

## **Cruise Tourism – New Tourism Product in Immerging India**

**Dr. Raviprakash. D. Thombre\***

Head, Department of Geography  
Radhabai Kale Mahila Mahavidhyalaya,  
Ahmednagar (MS)India

**Prof. Sahadev.N. Avhad\*\***

Head, Department of Sociology  
Radhabai Kale Mahila Mahavidhyalaya,  
Ahmednagar (MS)India

### **Introduction:**

Tourism has assumed an unprecedented importance in recent years and therefore efforts have been made at the national and international levels to promote it at faster rate. The importance of tourism is relation to its social economic. The tourism is not only an economic activity of Importance to national development but also an important medium of cultural changes among nation of the world.

**Cruise tourism-** Cruise tourism is a form of travelling for leisure purpose, involving an all-inclusive holiday on a cruise ship of at least 48 hours, according to a specific itinerary in which the cruise ship calls at several ports or cities. Cruises are the pinnacle of luxury tourism. With over 30 million people engaging in cruise trips in the world the cruise industry accounts for a significant portion of the contribution to the national economy. Stated in the early 19 th century when ships were the major means of travel cruise tourism has been around for quite some time. One major reason for this is that apart from enjoying the journey as well towards the end of the 20 th century cruise holidays had become a major form of tourism.

A cruise tour is a unique type of experiences. Based on the number of people, cruises can be made occupy less than a hundred of people and sometimes even more than 6000 people cruise contain several entertainments facilities.

**Types of Cruise tourism–** The major types of cruise tourism can be divided as follows

- **Ocean Voyages-** These are normally a one-way trip. Passing over a large body of water, these trips are usually long. An example would be the Titanic.
- **Standard Cruises-** This common type includes travel over open water from one point to another or a round trip. These can have single or multiple ports of calls as per the itinerary.

- **River/ canal Cruises**-These are the ships or boats that are usually in closed waters within a region. Quite often they are focused on a cultural and heritage experience of the region.
- **Destination/ Expedition cruises** – These cruises are usually drafted to visit particular destination that are usually inaccessible by a normal cruise. Example would be expedition to the poles various islands etc.
- **Day cruises** - These usually last around 15 hours and is a short journey. Normally this type of cruising is done within a country or region.
- **Contemporary Cruises**- These are big modern ships that are usually visited for its onboard activities.
- **Luxury cruises**- High- class luxury ships that are visited for its state of the art onboard amenities as well as destinations.
- **Specialty cruises**- These are normally used to visit various destinations as well as the journey that have a certain special importance. These could be educational, cultural, musical etc.

**Growth of Cruise Tourism in India** Despite the tourism industry in India being a major form of revenue it is quite surprising to see the lack of cruise tourism in India despite several technological and tourism related advancements. Even though the rest of the world, as well as other east countries, have a full-fledged cruise industry, India is still developing on that front. The major reason for this is the strict tax and other regulations. This environment makes it unfavorable for cruise lines. Another reason is the lack of cruise ports in India. The ports in India are made for goods and not suitable enough and lack several key factors required for a cruise trip.

However, in recent years there have been several changes to this. There have been a lot of cruises that have started their service in India. Although it is not even close to what other major countries possess, it is still a start. As of now, there are cruises between Mumbai and Goa, as well as few other domestic routes. Apart from this, river tourism in India has been around for quite a while. With cruises and boats in the river Ganges, as well as the houseboats in the backwaters of Alleppey in Kerala, this type of tourism still does attract a large number of tourists from around the world.

<b>Cruise tourism Potential</b>			
	Existing	India's Potential	Mumbai's Potential
Number of passengers	0.2 million	4 million	3.2 million
Number of ships	158	955	700
Passenger per ship	1,250	4,200	-
Economic potential (tax allocated)	Rs.712 crore	Rs.35,000 crore	-
Employment potential	5,000	250,000	-
Note: Mumbai alone has the potential of being the largest hub for			

*Source: B&A, MPT 2019*

**The Future Trends in cruise Industry-** The cruises in India is a golden goose' with a large potential of cruises tourism in India, this domain will soon be explored to its limits. India has no dearth of tourist attraction. The beautiful cost line emerald forests, stunning hill station as well as several other amazing places the country has absolutely no problem attracting tourists. Now imagine what would happen to the economy if we just tap into the full potential of the cruise type of tourism in India. With the development in this sector there is also going to be a substantial requirement for the workforce. There by increasing the jobs in the travel and tourism industry. Cruise tourism is one the most dynamic and fastest growing components of the leisure industry worldwide. The annual industry passenger capacity world over is expected to grow from an estimated 26.7 million passengers in 2018 to around 40 million by 2027, registering an increase of 48 % over the next ten year.

**The Future of Cruise tourism in India-** The Government has already started addressing this. They have taken major steps to promote the cruise industry. The government has eased the regulation and Lawson immigration rule for tourists travelling via cruises. They have even started issuing e-visa for casual, recreational, or business visits. The passenger can be apply for these just a few days before their journey.

Apart from this, new infrastructure development plans have been sanctioned at 6 major ports around the country, i.e. Mumbai, Goa, new Mangalore, Chennai, and Cochin. In fact a new terminal has already started being developed in the Cochin seaport. with facilities such as a passenger lounge crew lounge immigration controls, security gates, duty free shops, as well as foreign exchanges counters and other amenities, this will start a new phase in the cruises tourism in India. The 2019 is set to be the start of a new era in this tourism field.

India today has a very small share of the world cruise tourism market having registered 1.9 lack cruise traveler in the year 2018 However with over 7500 km long coast line, India has tremendous potential to attract international cruise tourists

According to a Mumbai port Trust(MPT) by 2016-2019 stream lining port facilities removing ousting charges and giving birth – certainly to cruise ships. The cruise tourism task force released the first standard operating procedure (SOP) for all stakeholders. In October the same year Bermelloand Ajamil (B&A) submitted its report in June 2017.

**Conclusion-** Cruise tourism is one of the fastest growing segments in the tourism industry and can make a significant contribution to a destination’s economy and local communities. As cruise tourism can offer opportunities for some developing countries.

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