Nassau, on the Bahamas' island of New Providence, is Prince George Wharf. With 796 cruise ships docking, it serviced nearly 3.6 million passengers in 2017.

1.4 Cruise Ports in India

India is the newest and most specialized tourism product to advertise and attract visitors with certain interests. The Ministry of Tourism is building sufficient infrastructure to boost cruise tourism in India, particularly around the country's five major ports. The cruise tourist

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facility will be expanded to all major ports in India in the future, in addition to the cruise terminals at Cochin, Mumbai, Goa, Chennai, and New Mangalore Port.

- **Mumbai Port Trust**



On the Arabian Sea, Mumbai's natural deep water port is mostly utilized for bulk goods, container traffic, ships, and boats. Mumbai Port is constructing infrastructure to accommodate cruise ships and guests.

- **Mormugao Port Trust**



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Mormugao is Goa's principal port and one of the country's greatest natural harbors. Goa Tourism, in collaboration with Mormugao Port, is promoting cruise tourism in Goa by inviting visitors from Seven Seas Voyage, Mariner of the Seas, and Costa neoClassica luxury cruises in India.

- **Cochin Port Trust**



Cochin Port is one of India's busiest ports, handling the arrival and departure of luxury cruise ships in Kerala. Pacific Princess, Costa neoRiviera, and Royal Caribbean's Ovation of the Seas are just a few of the worldwide luxury cruise ships that have docked at Cochin.

- **New Mangalore Port Trust**

The New Mangaluru Port in Karnataka is a deep-water, all-weather port that is also one of India's largest. Every major cruise line, including Celebrity Constellation, AIDAdiva Cruises, and luxury cruise travel in India, stops at the port.

- **Chennai Port Trust**



Chennai Port is a container port, and Chennai is renowned as the South India's Gateway. A new cruise terminal in Chennai, India's first on the east coast has just opened for holiday destinations for cruise ships.

1.5 Economic benefits of Cruise Shipping:

The economy of the individual maritime states where cruise ships dock is the primary benefit of "cruise shipping." Cruise shipping is viewed as a job-generating leisure activity all over the world. A cruise passenger is predicted to spend between \$200 and \$300 every port visit, while ship staff/officers spend between \$100 and \$150. A thriving "Cruise Shipping" business also has a variety of spillover benefits on the service sector.

A cruise ship carries around 1000 people on average (medium size). When such vessels dock in a port, there is an immediate demand for a variety of services. For example, near the berth/wharf, temporary stalls selling traditional handicrafts, souvenirs, and other products are established. These are quite popular among cruise passengers who, for whatever reason,

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do not necessarily choose city trips. Tourist buses and, in certain situations, chartered planes are used to transport cruise passengers. In addition to the vessel agents, guides and local tour operators are available. The passengers spend a significant amount of money on traditional handicrafts, clothes, and other items. At historic monuments, cruise passengers must pay entry, usage fees, and other fees. As a result, a cruise call provides gainful employment to a large number of people, and the earnings may be in foreign currency if the cruise guests are from other countries.

Cruise ships also require bunkers, supplies, significant quantities of bond goods, agency service, and staff, among other things. All of these requirements are attainable on a local level. There would be a contribution to the Indian economy to that amount.

As can be seen, cruise tourism is a new popular leisure activity that generates jobs, local growth, and foreign exchange earnings. As a result, expanding cruise tourism will benefit the country significantly.

1.6 Cruise Terminal:

A cruise terminal is a structure at a seaport where passengers move from ground transportation to the facilities that enable them to board and depart from cruise ships. Passengers pay tickets, transfer their bags, and go through security in the terminal. The public, on the other hand, has traditionally seen the waterfront as a lovely pleasure area. At the waterfront, mixed-use complexes with shops, entertainment, aquariums, and other attractions have been incorporated into the urban fabric.



1.7 Why Cruises Terminal:

India's worldwide image would be improved by building such facilities. Personal Reason - I thoroughly enjoyed the cruise experience. India has a lot of tourist potential, and it would help it get off to a good start.

1.8 Need To Study:

Mumbai, Goa, Cochin, and other international cruise destinations in India are well-known. Because cruise tourism is one of India's fastest-growing businesses, ports are urgently needed. The amenities and demands for a 'International Cruise Terminal' are not met by the terminal structures in Mumbai and Cochin. Domestic tourism is also becoming more popular. As a result, Cruise Terminals may serve as an entrance to India for both domestic and international cruises, as well as a landmark.

1.9 OBJECTIVES OF THE STUDY

- The main Objective is to study the prospects for international/domestic cruises in India.

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- To study if present cruise terminals are falling short of passenger handlings and services
- To explore the present businesses of Indian Cruise Terminals and offer suggestions to improve.

1.10 Methodology

The study is based only on secondary information available. Reports, published newspaper articles, journals and online sites on Tourism and Cruise tourism have been used.

1.11 LIMITATIONS

- Time limitation for the completion of project.
- Absence of previous research studies on this subject.
- Inadequate access to data.
- Time constraints.
- Inadequate sample size for statistical measurements.
- As far as the domestic cruises are concerned, the development is at a slower pace, statics shows that the development of domestic cruises will boost after 10yrs.

CHAPTER -2

Review of Literature

2.1 Comdr MK Banger VSM (Retd), advisor, Maharashtra Maritime Board Mumbai (2020)

Ted Arison, known as the "Father of the Cruise Industry" in the United States, thought passionately that individuals living in landlocked states should have the chance to view the ocean. This industrious man's biggest success was making marine holidays cheap. Cruise ships appeared overnight, and they were no longer reserved for the wealthy, as they were in India.

Closer to home, the situation is far from ideal. The Indian government is still experimenting with cruise tourism. Despite the formation of a cruise committee a few years ago, nothing much has happened on the ground. All we know is that the government has designated the ports of Mumbai, Goa, Kochi, Mangalore, and Tuticorin as cruise destinations, with instructions to the various port trusts to build cruise terminals. The Mumbai Port Trust has been delayed unnecessarily since the developer who was given the cruise terminal design contract dropped out, forcing the process to be re-tendered.

Goa is yet to choose a designer for its cruise terminal. The Kochi Port Trust is thought to have chosen a designer a few months ago. Why is there such a long delay, one could ask? I guess one reason is that 'trade' takes precedence over a port's cruise terminal.

Meanwhile, while the sun shines and there is no competition, Star Libra is making the most of it.

The following are some suggestions for promoting cruise tourism:

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1. To attract foreign investment, a distinct policy must be developed and announced.
2. It is noted that the government-selected sites for cruise terminals in the ports of Mumbai, Goa, and Kochi do not appear to be overloaded with this work. To avoid the problems mentioned above, private developers should be encouraged to pick locations on both the west and east coastlines, with the required backing from the government.
3. The current tax system has to be reviewed immediately in order to provide tax exemptions on gasoline, customs duty on liquor, service tax on passenger tickets, and other items for at least the first five years of operation.
4. Provide required tax exemptions and subsidies to cruise ship operators and owners who purchase cruise ships from other countries. In the meanwhile, the government should support the construction of cruise ships in the United States.
5. Allow foreign cruise companies to operate on Indian coasts till the Indian cruise sector recovers. India has a huge potential for cruise tourism that has to be realised.
6. The Andaman Nicobar and Lakshadweep islands should be explored. Our islands are on par with, if not better than, those of Hawaii.
7. The cruise tourism committee should be more proactive and include members who are knowledgeable about cruise tourism in the development of a 10-year cruise tourism strategy.

To summaries, the immense potential of cruise tourism must be fully realized in order to make it accessible to millions of people in the landlocked states of Uttar Pradesh, Punjab, Rajasthan, and Madhya Pradesh. These folks need to see and hear the waves crashing along

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India's 7000-kilometer coastline. To accomplish it for India, you don't need a Ted Arison.

2.2 Jurgen Bailom, president & CEO, Jalesh Cruises (2019)

India's cruise industry has potential to create over a million jobs in next 3-4 years

According to the World Travel & Tourism Council (WTTC), the tourism sector contributed \$8.8 trillion to the global economy in 2018, supporting over 319 million employment. Given the correct policies and facilities, tourism may be a significant contribution to the Indian economy.

This year's World Tourism Day is being held in India, with the theme "Tourism and Jobs: A Better Future for All." It's an ideal time to consider how travel and tourism, particularly the cruise sector, may help create jobs.

According to the World Travel & Tourism Council (WTTC), the tourism sector contributed \$8.8 trillion to the global economy in 2018, supporting over 319 million employment. Given the correct policies and facilities, tourism may be a significant contribution to the Indian economy. Over the next decade, the direct contribution of travel and tourism to India's GDP is expected to increase by 7.1 percent each year, reaching 3.9 percent of overall GDP, according to the WTTC. The entire contribution of travel and tourism to employment, including indirectly supported jobs, is 8% of total employment.

Our Prime Minister discussed the potential for improving India's tourism sector and asked citizens to visit at least 15 tourist attractions within the country in the next three years. This would result in a significant increase in Indian tourism by 2022, when the country celebrates 75 years of independence.

The Indian cruise industry is one area with enormous development potential. The outward cruise market is expected to have quadrupled in size in the previous five years, with 150,000 every year, cruise passengers embark on a globe journey. This is barely 3% of the outbound leisure market, highlighting the immense potential of the Indian cruise sector.

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Despite the fact that the worldwide cruise business has grown, the leisure cruise sector in India has remained dormant.

One can only imagine the possibilities with a gorgeous coastline stretching over 7,500 kilometers. Of course, attaining long-term growth would need a strong cruise infrastructure backed by favorable policy initiatives like as port fee reductions, elimination of departure taxes, and preferred berthing for Indian cruise ships. Investment in infrastructure development would result in increased industrial growth and the creation of more employment.

The development of a complete ecosystem to develop talent with the skills and qualifications required for the wide variety of jobs offered by the cruise industry would foster the growth of a complete ecosystem to develop talent with the skills and qualifications required for the wide variety of jobs offered by the cruise industry. This covers both traditional hospitality roles and specialist positions in the shipping business.

Over the next three to four years, the domestic cruise sector has the potential to directly produce over a million jobs. This would pay for the infrastructure investment many times over. It's past time for us to set sail on the winds of wealth.

2.3 Chairperson, Mumbai Port Authority, Rajiv Jalota (2022)

Mumbai International Cruise Port, an iconic sea cruise terminal being built at BPX-Indira Dock, is set to open in July 2024. The project would cost 495 crore, with the Mumbai Port Authority bearing 303 crore and private operators bearing the rest.

The port will be able to handle 200 ships and one million people each year.

It is India's first iconic sea cruise terminal, with a total construction area of 4.15 lakh sq. ft., 22 elevators, 10 escalators, and multi-story car parking for 300 vehicles. The pier will be able to accommodate two cruise ships at once.

"Domestic and international cruising is likely to be the key activity at Mumbai Port in the coming days," said Rajiv Jalota, Chairperson, Mumbai Port Authority.

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According to him, the Mumbai Port Authority is focusing on cruise tourism, passenger transit, and ship repair. He went on to say that a Cruise Conference is being organised to promote India as a cruise destination and to build ports like Mumbai, Goa, Kochi, and the east coast ports as cruise hubs.

The project will be operated and maintained by a PPP agreement of 192 crore. The EPC project is scheduled to be completed in October 2022, with the PPP operator completing the terminal in July 2024.

Jalota also discussed the Kanhoji Angre Lighthouse Development. He stated, "We are developing Kanhoji Angre Island under the Lighthouse Tourism programme in order to expand the scope of cruise tourism and attract foreign tourists. The project's work order has been issued, and it is expected to be finished by March 2023. The Mumbai Port has invested Rs. 18 crores in the island, which draws a large number of people."

Trekking, sit-outs, observation galleries, unique pergolas and resting benches, outdoor eateries, performances, overnight camping, and other activities will be available on the Kanhoji Angre Lighthouse Development island. The planned start date for commercial operations is March 2023, and details on the Mallet Bunder expansion have been revealed. The harbour regularly handles more than 700 trawlers each day, with 900 trawlers on peak days, according to the Chairperson. He continued, "This number might soon rise to 1,300. Under the Sagarmala Project, we intend to build a fishing harbour to relieve traffic congestion. We want to begin this project in 2022 and complete it in two years."

To meet the rising demand from the fisherman community, the Sagarmala and Fisheries Department, Government of India, has completely financed the Mallet Bunder extension project. In addition, Sagarmala is funding the construction of a third chemical dock at Pirpau. The berth will increase capacity by 2 MMTPA, allowing for the processing of chemicals such as LPG.

With targeted infrastructure investment, Sagarmala's objective is to lower logistics costs for both domestic and EXIM goods. Using the idea of port-led development, Sagarmala aims to minimise logistical costs for EXIM and domestic goods, resulting in annual cost savings of 35,000 to 40,000 crores. The Sagarmala initiative includes projects of Rs. 5.48 lakh crores,

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with 194 projects worth Rs. 99,000 crores completed and 217 projects worth Rs. 2.12 lakh crores in the pipeline.

2.4 Dr. S. Poongavanam¹, Dr. A. K. Sheik Manzoor², Dr. N. Senthil Kumar³, Dr. J. Rengamani⁴, Dr. R. Srinivasan⁵, Dr. R. Vetri Selvan⁶,^{1,5}Associate Professor, AMET Business School, Academy of Maritime Education and Training, Deemed to be University, Chennai, India. ² Associate Professor, Anna University, Chennai, India, Department of Management Studies ³ Professor, Anna University, Chennai, India, Department of Management Studies ⁴ Professor, AMET Business School, Deemed to be University, Academy of Maritime Education and Training, Chennai, India ⁶Associate Professor, Academy of Maritime Education and Training, Deemed to be University, Chennai, India (2021)

Cruise tourism is one of India's most prominent service industries. There is little question that cruise shipping contributes significantly to a country's economic growth, yet research on cruise shipping is sparse. The Indian government has tried many steps to attract tourists. The performance of cruise tourism is heavily dependent on the quality of service and port infrastructure. This paper contributes to this developing field for academics and practitioners alike.

The Indian government has realised the potential of cruise tourism, which is growing by the day. The tourist industry generates a lot of money, and if cruise tourism is promoted and grows in popularity, it would help India's foreign exchange reserves. This notion is considered a luxury item, but even middle-income people have begun to recognise it. The government has made several initiatives to make it more affordable for individuals of all economic classes. The Caribbean, Mediterranean, Alaska, and South East Asia are the most popular cruise destinations in the world. India has been listed as the ninth most popular tourist destination in the world and is a popular cruise destination. The government has recognised cruise tourism as a significant business and has taken a number of steps to promote the industry and promote India as a worldwide cruise destination. India's coastline is over 7,500 kilometres long, with several tourist attractions along the way; there are 12

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major ports and 184 minor ports. To entice cruise tourists, the government has urged all ports to enhance their infrastructure. All of India's major ports on the western coast meet the requirements for port of call, and the number of cruise ships visiting Indian ports at regular intervals has grown. The government has designated important Indian ports for the growth of the cruise sector and made initiatives to create world-class cruise terminals and promote an integrated Indian cruise circuit. Mumbai, Goa, Cochin, and Chennai are the ports that have been identified. Now is the optimum time for the government to concentrate all of its efforts on expanding the cruise business.

Cruise ships have several features and services that appeal to both international and Indian tourists. When compared to resorts, the services provided are far superior. Cruise ships are beautiful in nature and provide excellent amenities for tourists. Spas, pools, open deck spaces, jacuzzis, bars, casinos, onboard activities, large rooms, and renowned service make the ship an excellent location to rest, escape, rejuvenate, and play. People prefer cruise days of up to 7 days/ 7 to 14 days, according to the results. It demonstrates that there is potential for cruise tourism in Chennai. Similarly, even middle-income people like cruise ships and are unconcerned about the cost. People of all ages like cruises, and young people are also interested in them.

2.5 Emmanuel T.Kodzi' NaimaSaeed

International Business Operations, Rollins College, Winter Park, FL, USA

Supply Chain Management, University of Agder, Kristiansand, Norway (2021)

Though cruise and cargo operations are different seaport activities, their roles are sufficiently similar that a port's attractiveness and resource utilization might be improved by permitting cargo business in a mostly cruise sector. We wanted to imagine a system for integrating diverse stakeholder interests into an existing cruise port to achieve port attractiveness under this duality. At Port Canaveral, the world's second busiest multi-day cruise embarkation port, we used a qualitative approach that included in-depth interviews with experts from the port authority and key stakeholders. The port authority promotes a

shared identity and facilitates supply chain flows, while stakeholders develop individual talents, according to our findings. To reap the maximum benefits of location, connection, cooperation, and market positioning, we developed a decision framework that includes short- and long-term strategic combinations of attractiveness variables. As a result, we identify critical areas for increasing a port's overall appeal while mastering this rather novel dual business model.

2.6 Venkateswarlu, P. (2019). Prospects and problems of cruise tourism in India. International Journal of Business, Economics & Management

The tourism ministry has suggested creating a "Land Bank" by acquiring land for public-private partnerships to develop hotels on a built, run, and transfer basis. The railways have also opted to use their land inventory for hotel construction. The Indian Railways Catering and Tourism Corporation plans to build 100 low-cost hotels across India. The government has designated five areas for development as cruise tourism centers in order to encourage high-end tourism in the country. On the west coast, Mumbai, Mormugao, New Mangalore, and Kochi have been recognized, while on the east coast, Tuticorin has been identified. The tourism ministry would also help with the purchase of cruise ships or boats to promote this new tourist venture. The government is considering establishing a \$1-3 billion tourism infrastructure fund. It is intended to be financed by multilateral lending organizations such as the Asian Development Bank (ADB). The concept plan is being advised by Infrastructure Leasing & Financial Services (IL & FS). The arrival of low-cost airlines has given the tourist industry a boost. India's tourism business, on the other hand, must focus on persuading Indian residents to vacation within the nation. Tourism, ministry, hotel, government, and promotion are all keywords.

India, a late starter, is slowly but steadily waking up to its tourist potential. With little countries like Singapore, Thailand, and Malaysia already popular tourist destinations, India must compete for attention from international visitors. For a long time, tourism in India has been regarded as a rich man's pastime and an useless diversion for the poor. As a result, no systematic efforts to establish tourism as an industry in the country were made.

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Accommodation, travel, transportation, leisure, and entertainment are all part of the tourist business, which has enormous employment possibilities at practically all levels. Future Prospects Tourism is an activity that has a lot of backward and forward connections. Travelers spend money on a wide range of products, services, and experiences. This sector has enormous income and employment-generating potential. A given investment in the tourist industry creates more employment and revenue than a similar investment in other significant economic sectors. Tourist employed 41.8 million people in 2006, accounting for 5.9% of total tourism benefits, which are distributed throughout all classes, sectors, and areas (Henderson, 2007; Majumdar et al., 2006; Todd, 2011). Over the next ten years, India's tourist sector is expected to develop 8.8% faster than China's. Capital investment in the Indian tourist sector is estimated to reach \$121.4 billion in 2024, according to WTTC. This will account for around 7.8% of the country's overall investment in that year. Foreign visitor arrivals climbed to 44,915 in 2006, up from 39, 28,610 in 2005 and 64, 57,477 in 2014. This was due to the 'Incredible India' campaign. In 2014, tourism generated Rs. 216,030 million in foreign exchange revenues, Rs. 251,720 million in 2005, and Rs. 296,030 million in 2006. The number of Indians who go overseas is also increasing. In 1991, the population was 1.9 million, 4.1 million in 1999, and 7.2 million in 2014. Tourism grew by 14 percent in 2006-07, bringing approximately \$14 million in foreign currency. In 2006-07, around 4.4 million international visitors visited India. India is well-suited to all types of tourism, including rural, cultural, eco-tourism, spiritual, sports, and adventure tourism. Despite this, tourism contributes for barely 5.6 percent of India's GDP.

The service industry in India is rapidly expanding. It now contributes for 55% of the country's GDP. In terms of biotechnology and IT-related services, India has achieved remarkable growth. It is currently well-known for its healthcare. Medical tourism is a popular notion among travelers who want to combine well-being and lifestyle healthcare with a strong desire to travel abroad. Health tourism is becoming increasingly popular in India, where medical treatment is around ten times cheaper (Astawa et al., 2017; Suniastha Amerta, 2017; Pemayun et al., 2017). By the year 2012, it is predicted that medical tourism would generate an extra income of Rs 5000 million to Rs 100,000 million through super-specialty institutions. Medical tourism might bring in over \$2 billion to India each year. India's healthcare business is expanding at a rapid rate of 30% per year. Many overseas

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patients are drawn to India's medical industry. They travel to India for bypass surgery, dental work, orthopedic issues, and even plastic surgery. Cost-effectiveness is one of the main reasons behind this. For example, open heart surgery in India costs \$4,500, but it costs approximately \$18,000 in other healthcare locations. According to analysts, over 1,50,000 medical tourists visited India in 2005. The figure is expected to rise by 15% every year. According to official sources, the \$17 billion healthcare business in the country might develop at a rate of 13% annually over the next five years. Medical tourism is believed to be expanding at a rate of 30% each year. It has the potential to provide the healthcare business the largest boost, growing to \$2 billion in the next five years. Singapore, an island nation, is emphasizing on medical tourism. The Economic Development Board (EDB), Singapore Tourist Board (STB), and International Enterprise Singapore (IES) have teamed together to develop Singapore Medicine, a new project aimed at transforming the country into Asia's top two-in-one healthcare and tourism destination (Pemayun et al., 2018; Amerta, 2017; Umrah et al., 2018). Eco-Tourism is a planned trip to the heart of nature inside a country to learn about its natural and cultural heritage. It is the management of ecology to get maximum enjoyment while keeping conservation requirements in mind. Kenya, Costa Rica, Canada, and the United States have all made significant attempts to encourage eco-tourism. Local community engagement in nature tourism initiatives is also part of eco-tourism. Ecosystems must develop into significant eco-tourism destinations. Mangroves, coral reefs, deserts, mountains and forests, flora and wildlife, lakes and rivers, and caverns are among them. Agriculture Tourism Rural tourism demands special attention in a country like India. Rural tourism denotes a tourist's curiosity in the indigenous and exotic people's customs. Foreign tourists are fascinated by local cultures, festivals, dances, and rituals, and the indigenous people's way of life attracts them. Rural tourist development is a collaborative effort. Of certainly, rural settings must be preserved. It must be safeguarded and encouraged. Rural tourism has several advantages for the local community. However, obnoxious marketing of rural tourism is undesirable. Rural tourism has the potential to rekindle locals' enthusiasm for their culture, traditions, and values. The ministry of tourism is working to select at least 100 villages in India that will be developed under a new rural tourism plan. Some localities are well-known for their arts and crafts. The government has chosen 71 such villages, each of which would receive Rs. 50 lakh. The UNDP would provide an additional

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amount of Rs 20 to 36 lakh to these communities for capacity building, with the Ministry covering the balance. The Industry's Challenges It's easy to forget that in recent years, more Indians travelled overseas than foreign tourists, resulting in a net outflow of foreign currency. Only one class of people is considered in our tourist plans: foreigners. As a result, we value airports above train stations and bus terminals. Budget hotels are given precedence over luxury hotels. The tourist industry is making slow development. Only 740 of the 1310 tourist initiatives started in the tenth plan have been completed. Because of the high cost of land, India has more five-star hotels than budget hotels, making it a luxurious high-priced destination. The land price should account for 15% of a hotel's total cost. In India, however, the average land price increases by 55 percent. 40 Every rupee spent by a visitor in India contributes 21 paise to the tax coffers. This level of taxes is quite high. A ten-paise decrease is anticipated to improve GDP by Rs. 1,23,000 million, with an extra tax collection of Rs. 460 million. According to the Tourism Ministry, the country has over 1.2 million hotel rooms, with just 7% (almost 80,000) of them being star-rated. To accommodate the expanding number of international and Indian tourists, an additional 60,000 hotel rooms would be required in the next three to four years. It's worth noting that a tourist's average stay in Singapore is roughly 5 days, compared to 26 days in India. In India, the compound average annual growth rate of hotel rooms is just 6%, compared to 22% in China, 18% in Thailand, and 15% in Malaysia.

2.7 Deepika Manoharan , Stella James (2021)

India's cruise tourism: Sailing towards stormy waters

The enchantment of ships and sailing has been with us for many generations, as evidenced by Irish ballads and American music, Gulliver's Travels and Treasure Islands. It has now evolved into cruising. Cruises are seen in a totally different light today than they were in the nineteenth century, when they were a key aspect of tourism.

They are no longer seen as an out of reach luxury. With rising affordability, more people are able to experience the appeal of the open ocean. It's no surprise that cruise travel has been

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rapidly increasing: It was chosen by 17.8 million passengers in 2009 and 28.5 million passengers in 2018.

Today's cruise ships are substantially larger, measuring more than 1,100 feet long and 200 feet broad, over five times the Titanic's dimensions.

India is vying for a piece of this expanding market. The first foreign cruise docked in India in 2017, with over 1,800 people waiting with bated breath and undisguised enthusiasm at the Mumbai Port. After all, it was their first international excursion, departing from an Indian port."

Since then, cruise travel in India has grown dramatically: 138 cruise ships visited Indian ports in 2017-18, transporting 1.76 million passengers.

However, there are some frightening truths hidden beneath the opulence and glitter of cruises. The detrimental repercussions of cruise tourism have long been known across the world. Multiple outbreaks on cruise ships brought this to light during the new coronavirus illness (COVID-19) pandemic.

In the Diamond Princess ship, which was docked in Yokohama, Japan, more than 700 passengers and staff members tested positive for the virus earlier in 2020. The Grand Princess ship came in second with the second-highest number of COVID-19 positive patients on board.

On these two ships, a total of ten persons died. These cruises were dubbed "floating petri dishes" by the media.

However, health issues are not the only ones. Cruises are also notorious for their negative socio-environmental consequences. The shipping industry accounts for around 3.01 percent of yearly carbon dioxide emissions.

According to estimates, a single ship releases the same amount of particulate matter as 100 million automobiles. They also produce large volumes of rubbish; one cruise passenger generates around 2.6-3.5 kg of waste every day. On average, 1-2 kilograms of garbage is produced on land.

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Due to a lack of suitable trash disposal techniques, this garbage is frequently thrown into the sea. Cruise tourism has a number of negative consequences for the 'host' towns. According to research, the usage of regional language has decreased in Dubrovnik, Croatia, and Caribbean nations as people "adopted the habits of visitors."

Other studies have found that the cost of living is growing due to tourists' increased buying power. According to the same report, environmental costs might be up to seven times higher than the local economic gain.

These are the facts we must consider while considering cruise tourism in India. More than 39 lakh fish workers reside in 3,300 communities across India, all of whom rely on the seas for their survival and livelihood.

India is one of the world's 17 mega-biodiversity hotspots, with 400 different coral types, 2,500 different fish species, and some endangered creatures including dugongs and turtles. As a result, it's critical to consider how cruises may affect our ecosystems and the populations who dwell in these environments.

2.8 India Infrahub (2021)

Mumbai's Port-Led Tourism Development: From a Cruise Terminal to the World's Longest Sea Ropeway

Mumbai Port Trust is working on a number of initiatives to promote multimodal connectivity, in keeping with Prime Minister Gati Shakti's aspirations.

"The Trust has set the objective of achieving harmony between cargo and ship demands on the one hand, and city (Mumbai) and citizenship needs on the other," said Rajeev Jalota, CMD of the port trust.

The Mumbai Port Trust's multimodal connectivity master plan has two key pillars: cargo-related initiatives and sea tourism.

Tourism Development in Ports Mumbai, India

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International Cruise Terminal (ICT), 1 km-long Mumbai Port Waterfront at Prince's and Victoria Dock Wall, Ro-Pax Terminal, and Ropeway between Sewri and Elephanta are among the Mumbai Port Trust's sea tourist initiatives.

The Mumbai International Cruise Terminal, which is under construction at Ballard Pier expansion berth at an estimated cost of Rs 500 crores, is the most important and ambitious project for Cruise Tourism, not only for Mumbai but for India.

This terminal will be used by cruise ships as well as city residents, since it will have retail stores, restaurants, leisure spaces, and other amenities.

The Mumbai port waterfront is an integrated water transportation hub with all modern amenities for city dwellers' pleasure and commute. Seaside Restaurants, Amphitheatre, Domestic Cruise Terminal, Marina, Floating Restaurants, Harbor Cruises, Water taxis, and other amenities will be available at this complex, which includes a Ro-Pax terminal.

The Ro-Pax Terminal connects Mumbai and Mandwa, providing a new mode of commuter and tourist transit between these two vital nodes. This service will be expanded to include a connection to Navi Mumbai's new airport.

The Ropeway between Sewri and Elephanta is another ambitious project of the Mumbai Port Trust. The world's longest eight-kilometer maritime ropeway will be erected in a public-private partnership (PPP) for over Rs 700 crores.

Along with stunning views of maritime infrastructure such as ships, the Marine Oil Terminal, and the future Mumbai Trans Harbor Link, this project will provide a new form of transportation for the city's inhabitants.

A dedicated rail line for port freight transportation from Wadala to Kurla is also being built to strengthen rail access to the dedicated rail freight corridor to Delhi. Commuters will benefit from this new rail route since it will alleviate the suburban train on the Harbor line.

2.9 B. Janardhanrao (2022)

Work on a Rs 96 crore cruise terminal project at Visakhapatnam port will start shortly.

VISAKHAPATNAM: The Visakhapatnam Port Trust has finalized project bidding, and building of the much-anticipated cruise terminal will begin within a week (VPT).

The cruise terminal will be built at the Green Channel Berth of the outer harbor, which is projected to promote tourism in North Coastal Andhra. Separate bids for the construction of the cruise berth and the cruise terminal structure have been finalized.

VPT Chairman K Rama Mohana Rao told TNIE that proposals for the \$96 million cruise terminal project were originally requested on August 16, 2021. Because there was only one ineligible proposal for the project, separate tenders for the cruise berth and the cruise terminal structure were requested.

The cruise berth contract was won by Radhakrishna Engineering and Construction Company of Vizag, while the terminal building tender was won by SEBC Constructions of Hyderabad.

The selected bidders have already received work orders. Work on the cruise terminal project will begin within two weeks following the clearance of technical studies.

The cruise berth will be 180 meters long and will have two mooring dolphins on each side. It can handle Panamax boats with a GRT of 50,000-1,000,000 and ships with a length of 300 meters, a beam of 37.6 meters, and a draught of 8.1 meters. According to him, the cruise port would be completed in February with new infrastructure.

The VPT Chairman stated that the passenger terminal building will have a total built-up area of 3,530 square meters.

Vizag is getting set to go on domestic and international cruises.

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Parking will be available for seven buses, 70 vehicles, and 40 two-wheelers. Immigration counters, lounges, tourism operator counters, restaurants, shopping malls, entertainment zones, and bathrooms are among the suggested facilities.

On November 16, 2018, the VPT issued preliminary permission to the 77-crore cruise terminal project.

During the detailed design stage, IIT Madras, the project consultants, raised the berth estimate to '64.24 crores, which included coast protection work. The cost of the terminal construction has been reduced to Rs 31.81 crore. On May 7, 2021, the VPT accepted the project's increased cost of Rs 96.05 crore.

The project was intended to be started with 50% funding from the Ministry of Tourism's Assistance to Central Agencies for Tourism Infrastructure Development program. On July 26, 2021, the Navy approved the project. On October 26, 2021, the State Environment Impact Assessment Authority approved the CRZ.

Both local and international cruise travel from Vizag will be greatly facilitated by the development of the new terminal. According to the VPT Chairman, it would also provide a big number of jobs for locals.

2.10 Newton Sequeira (2021)

The Cochin Port Trust will build a cruise terminal at Mormugao.

Cochin Port Trust has been entrusted with the building of the full-fledged international cruise terminal that is coming up at the port, said Mormugao Port Trust chairman E Ramesh Kumar on Thursday, after completing the construction of a Rs 25.7 crore cruise terminal at Kochi.

On Wednesday, MPT issued a work order to Cochin Port Trust, and construction is likely to begin soon.

"We have decided to employ Cochin Port Trust as the project management consultant for this project because of the Covid epidemic and because Cochin Port has already developed a

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cruise terminal," Kumar added. "The work order was recently issued, and because they've already completed a job like this, all they have to do now is reproduce it."

MPT has an ambitious proposal to build a domestic and international cruise port that will feature Ro-Ro and Ro-Pax services, allowing cruise guests to go straight to North Goa after disembarking on smaller ferries and boats.

A commercial centre will be built within the terminal building, allowing international tourists who do not desire to travel to sample Goa's culture, cuisine, and handicrafts.

Feedback Infra Private Limited developed the techno economic feasibility assessment, while Team One India created the architectural cum engineering design for the terminal and ancillary facilities.

Kumar believes that the global cruise industry will recover, and that MPT would like to have all of the necessary infrastructure in place to gain an early edge.

During a discussion on investment prospects in Goa at the Maritime India Summit, MPT announced the proposal for the cruise terminal and related infrastructure. MPT now features a 450-meter-long cruise berth that can handle cruise ships.

When two cruise ships dock at the same time, the second berth, which is currently leased to the Indian Navy and the Indian Coast Guard, is utilized.

Meanwhile, cargo flow at the port increased by 37% in 2020-21, despite freight movement at other major ports in the country declining. Despite the unexpected stop in economic activity caused by the Covid-19 epidemic, MPT handled 219.5 lakh tones of cargo in 2020-21, compared to 160.2 lakh tones the year before. Kumar ascribed this to the port's efforts to mitigate the pandemic's impact on maritime traffic. The MPT CEO also predicted that cargo transportation will grow in the coming fiscal year as a result of attempts to diversify freight.

CHAPTER -3

Analysis of the study

3.1 CRUISE TOURISM

Since the 1950s, tourism has grown in popularity across the world. A cruise is a pre-planned vacation that involves a cruise itinerary over a certain length of time. Cruises, which were formerly considered a privilege reserved for the wealthy, are now a popular leisure activity for the general public. Cruise market trends show a qualitative as well as quantitative consolidation in the business, with cruising gaining increased prominence in the global "tourism pie."

There are 4 dominant factors that make up cruising:

1. Attractions – include interesting destinations and itineraries,
2. Facilities on board – include a total holiday and entertainment package,
3. Transportation – having the ability to move from one place to another without the need of packing and unpacking at each destination,
4. Hospitality – having professional staff looking after you in luxury.

3.2 EMERGENCE OF CRUISE INDUSTRY

Boats are not the earliest source of transportation, but they were the most convenient from ancient times until the development of steam. The sea was used to pioneer global exploration and navigation, while inland, bulk load transportation for commerce and building was mostly assisted by boat on rivers and constructed canals. In 1839, as part of the monthly crossing postal service between Liverpool and Boston, cruise tourism made its modest debut. Increasing travel demand kept the ships busy crossing the Atlantic with visitors from both continents during the 1950s and 1960s. Ships began to cater exclusively

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to people rather than cargo or mail contracts, and comforts like as electric lighting, additional deck space, and entertainment were added. The concept of the superliner had been conceived by the early twentieth century, and Germany was the market leader in the building of these large and elegant floating hotels. These ships were designed to make ocean travel as comfortable as possible by concealing the fact that they were at sea and dealing with bad weather as much as possible through exquisite accommodations and organized activities.

3.3 MAJOR DRIVER FOR CRUISE TOURISM IN INDIA

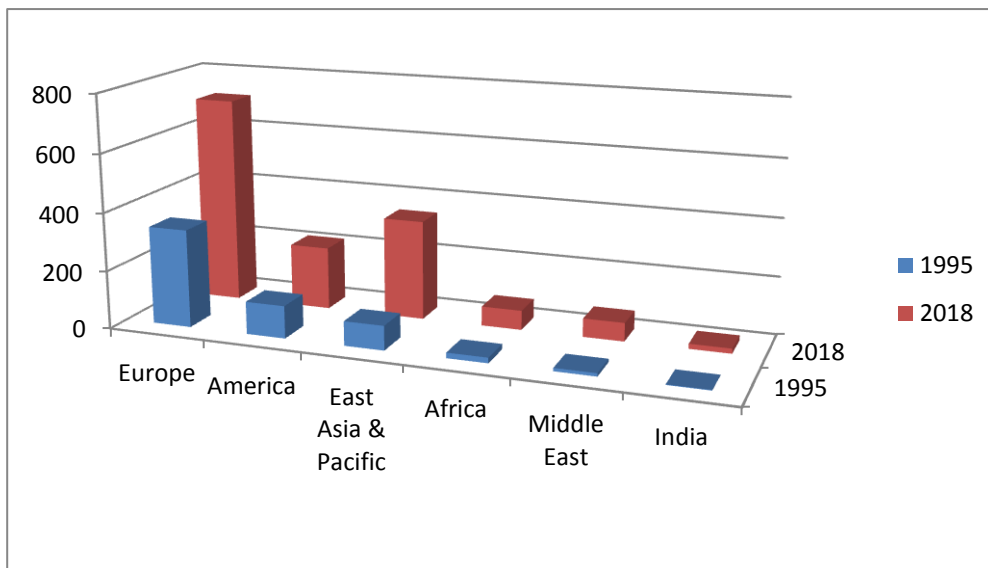
Lush scenery, exotic places, swaying palms, seafood, and architectural splendors of its churches, convents, and old residences; Serenity, relaxation, and parties are key offers. India has a multi-hued and distinct lifestyle separate from the rest of India because to its centuries-long meeting place of East and West faiths and civilizations.

3.4 GLOBAL SCENARIO

Tourism has become one of the most important economic activity on the planet today. In 1995, around 567.4 million tourists visited the world, with Europe accounting for 80% and America accounting for 20%. The South Asian region's contribution was a pitiful 0.8 percent. According to WTO projections, Europe will continue to be the most popular tourism destination in 2020, with 717 million visitors expected. South Asia is predicted to receive 19 million international tourists in 2020, over five times the number in 1995, but still relatively low when compared to other locations. India is predicted to generate a 4.5-fold increase in foreign visitor arrivals, accounting for more than half of all arrivals in South Asia. Arrivals of International Tourists in 2005.

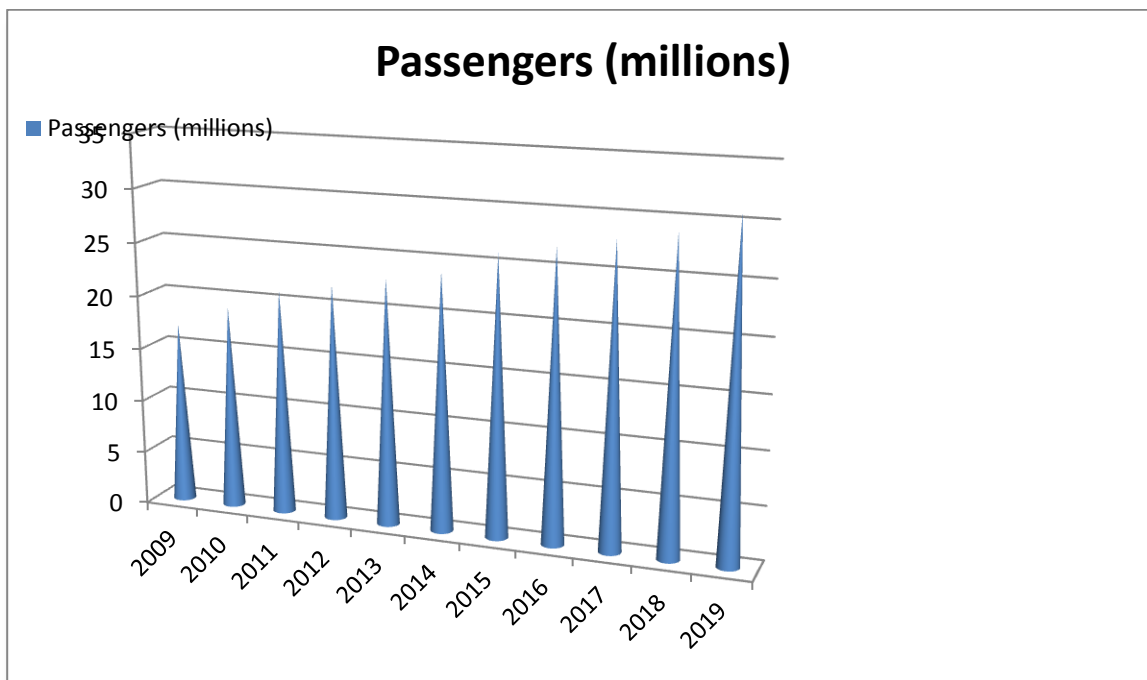
3.5 World Tourist Arrival in 1995 & 2018:

Region	No. of Tourists (In Millions)in 1995	No. of Tourists (In Millions)in 2018
Europe	337.2	713
America	111.9	217
East Asia & Pacific	84.0	343
Africa	18.8	67
Middle East	11.1	64
World Total	567.4	1,326
Share of India	2.1	17.42



3.6 HISTORIC LEVELS OF WORLDWIDE GROWTH

The cruise business has evolved as one of the fastest expanding and most popular divisions of the global travel and leisure industry during the last two decades. In 1980, 1.4 million people boarded a traditional cruise operated by a North American cruise line, a figure that had risen to almost 14.3 million by 2007. ² According to 2007 cruise figures, North American passengers increased by around 4.1 percent. Over this time span, the UK, European Continental, and Asian cruise markets have all witnessed significant expansion.



The expansion of the traditional global market gives cruise operators the push to extend present market offers and enter new and rising market areas throughout the world. With ongoing cruise passenger growth, the cruise sector is expected to expand further. The cruise industry is trying to develop the region's potential for cruise passenger growth, which will be reflected in the increased presence of cruise vessels in the region to produce and support this growth potential.

3.7 INDIAN SCENARIO

India witnessed a doubling of the foreign tourist arrivals from 1.23 million in 1991 to 2.64 million in 2003 with the tourism earning increasing by 228.7% from Rs.431.8 million in 1991 to Rs. 1419.5 million in 2002. As on 2003 the size of the tourism industry in India was US\$ 4 Billion. Exhibit 29 shows the statistics of Tourists in India.

Descriptio n	200 2-03	200 5-06	201 0-11	201 5-16	2020- 21	2025- 26	2030- 31
Internatio nal Tourist arrivals (in Millions)	2.73	3.32	4.16	6.41	8.91	12.38	17.20
Potential market For Cruise Tourism (1.4 %)	381	464	645	897	1247	1732	2407
	64	91	99	59	20	98	96

From a tourism standpoint, India has gained the following international accolades:

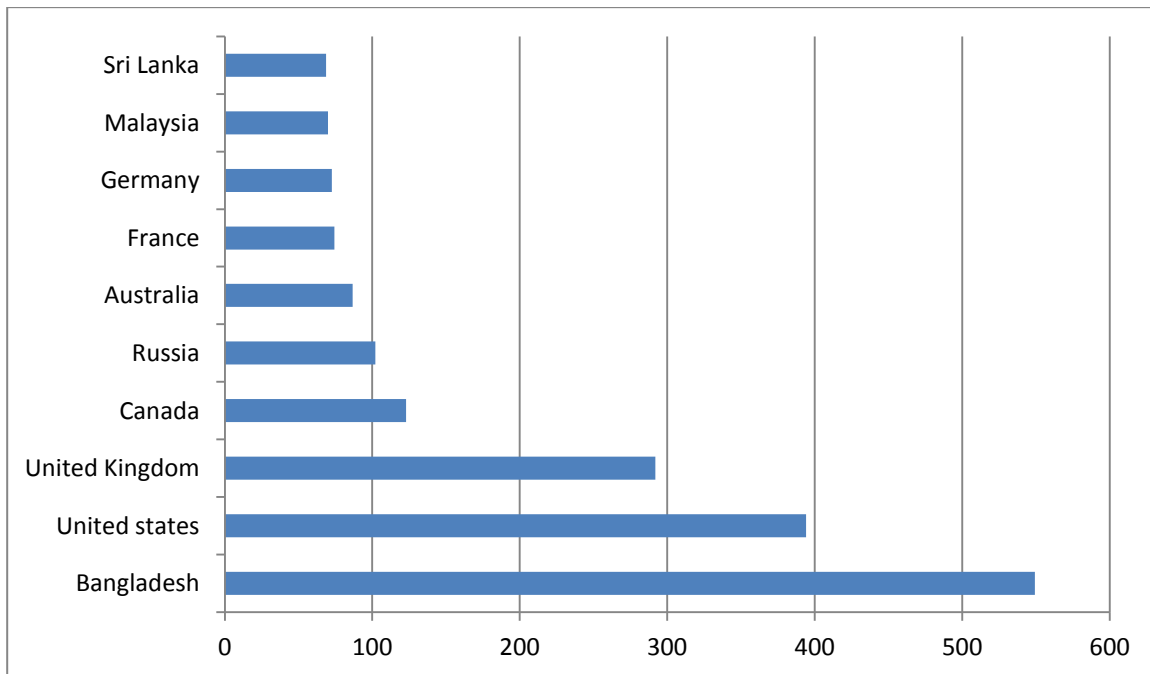
- India is one of the top four most popular holiday locations in the world, according to "Coned Nast Traveler," the world's largest travel and tourism publication.
- India was voted No. 1 among the best 50 locations to visit in 2006 by ABTA (Association of British Travel Agencies).
- 'Travel & Leisure' named the "Incredible India" campaign the most memorable advertisement in the world.
- The government of India's aggressive advertising campaign "Incredible India," which sparked fresh interest among international passengers, got the Pacific Asia Travel Association (PATA) Gold Award last year for its "Incredible India" campaign;

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- In a poll of 167 countries, Lonely Planet named India as one of the top five destinations.
- There were World Travel Awards for:

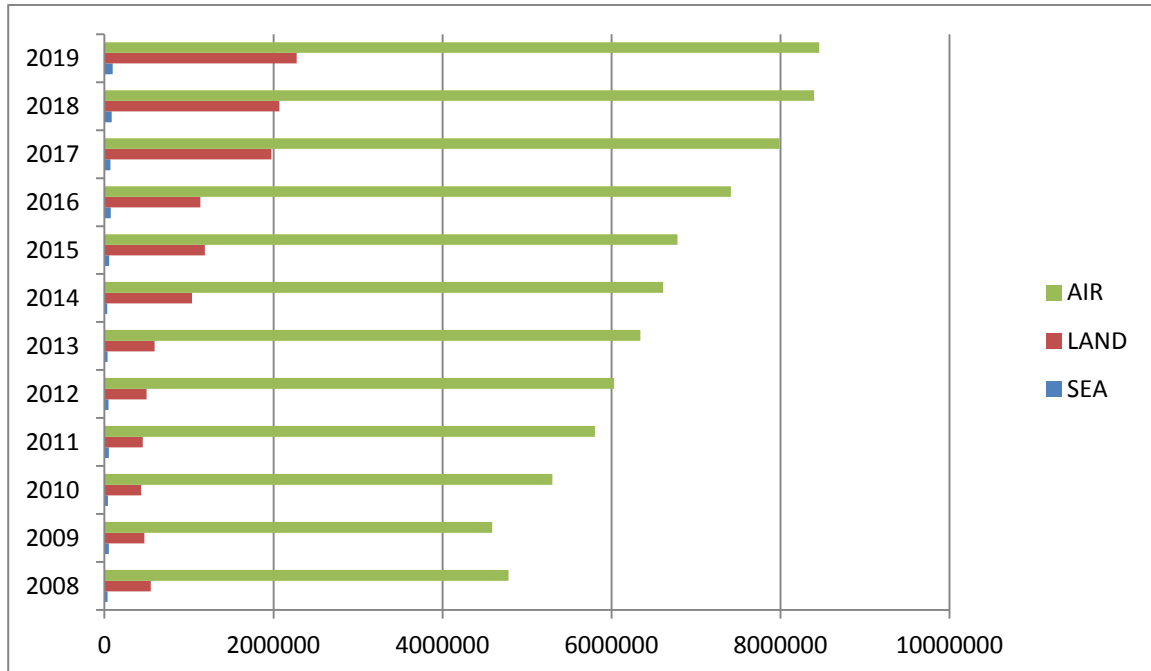
Asia's most popular vacation spot Leading Travel Destination in the World (Television Commercial) For endogenous tourism, the world's foremost Responsible Tourism Project The leading tourism and convention bureau in Asia;

3.8 Foreign tourist arrivals according to country of origin:



Leading source countries of foreign tourist arrivals in India 2020 (in 1000s)

3.9 Foreign Tourist arrivals by mode of travel in India:



3.10 Foreign tourist arrivals by sea in India

Historically, tourism has been the primary reason for visitors to India; however, business travel is gaining traction and is expected to rise in the future years.

3.11 HISTORY OF INDIAN PORTS

Here is the list of ancient seaports of India:

1) Lothal, Gujarat

Lothal was one of the most important towns of the Indus Valley civilization, and it is located in the Bahl area of contemporary Gujarat. It is located in the Ahmedabad district of Gujarat, near the village of Saragwala. It was found in 1954 and is thought to date around 2400 BCE. Not just in India, but also in the globe, Lothal's dock is the oldest known dock. At a period

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when the surrounding Kutch desert was a part of the Arabian Sea, the port connected the city to an old route of the Sabarmati River between Harappan settlements in Sindh and the peninsula of Saurashtra.



The amount of information the Harappans had about tides has astounded modern oceanographers. Their constructions demonstrate their competence in hydrography and maritime engineering. Because the wall is formed of kiln-burnt bricks, they studied tidal motions and their effects on brick-built buildings. The choice of location was also crucial since the vessels would be able to take advantage of the Gulf of Khambat's largest tidal amplitude for unfettered transit through the river estuary's flow tides. Gems, jewellery, spices, textiles, and mineral ores were all traded through the port. Historical texts reveal that ships from West Asia and Africa arrived in these locations.

2) Muziris Port, Kerala

In 3000 BC, this historic opulent, glamorous port city was one of the most active trade centers. This port was visited by ships transporting spices, jewels, silk, ivory, ceramics, and other goods. The location is currently known as Kodungallur and is located in central Kerala, about an hour's drive from Kochi. The harbour served as a link between the region and the Persians, Phoenicians, Assyrians, Greeks, Egyptians, and the Roman Empire. This

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region's trade was supported by more than 30 countries. Sangam literature contains descriptions of Roman ships anchoring in this location. The Spice Route was such a profitable trading route that the Arabs kept it hidden until a Greek mariner named Hippalus discovered it, sparking a gold rush.



However, the Periyar river basin was destroyed by tsunami waves during this golden time. The splendor of Muziris port washed away, and all attempts by historians and archaeologists to identify it were futile. Finally, the Kerela Council for Historical Research undertook excavations at Pattanam, North Paravur, in 2006-2007. The intensive excavating revealed that the vanished port of Muziris had been discovered. Chera coins, pottery, and functioning stone, copper, and iron artifacts have all been discovered at this location. The relics indicate to the presence of Iron Age and Roman settlers.

3) Arikamedu Port

Arikamedu is located in modern-day Puducherry, an Indian union territory. It was the Tamilians' only port of trade with the Romans and the French. The port permitted the trading

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of a wide range of goods, with a particular concentration on textiles, semiprecious stones, beads, glass, and shell bangles. Wine was one of the most often imported goods. Another favourite imported item for Tamilians was Terra Sigillata (fine red Roman clay pots). Aside from these, East Asian glazed ceramics, Chinese Celadon pottery, Chola coins, and other artefacts have been discovered in this area.



In this location, Chinese antiquities from the Song-Yuvan period have also been uncovered. This commercial port seems to have been ignored for a long time. The French East India Company reported coming upon an old site in 1734, decades later. Some brick constructions were discovered during the 1765 excavation. The first substantial work on this site by ASI was done in 1945 by Sir Mortimer Wheeler, the Director-General of ASI. More excavations were done recently, between 1989 and 1992.

4) Baruch Port

Bharuch, a major and successful port, was built roughly 2000 years ago in the same location as modern-day Gujarat. The Greeks called the harbour Barukaccha, while the Romans called it Barygaza. Realizing how little the quantity of info available on it is astounding. This is almost never mentioned in historical texts. It flourished as an important hub in the Indo-Roman commercial network only when the Sakas intervened in the later decades. In terms of silk and spices, Baruch is one of the most important export destinations for the wealthy Romans. Ujjain and Mathura, of which the latter has a primary role in the management of

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the Ganges commerce and that of the coastal districts of Sopara and Kaliyana, had trade with the Baruch harbour. It also had ties to Central Asian commercial hubs, leading to Bactria, and gradually pushed its way up to the Roman Mediterranean, creating naval contacts with Persia. The previously mentioned Periplus of the Erythraean Sea is one of the most important manuscripts to reference the Baruch port. Though the creator is unclear, it is supposed to be a Greek nautical businessman who enumerated all of the time's markets. Long pepper, ivory, cotton, indigo, and onyx stones were among the products carried by the Roman traders.

5) Poompuhar Port

Poompuhar, also known as Puhar, is said to be the Chozha Empire's port town. It is currently located in Tamil Nadu's Nagapattinam district. Poompuhar is described by author Ilango Adigal in Silappadikaram, one of the five major Tamil epics, as a busy port where horses, pepper, diamonds, gold, pearls, and wheat were exchanged in large amounts. Other Tamil epics like Manimekhalai and Prakrit literature like Milindpanha, the Jataka Tales, Ptolemy's Geographic, and the historical record Periplus of Erythraean Sea mention the Poompuhar port. The final volume, which was written in the first century CE, is on the Chola kingdom, towns, ports, and trading hubs. Ptolemy compliments the city planners' inventiveness. The allusions, as well as the city of Poompuhar, vanish without warning. The city's remnants were nowhere to be located, raising questions about its existence. Excavations in the area have revealed that the port was destroyed by a tsunami. Silappadikaram had said the same idea, albeit in a more mysterious or lyrical manner. It is mentioned in the epic that it was swallowed up by the sea. In the 1910s, archaeologists discovered the ruins of a wharf. Poompuhar's existence was later confirmed by the discovery of several more brick constructions nearby.

6) Calicut Port

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The Calicut port is one of the busiest in the continent's extreme southern area. It is also known as Kozhikode and is located on the Arabian Sea. It prospered during the Chera rule circa 1100 AD, becoming a major spice trade port for pepper, cloves, and cinnamon. Textiles and spices were exported, while Chinese pottery and European pots were imported. With the voyage of Vasco da Gama in 1498, the port acquired prominence as one of India's most significant seaports. With this historic encounter, the east and west created a long-term commercial partnership. However, under colonial authority, it quickly lost its significance. The ruins of a sea bridge, storage yards, and cargo handling cranes are the only things left.

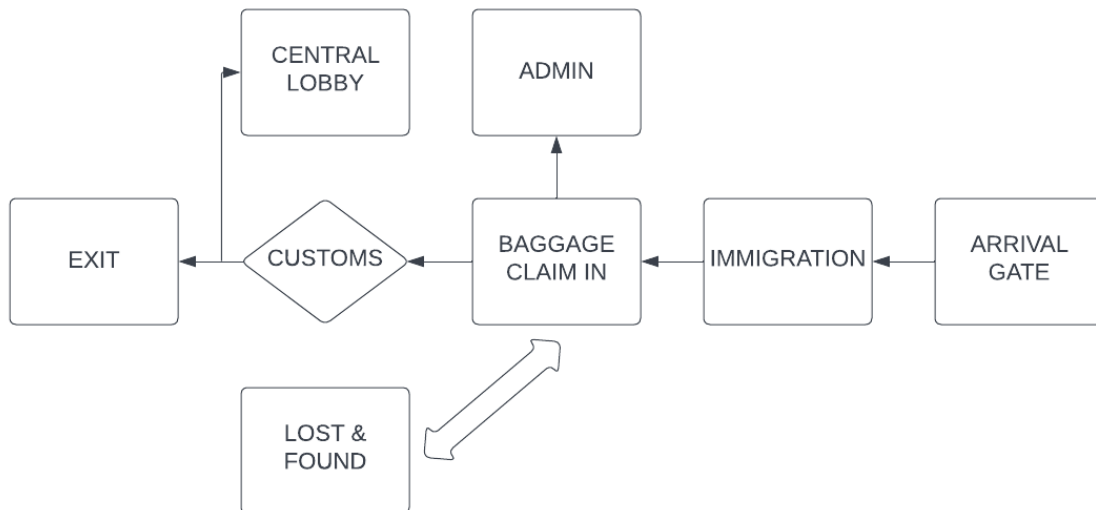
3.12 WHY INDIA IS A POTENTIAL DESTINATION

- Inland ports, fishing ports, dry ports, warm-water ports, and seaports make up India's extensive coastline. India is well connected with rest of the world.
- Picturesque landscapes, majestic mountains, and tranquil rivers with great beaches are among India's many world-class tourist resources, both natural and artificial. Rich cultural heritage- Celebration of various festivals through fairs.
- Develop cruise terminals that not only provide a great experience for passengers, but also serve as 'gateways' to India's larger tourist offering.
- Going on a cruise appeals to both local and international visitors since it allows them to "see numerous areas."
- The three ports of Goa, Cochin, and Mumbai are regarded the finest in India for cruise tourism.
- For both international and local tourists, quick immigration and passage through the port are high priorities.

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- Building international cruise ports and making India more tourists friendly are seen as the most crucial steps for positioning India as a cruise destination by foreign tourists.

3.13 FLOW DIAGRAM INTERNATIONAL



3.14 SHIP MOORING PROCEDURES

ARRIVAL PROCEDURE

- Information is passed to the port by ship authorities a month before arrival.
- Schedule is prepared by docks manager.
- Short list is passed to section engineer/mooring section/ survey section about the allotted berth.
- Vessel reaches the outer sea, anchor in buoys – conveys signal to port.
- Port manager informs the mooring section and the customs.
- Survey/mooring section checks the berth and foreman appoints Dockers.
- Customs boats with mooring pilots are send for preliminary check.

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- Dockers send the tugs. Pilots direct the tugs.

DEPARTURE (VESSEL CALL OUT)

- Captain announces the time for callout
- Customs officers are send to inspect the vessel
- Survey engineers check the technical side and channel draft
- Customs/ survey section gives the green signal
- Pilot boards the vessel to direct the tugs
- Tugs drag line vessel to outer sea
- When the vessel reaches the outer sea the pilot boat is sent back

Note width of the channel must be twice the length of ship; the height offhand rail is 1m

3.15 TYPES OF HARBOURS

a) Offshore type has minimum land take

- Minimum dredging
- Expensive in deep waters
- Vulnerable to weather, currents
- Navigational hazard

b) SEMI RECESSED TYPE:

This type is good for cut and fill economies however it may pose a navigational hazard.

c) BUILT IN TYPE:

Good for cut and fill economies however it may pose a navigational hazard.

d) LAND LOCKED TYPE :

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Gives a strong sense of enclosure while minimizing contact with shorelines. Distance from water might be an issue here. NOTE: In each example, the land and water area are equal. PROCEDURE FOR ARRIVAL officials a month ahead of time. by the docks manager Engineer/mooring section/survey section about assigned berth - transmits signal to port and customs. The foreman names Dockers. Preliminary examination. DELIVERY (VESSEL CALL OUT) The vessel is inspected by customs authorities. & draught canal the pilot boat is being returned. ship's length As the terrain wraps around the sea, the height of the hand rail remains constant at 1m. However, the forms and relationships may change. The space necessary for berthing ramps plus the turning basis in front of them is the minimum harbor area.

3.16 BREAKWATERS:

Protection of artificial and semi-natural harbors is required. They are linear nature structures with water on both sides. Except for floating forms, they emerge from the seabed and are always visible above the surface. Breakwaters include jetties, wharves, and piers, however not all breakwaters are jetties.

3.17 BOAT HANDLING:

GANTRIES:

The craft is cradled and hoisted in slings hanging from these permanent structures, which hold one or two overhead trolleys-rails. The most basic form crosses a docking area.

3.18 TYPE OF CRUISE TERMINAL

1) Home Port

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The port would serve as the home port or hub port for a cruise ship that would transport guests on a cruise circuit before returning to the home port to berth. To take their cruise, travelers would either fly in or drive in to their home ports.

2) Port of Call as a Port of Call

The port would serve as a transit and receiving port for national and international cruise ships that visit many places on their journey. Travelers who disembark at the port go to nearby locations or, in rare cases, fly to faraway places. Travelers who disembark at one point may find themselves boarding the ship at another port closer to the location they have selected.

3.19 ROLES PORTS PLAY

Infrastructure Role:

Ports offer the sea and land infrastructure that allows ships to arrive and dock comfortably and safely. They are to ships what airports are to planes, and the size, frequency, and kind of vessels that come in will be determined by the nature, extent, and adequacy of port infrastructure facilities.

Hospitality Role:

Ports serve as an important entrance point for visiting ships and the tourist's initial introduction to the location. Similarly, ports would be the point of departure for departing tourists. The way in which tourists are received and the tourist amenities and facilities supplied will define the port's tourism attractiveness.

Connectivity Role:

Because ports serve as transit points for both arriving and leaving visitors, their effectiveness in terms of excellent links to airports, trains, and speedy access to famous tourism attractions around the state and country is vital.

3.20 PORT SUPPORT SYSTEMS AND TECHNICAL DETAILS

BOLLARD

This is an iron clip that is attached to ships with a strong rope and keeps the ship to the land in the event of a storm at sea.

- **SHOCK ABSORBER: FENDER**



- Designed to reduce the impact of the vessel on the berth.
- Horizontal movement is given directly beneath the ship's mooring.

- **BUOYS**



- For temporary anchoring and directional purposes.

PROJECT REPORT

- They are stacked or anchored indications that run the length of the navigation channel.

3.21 POLLUTION CONTROL TECHNIQUES:

Sewage disposal is usually a problem in port locations, as it builds up over stagnant zones. Another disadvantage is the growth of algae. The migration of algae in and out of the port region is influenced by the tides. The algae are hazardous to speed boats because it jams the propellers. The speed boats slip over due to the floating layer of algae, and they lose control. In general, two approaches are employed to address these issues.

- 1) The algae film is swept out to the beach using tugs attached to the floating net.
- 2) A temporary sucking pump system is installed to remove sewage and oil films from the channel.

3.22 TYPES OF CRUISES

Ocean Voyages: A one-way journey across a large body of water from one place to another.

Standard Cruises: Open-water cruises can be one-way or round-trip, with many ports of call.

River/Canal Cruises: River and canal cruises are intimately tied to the culture and tradition of the nation being visited.

Destination / Expedition Cruises: Destination / Expedition Cruises: dependent on the intended destination. **Day Cruises:** A day cruise is a trip that lasts no more than 15 hours.

Contemporary Cruises: These cruise lines are known for having resort-style amenities and a strong focus on ship-board activities.

Luxury Cruises: high-end luxury cruises with a focus on locations and shipboard facilities.

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Specialty Cruises: Adventure cruises with a focus on destination, education, and off-ship activities.

3.23 CRUISE TERMINAL COMPONENTS

The standard rules for establishing a cruise terminal were considered in our site selection analysis. These were utilized to do a preliminary comparison of different sites.

PRIMARY

- Channel depth
- Berth length & depth alongside
- Apron & related supporting infrastructure
- Terminal areas
- Ground transportation areas
- PARKING
- Security facilities
- Roadway access

SECONDARY

- Mixed-use areas
- Event space
- Retail
- Entertainment
- Commercial
- Mass transit access
- Ferry
- Bus
- Open Spaces
- Site Selection

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- Public areas
- Park and circulation area
- Channel Depth, Navigation and Berth
- Channel depth and navigation
- Channel depth should be 11.5m minimum
- Turning basin area(s) should be 1.2 to 1.5 times vessel length (415 to 520m)
- Berth length between 275 and 350m, supporting vessel of 350m in LOA
- Depth alongside Home Porting Berth 9.8m

3.24 TERMINAL AND SUPPORT REQUIREMENTS

- Issues with pedestrian and vehicular access, traffic control, and upkeep in general at the passenger terminal
- Boarding; ground transportation, check-in, waiting spaces, passenger security
- Ship arrival, immigration, luggage claim facilities, customs, and ground transportation
- Ship arrivals and departures, gangway and apron operations, and vehicle loading door operations.
- Ground Transportation: Curbside regulations, domestic and international traffic separation, bus stall requirements, curbside operations, and parking.
- Homeland Security; approved security plans, security policies, operational standards, IMO, ISPS Codes

3.25 BERTHING AREA TYPE

LINER

PARKING

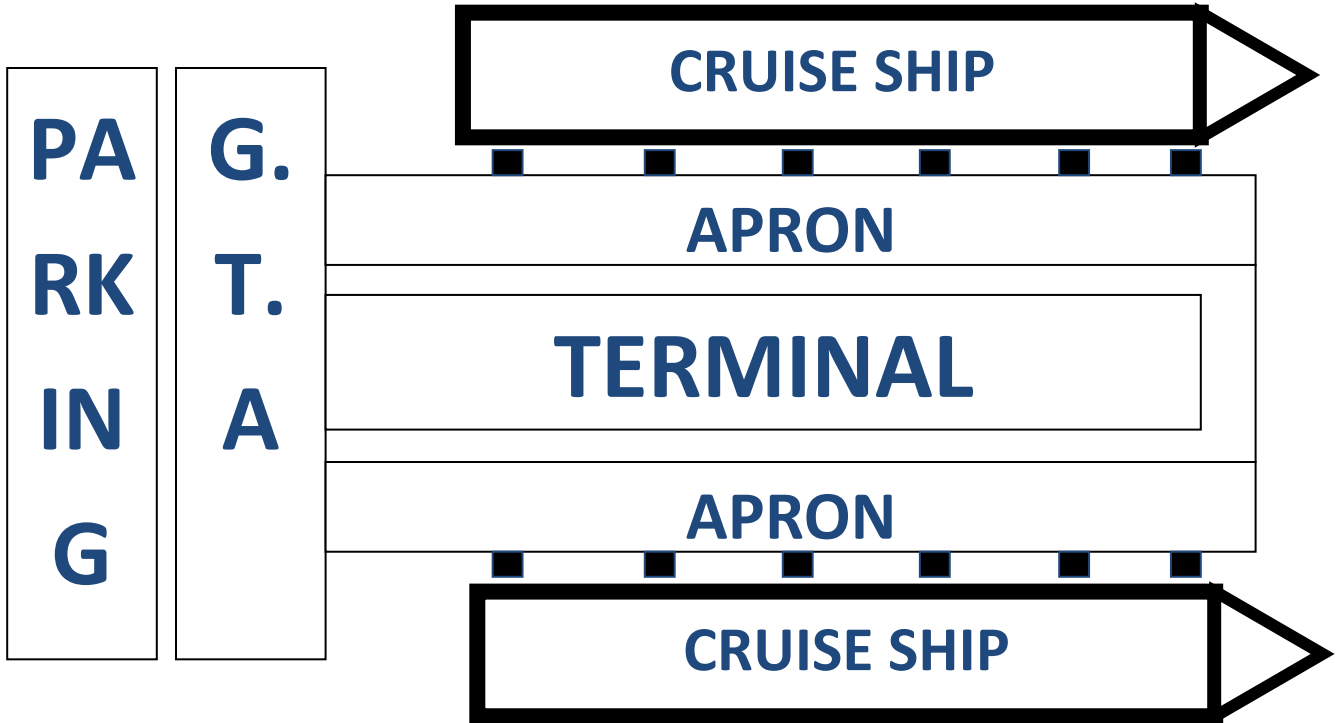
G.T.A

TERMINAL

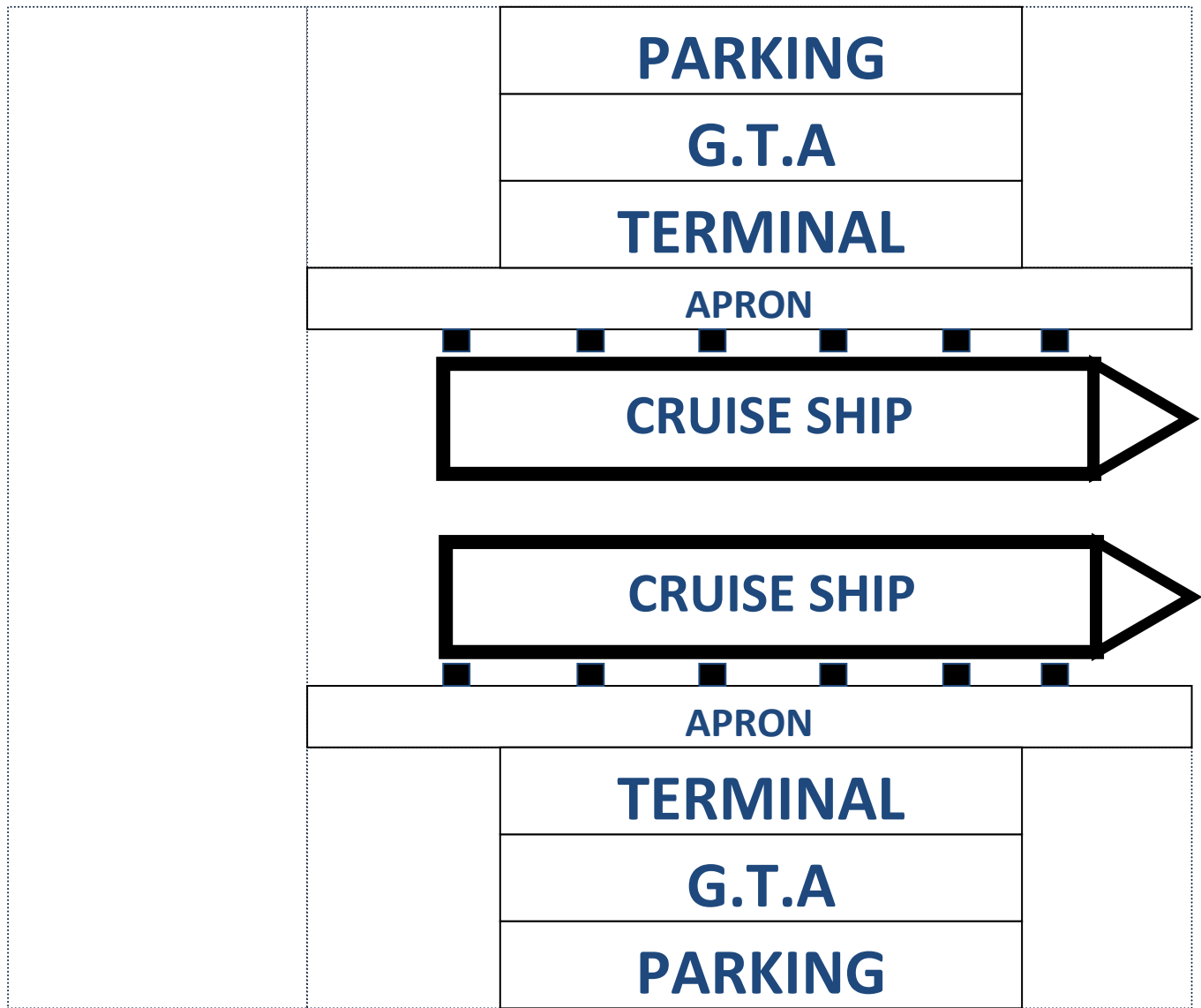
APRON

CRUISE SHIP

PIER



SLIP



CHAPTER -4

CHALLENGES AND ISSUES

4.1 Challenges and issues in global tourism industry

Challenge 1: Understanding Source Market Penetration

Although the US source market is maturing, Europe and South America are anticipated to develop further. Nonetheless, the Asian source markets are considered to have the greatest development potential, and the main cruise lines (Carnival Cruises and Royal Caribbean Cruises) have begun to transfer capacity from Europe and the Caribbean to Asia. Understanding and catering to expanding source markets, as well as adapting the present marketing mix to meet their demands, are critical for the cruise industry's long-term success.

Challenge 2: Hybrid Cruisers and First-time Guests

The present cruise demographics run counter to the notion of well-off silver agers who repeat cruises, prefer routine (e.g., the same dining table and waiter), and value an organized experience. Strict dinner hours, formal clothes, and a "ceremonious" atmosphere are all a thing of the past thanks to NCL's "Freestyle" sailing, Celebrity's "contemporary luxury," Carnival's "fun ships," and Royal Caribbean's "Wow Factor." The difference between "cruisers" and "non-cruisers" is blurring as millennials find cruise holidays as a complementing kind of vacation (i.e. hybrid cruisers). Cruise companies can no longer rely entirely on loyal repeat customers due to "hybrid cruisers" and ever-increasing capacity. To minimize the possibility of overcapacity in the longer term, attracting and gaining the allegiance of first-time cruisers is critical. Attempts to attract first-time cruisers and market cruise holidays to a larger audience include emerging themed sub-segments (e.g. heavy metal cruises), land-sea holiday package combinations, and media-visible big events (e.g. concerts new vessel debuts).

Challenge 3: Cruise Vessels as Flexible Experience Platforms.

The cruise ship is the most important piece of infrastructure. This infrastructure might be a limiting element if the focus changes toward generating themed, mass-customized experiences for a range of guest groups. The size of a cruise ship might limit itinerary alternatives (due to port capacity limits), and its internal architecture can limit activity personalization to specific themes. Because of the high cost of building and the extended lifespan of cruise ships, market adaptation via new constructions is not commercially viable. In this regard, engineering, architectural, and technical advancements have the potential to change cruise ships from "floating accommodation and catering infrastructures" to "technologically enabled multi-experience platforms."

Challenge 4: Crew Sourcing and Turnover

Apart from the ethical necessity, current crew management procedures and labor conditions are increasingly posing a business-effectiveness dilemma. The growing size of ships (which poses new safety and management concerns), technology advancements, and the sophistication of on-board services all necessitate increased crew professionalism and efficiency. This includes anything from advanced language abilities to the ability to manage various onboard technology and systems. Qualified crew procurement is predicted to become increasingly difficult and expensive for cruise operators because of present employment terms, working conditions, and the ensuing crew turnover. Security, health, and safety concerns are tied to the human resource procedures on board. This extends well beyond well-publicized events like the Costa Concordia accident. In fact, similar events in passenger transportation are rare. According to data from Klein (2014), roughly 48 passenger ships sank between 1990 and 2013. This may look large at first, but it is put into perspective when compared to 448 so-called "disabling accidents" occurring from fires, crashes, power outages, engine damage, and propulsion issues over the same time period. Passengers and crew members are stuck at sea for many days due to a catastrophic disaster. On top of that, there are a slew of everyday health and safety hazards on board, including theft, violence, sickness outages, and persons overboard.

Challenge 5: Crisis Management and Communication Transparency

Traditional evacuation processes and safety rules, which must be altered and scaled to suit a bigger and more diversified passenger population on board, are being challenged by the rise of "floating towns / resorts." Leets et al. (2003) stress the need of comprehending human behavior during such crises and acquiring the skills to handle it in such situations. Even minor health and safety concerns can quickly snowball into a full-blown reputation catastrophe if not handled properly. The adage "what occurs at sea, stays at sea" is no longer applicable. Improved communication channels on board are required for effective incident response and crowd control. Not just on board, but also between land and sea, post-incident crisis management relies on communication transparency, information availability, and dependability.

Challenge 6: Corporate social responsibility and co-development

Compliance with environmental regulations and "green washing" will not suffice in the long run. Cruise companies' corporate social responsibility reporting, according to de Grosbois (2016), lacks information source transparency / dependability, third-party controls and guarantees, and precision in terms of metrics / performance. Various non-governmental groups (e.g., Friends of the Earth, International Transport Workers Federation, and UN International Labor Organization), academics, and the media are increasingly scrutinizing and criticizing the cruise industry. Ports are rapidly becoming more suspicious and demanding of the investments required to accommodate bigger cruise ships.

Challenge 7: Cruise Port Alliances and Development Governance

Various cruise port alliances exist today, including the American Association of Port Authorities, Med Cruise, Atlantic Alliance, and Cruise Baltic. Too far, their major responsibilities have been to promote and provide internet material for their particular regions, as well as serve as communication hubs for port authorities. To facilitate and sustainably develop regional cruise tourism, those organizational entities (or alternatives) will need to shift their focus from port promotion to regional representation, and from port coordination to cruise tourism development management in their respective ports and regions as a whole (for example, facilitating public-private partnerships for port and general

tourism infrastructure). Setting up such a governance model would be a prisoner's dilemma and a leadership challenge, since it would need port/destination stakeholders to give up autonomy in the sake of collaboration. This governance difficulty is exacerbated by the fact that a number of port/destination organizations within a cruise zone are owned and operated by public sectors in several nations.

4.2 India's Cruise Industry

As India stands astride the bustling Sea Lines of Communication that crisscross the Indian Ocean, the country's nine coastal states, 7516 kilometers of coastline, and 14,500 kilometers of inland waterways combine to give it a natural edge in the growth of cruise tourism. The Indian peninsula stretches over a thousand miles into the Indian Ocean, giving it a distinct competitive edge in the growth of the country's cruise tourist industry. According to a 2015 survey, India is the ninth most popular tourist destination in the world, and is a popular cruise destination. For international cruise lines, Indian ports are the most important ports of call. In 2015-16, cruise ships visited 128 ports in India, including Mumbai, Cochin, Goa, New Mangalore, and Chennai. Presently, Domestic operators offer river cruises on the Brahmaputra and Ganga, which are part of the National Waterways 1 and 2, as well as sea cruises to the Lakshadweep Islands and the Andaman and Nicobar Islands, from the ports of Mumbai, Kochi, Chennai, and Kolkata, while foreign cruise ships are only allowed in Mumbai, Chennai, and Kochi.

There is a dearth of understanding and various misconceptions regarding cruise tourism in India, and few people realize the potential it provides in the Indian market. India's history and traditions have drawn travelers from all over the world, resulting in a vast number of well-developed tourist destinations. Given that India's key cultural monuments are located along the shore, the expansion of cruise tourism would undoubtedly be helpful.

4.3 Opportunities

The Indian government's dedication to make India a cruise destination may be seen in the steps it has made to promote the industry. Six major Indian ports are being transformed into world-class cruise facilities. These ports, which are located in states where tourism is a well-supported industry, provide a ready-made foundation for cruise tourist growth. Mumbai,

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Goa, and Chennai are the ports in question. Kochi, New Mangalore, Tuticorin, and Chennai are all places worth visiting. Four of them have cruise ship ports, but they need extra infrastructure to ensure tourists have a seamless entry into the city. The Samudrika Convention Centre in Kochi, for example, features modest berthing facilities. Foreign ships calling at the port, however, are too large for the jetty to handle, forcing the ships to berth at the Ernakulam Wharf, where they compete for space with a variety of cargo ships on a wharf that lacks cruise lines' capabilities. The Kochi Port Trust proposed the construction of a new terminal to the Ministry of Tourism. The project is expected to be finished in 2019; The terminal would be equipped with cutting-edge technology, making Kochi a popular cruise tourism destination. Kochi is also India's first port to have an online immigration processing system. In 2016, the port welcomed 39 cruise lines, with 45 voyages scheduled in 2017. The success of Mumbai's first cruise ship, the 'Costa neo Classica,' has encouraged the Ministry of Shipping to establish cruise terminals in all of the above-mentioned ports. Costa Cruises, for example, has expanded its presence in India to include the ports of Kochi and Mangalore. Similarly, Royal Caribbean Cruises plans to launch domestic India cruises on the West Coast in December 2017. With big cruise lines entering India, one may anticipate the market's potential for domestic cruise tourist development. India's cruise tourism passenger traffic was 1.76 lakh in 2016-17, and it is expected to reach 1.5 million by 2031-32.

Kerala's government has also devised a 300-crore "Malabar Cruise Tourism Plan" to connect the state's rivers and backwaters in the north. The proposal is part of the National Waterway 3 development, which is a popular tourism attraction in the state.

Other than state governments, the central government, too, has launched several initiatives to boost India's cruise tourism industry. Amongst these are the following:

- (i) The Ministry of Shipping has also urged that the Goods and Services Tax (GST) Council keep Cruise Tourism free from GST.
- (ii) Following the Kochi port model, e-visa facilities have been expanded to five major ports.
- (iii) All major ports are offering a 30% discount on vessel-related charges to cruise ships.
- (iv) At all major ports, cruise ships are immune from any priority, ousting, or shifting costs if they notify the port 30 days in advance.

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- (v) In addition to the existing rebate of 40% for coastal vessels, major ports offer a 25% discount on vessel related charges for coastal cruise movements.
- (vi) Cruise ships are offered walk-in or preferential berthing at their home ports without charge.
- (vii) Foreign flag passenger ships are permitted to visit in Indian ports without first obtaining a DG Shipping license. This was formerly authorized for a maximum of 10 years, but it has since been increased to 15 years (with effect from February 6, 2009).
- (viii) The Ministry of Shipping and the Ministry of Tourism have collaborated to form a Task Force to promote cruise tourism. The Task Force is in charge of developing appropriate solutions and assisting their implementation.
- (ix) For the handling of cruise ships, the government has created Standard Operating Procedures (SOPs).
- (x) A variety of 'Port-Level Committees' have been formed to address staffing, coordination, and logistical difficulties in order to ensure that cruise ships are handled efficiently. Each committee is chaired by the chairman of the respective Major Port Trust, vice chaired by the Secretary Tourism of the relevant state, and convened by the Regional Director of the Ministry of Tourism's respective region.
- (xi) Under its Scheme for Help to Central Agencies, the Ministry of Tourism also provides financial assistance to ports for tourism infrastructure.

These reforms have brought a variety of foreign-flag boats to Indian ports, as well as allowing indigenous enterprises to enter this market. Existing enterprises and entrepreneurs can establish up cruise tourism related businesses with other initiatives like 'Sagarmala' and its sub-projects like port industrialization. The rebates listed above, as well as other efforts like 'Start-Up India,' 'Skill India,' and 'Make in India,' would help them. All of these initiatives and programmers work together to boost domestic cruise tourism while also assisting in the development of Coastal Economic Zones and Project Sagarmala's success.

Cruise tourism is gradually gaining popularity among Indians. People of all ages and income levels are now selecting cruises as a form of transportation and recreation; it is no longer regarded an unattainable luxury. With the notion of the Blue Economy gaining traction

throughout the world, cruise ship operators are seeking for islands to call home, making India, with over 1300 islands and islets, a potential cruise centre.

4.4Challenges

Despite the increased interest of Indians in cruise tourism, India has yet to fully exploit its potential. Except for South Asian cruises, where India's passenger participation was 6% in 2016, Indians make up a modest fraction of passengers on other cruise lines. Although India has the capacity to enhance its cruise tourism sector, some obstacles have hampered the industry's growth. Two of the most crucial are a lack of suitable infrastructure and a defined cruise policy. The AMET Majesty, India's first cruise ship, is a good illustration of these difficulties, since the AMET Group encountered several obstacles in attaining their aim of making their cruise ship an economically viable Endeavour that could be financed by ordinary people.

CHAPTER -5

Summary & Conclusion

5.1 Summary of major findings

- The development of India's cruise sector relies heavily on port facilities.
- Infrastructure development at various ports must accelerate, with a focus on existing large ports that are already ports of call for international cruise ships.
- Passenger facilities are required at all major ports for cruise ships to dock; this would allow passengers to visit the port city, enhancing tourism in India. As a result, rather of building ports as cruise terminals, the government should explore developing them as "port destinations."
- River cruises must also be promoted to complement coastal cruises. Coastal cruise tourism will be supplemented by river cruises on India's National Waterways. Vessels may be converted into 'River-Sea Vessels,' which are appropriate for both rivers and the sea, and can aid in the integration of cruise tourism as a whole.
- Currently, the many programs and activities enhance one other's progress, but India need comprehensive integration.
- The 'Skill India' project, for example, might be used to raise awareness of the cruise tourist business. Similarly, the "Digital India" campaign may be utilized to promote the cruise industry's potential in India, as well as organize and conduct seminars for the numerous other industries that make up the cruise industry.
- India must take a comprehensive strategy in order to fully realize the potential that the domestic cruise industry undoubtedly holds.

5.2 Conclusion

One of the key win-win product options for countries looking to improve their tourist business is cruise tourism. Today, India anticipates a 10 million increase in visitor arrivals by 2025, with a total income of USD 11 billion. It's doubtful if they'd be able to make it without adequate connectivity. According to Ministry of Tourism figures, India just crossed the 4.1 million tourist arrival threshold in 2019. As a result, it is clear that India would not be able to meet its goal of 10 million visitor arrivals despite a 15% annual growth rate. To achieve the goal, a strategic strategy is essential, and cruise tourism is one of the primary areas where they may grow. India should urgently open its doors to international cruise tourism, which might serve as a major source of money for the country's development. As a result, major stakeholders should concentrate on India's strategic location. This advantage is being used by policymakers to promote an open maritime policy in order to encourage more cruises to India. Tourism education, on the other hand, is essential for engaging with industry practitioners. India's tourist business urgently need high-quality, well-trained professionals. Professionals establish a discussion between stakeholders and industry demands, resulting in the development of tourist education and the provision of appropriate industrial training, which will help the country gain a stronger position and recognition in the global cruise market.

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