



Ministry of Tourism  
Government of India

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Azadi Ka  
Amrit Mahotsav

# DRAFT NATIONAL STRATEGY FOR CRUISE TOURISM

JUNE 2023

Incredible India








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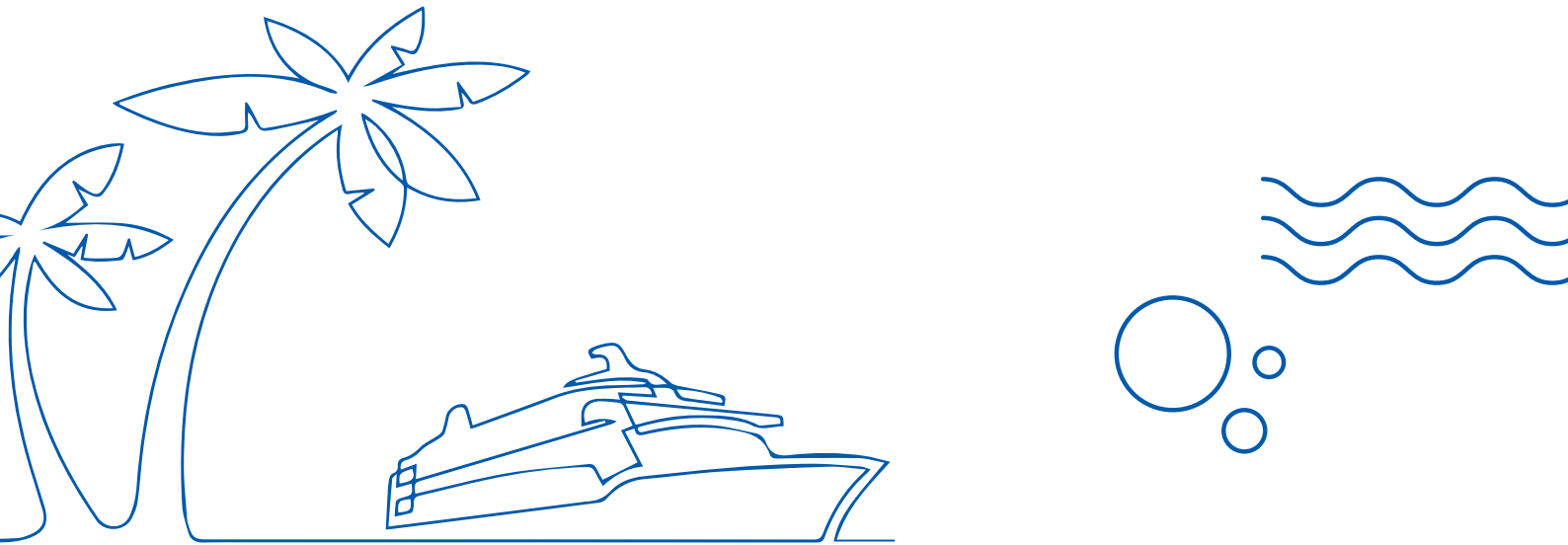


# 1

CHAPTER

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## INTRODUCTION



## INTRODUCTION

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### 1.1. What is Cruise Tourism

Cruise Tourism is a nature-based tourism segment which enables a country to leverage its' seas, rivers and canals for overnight and same day cruises across varied themes and across multiple budgets.

Cruise Tourism is an all encompassing & an inclusive segment that allows tourists & travellers to be transported from one destination to the other, sometimes to even geographically remote locations which otherwise may have accessibility challenges by land, in a safe, secure hassle free, and comfortable environment throughout the entire duration.

Cruise Tourism segment empowers a country through its natural water assets to enhance both its international & national integration and it's economy through its ports and local communities through powerful multiplier effects which has immense bearings on employment across all aspects of tourism value chain from including hotel operation, Food & beverage, entertainment, local sightseeing arts & culture and more.

Cruise tourism ideally cover the following segments:

- (i) Ocean cruises (International cruises)
- (ii) Coastal and Island smaller ships and luxury yachts cruises including for expedition style with diving activities (domestic & regional covering the neighbouring coastal and island countries)
- (iii) National waterways cruises (interstate and cross border and day cruises across rivers, lakes, canals backwaters, yachts & reservoirs)
- (iv) Island & Coastal & River bank assets (lighthouses shipping museums, sea and river water front & walkways)

### 1.2. Importance of Cruise Tourism for India

- 1.2.1. India has significant capabilities in cruise tourism for coastal & river sector. This is due to the presence of 12 Major and 200 Minor Ports along the 7500 km long coastline across the



west and east and a network of more than 20000 kilometres long navigable 110 waterways connecting around 400 rivers

- 1.2.2. There are multiple states, union territories and 1300 islands in India which are along the coastline or along the banks of states and interstate rivers or national waterways.
- 1.2.3. Coastal and River cruise tourism have the very key importance of generating direct employment to the people who work as cruise crew, jetty operators, local tourist guide, translators, local cultural artists, boat operators, boat builders, boat recyclers among others.
- 1.2.4. Additionally cruise tourism also generates demand for tourism, hospitality, restaurant, local transportation and shopping goods and services and thereby the secondary employment.
- 1.2.5. Cruise tourism also enables cultural enhancement as well as inter-state regional integration. Also in the catchment radius of 50 to 100 kilometres around the cruise ports & terminals the local tourist destinations both natural and cultural benefit from cruise tourists demand.
- 1.2.6. A strong cruise tourism sector will also fortify India's position of strength in the global maritime sector.
- 1.2.7. Sea and River Cruise terminal Ports and smaller terminals for shallower draft, require constant capacity augmentation, and efficiency improvement to address growing cruise tourism volume needs while enhancing cruise tourists service efficiency time and costs.
- 1.2.8. Tourist Cruise Ships also is a growing sector for the economy with benefits coming from ship building, recycling & repair under the 'Make in India' scheme.
- 1.2.9. Cruise tourism amplifies the natural beauty of a water body be it cruises on Ganga & Brahmaputra, backwaters of Kerala or shikara of Kashmir, coastal cruises along the western and eastern coastline or deep sea cruise liners at the major Indian ports.
- 1.2.10. The Indian cruise industry across deep sea, coastal and river based is growing due to multiple government interventions. The Indian cruise market has the potential to increase multiple times driven by rising demand from young population and disposable incomes. Attractive and stable policy framework is critical to attract serious investment to this sector.
- 1.2.11. It is also a medium to socio-economically uplift the subsistent fishing communities living on sea and river banks.
- 1.2.12. Attractive and stable policy framework is critical to attract serious investment to this sector. Key interventions are constantly required for development of cruise sector including terminal infrastructure development; theme-based coastal and island circuits; training academies, island eco-system development; and river cruise terminals on National and state Waterways.
- 1.2.13. There is thus an urgent need to have an integrated, coordinated and fast tracked growth of India's cruise tourism sector along our coastal and river assets in partnership with public and private sector stakeholders including ports, shipyards, inland waterways, trade bodies and associations, national and international industry and state governments.

### **1.3. Cruise Tourism in India**

- 1.3.1. The Indian cruise tourism sector is currently centered around and developed in the following main cruise segments:
  - (i) Coastal Tourism (Domestic and Multi nation)
  - (ii) Ocean Cruises (International Cruise)

- (iii) River Cruise Tourism (Inland waterways)
- (iv) Island and Coastal Assets

#### **1.4. Coastal tourism – Domestic & Multi nation**

- 1.4.1. India has an enormous coastline of 7500 kilometres across 9 states, 2 union territories and 2 island territories with almost 40% of the population in these geographies.
- 1.4.2. These coastline states and territories of India have an estimated more than 200 ports and an unparalleled natural, cultural, religious, historic and heritage tourism assets.
- 1.4.3. In addition there is the availability of a cruise coastline of the entire Indian Ocean Rim of 24000 kilometres.
- 1.4.4. There is a major untapped potential of overnight coastal tourism within and across these states and territories through ships home ported at these ports and capable of generating unprecedented forex earnings and domestic tourism spends. Currently this cruise tourism traffic is highly limited.
- 1.4.5. There is also huge potential of ships home ported at India undertaking coastal tours to countries across the Indian Ocean Rim under bilateral and multi-lateral treaties.
- 1.4.6. These coastal cruises will have overnight multi days cruises across mid-market and luxury segments and will be focused around specialised Indian tourism segments across natural, cultural, religious or historic segments averaging 3-7 nights or more.
- 1.4.7. The western, southern and the eastern coasts of India have advantages of integration with various tourism assets be those religious, heritage, colonial, cultural or architectural or natural tourism assets of India.
- 1.4.8. To create home ported cruise ships, the coastal cruising segment requires a highly focused approach for development coordinated across multiple authorities in central & state governments. It needs dedicated cruise infrastructure development, correction of GST, customs & income tax regimes, last mile and integrated connectivity with tourism assets within 100 kilometres, small domestic cruise ship building and recycling support, dedicated manpower, funding and insurance support, bilaterals and multilaterals with countries across the Indian Ocean Rim, PPP friendly model concession agreements, ro ro and ferry services and intermodal connectivity to terminals, cruise terminal construction & upgradation and tourist facilities, reduced composite port charges, preferential and walk in berthing, onboard tax rates, vessel custom duty structures among others.

#### **1.5. Ocean Cruises – International Cruises**

- 1.5.1. India has the unique advantage of an enormous coastline, which currently has 8-10 major ports which can cater to Ocean and deep-sea cruising, which is a fast-growing tourism segment globally.
- 1.5.2. This is a sector capable of generating vital forex earnings from foreign flag / home ported/ Indian flagged cruise vessels calling on Indian ports. These top global, large & mega cruise ships require to be brought to Indian ports in a dedicated manner. Pre covid they were estimated at handling upto 0.5 million international cruise travellers in Indian ports which has the potential to go up multi fold with many global luxury cruise liners which can call on the Indian ports..

- 1.5.3. The ports of Mumbai, Mormugao, Mangalore, Kochi, Chennai, Vishakhapatnam, Kolkatta, Porbandar, Diu, Somnath are under various stages of international cruise operations & development as India is on route to many international cruise ships.
- 1.5.4. This sector however requires a highly integrated approach across shipping, ports, finance, customs, immigration, security, agents and by addressing issues such as TCS, GST rates, e visa facilities, ensuring standard operating procedures, uniform single rate port charges, multiple day itineraries, seamless immigration and customs, dedicated construction and upgrading of global quality cruise terminals , redefinition of nautical miles for customs duties, ease of passenger disembarkation and embarkation similar to world class airports among other aspects.

## **1.6. Rivers Cruises -Inland waterways**

- 1.6.1. India is blessed with natural beauty of almost 400 rivers through 110 national waterways covering an estimated 20000 kms of length.
- 1.6.2. Most of these national waterways are single or dual state with some which are across more than two states such as NW1 of 1600 km which stretches across UP, Bihar, Jharkhand, West Bengal, NW4 of 1000 km which stretches across AP, TN & Puducherry, NW 45 of 600 km across Haryana, Punjab & Rajasthan. The beauty of India is evident with one even in Ladakh - NW 46 of 30 km.
- 1.6.3. There is an immense potential of river and canal cruise tourism across these waterways of which only a very small portion is currently being utilised but having the potential of generating large forex earnings and domestic tourism spends.
- 1.6.4. There is also the potential of linking these waterways with islands and with neighbouring countries.
- 1.6.5. These river cruises can be same day or overnight multi days spread across economy, mid market and luxury segments and specialised tourism and niche tourism segments.
- 1.6.6. These river tourism assets weave through India's natural, cultural, historic, heritage and architectural beauty thus creating a vast tourism segment waiting to be tapped systematically and sustainably.
- 1.6.7. For example just the river cruise tourism on NW 68 across the Mandovi river in Goa has the potential to touch Dr. Salim Ali Bird Sanctuary, Basilica of Bom Jesus, Santa Monica Jetty, nearby beaches of Anjuna, Baga, Calangute and Candolim and other such natural, pilgrim and cultural assets. This has the potential to develop the blue revolution in Goa, which will enable seamless " ship to ship", experiences of the heritage and culture, on water by curtailing valuable time spent on traversing the state on road and enhancing the opportunity to contribute to the the state's economy.
- 1.6.8. The river cruise tourism sector needs to be developed on an urgent priority mode by making availability of river & terminal infrastructure, multi modal connectivity, ease of doing business across multiple authorities, standardised and safe fleet availability, ease of funding, incentives through income taxes, GST & customs duties issues, standard operating procedures across all river cruise systems, tourism assets integration, integration with states master plan, insurance and risk underwriting and skilled manpower.

## 1.7. Islands & Coastal Assets

- 1.7.1. India has an estimated 1300 islands with almost half across Andaman & Nicobar, Lakshwadeep, Dadar & Nagar Haweli & Daman & Diu. States of Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Orissa, Bihar, West Bengal, Manipur, Meghalaya, Assam and even in J&K.
- 1.7.2. India also has immense coastal assets which include almost 200 lighthouses, coast side museums, coastal and river banks and embankments.
- 1.7.3. There are current ongoing plans for development of certain islands and lighthouses through a combination of both PPP & government funding. Post development they have the potential to unlock new markets for tourists.
- 1.7.4. These assets are important to complement the cruise tourism strategy and require a holistic combination of an integrated planning, sustainable development and carrying capacities management considering the fragile nature of these establishments, income tax and GST tax support and integration with coastal cruise tourism circuit planning.
- 1.7.5. In 2022, it was estimated that the global cruise Tourism market was around \$ 8 bn and the Indian market was estimated at around \$ 100 mn which was an estimated share of around 1%, despite all the competitive advantages India has globally in cruise tourism.
- 1.7.6. There is thus the need for an integrated cruise tourism strategy.

## 1.8. SWOT analysis

### 1.8.1. Strengths

- (i) India has more than 7500 kilometres of coastal strength.
- (ii) India is the home to 110 inland waterways across 10000 km length
- (iii) India has the unique potential to create synergies between its coastal tourism products and its coastline for theme specific cruise tourism products.
- (iv) India has top global ranking in ship recycling, trained manpower and an emerging position in ship building that can enable a 'make in india' revolution in cruise ship building driven tourism
- (v) India is the custodian of an entire oceanic region as the Indian Ocean Region which are the greatest warm waters of the world and therefore, a potential to be the greatest winter months centre of the world of cruising globally.
- (vi) India is a strategic hub due the country's location which can be leveraged further. India has unique feature of offering Multi destinations within the country's waters for cruise ships that homeport in her territory, unlike most other home port countries.
- (vii) India being an English speaking country with hospitality in its DNA, can become the highest exporter of Skilled manpower to the cruise industry thus, creating employment manifold.
- (viii) With among the robust air network and largest rail system, India is in a unique position to connect deep sea, river and coastal cruising to its rich heritage & culture.

### 1.8.2. Weaknesses

- (i) An integrated road map & infrastructure development for cruise tourism across deep sea, coastal, islands and river cruising which ties in actions of all ministries and states in a time bound manner is a key need. Ports with Cruise Terminals for large cruise

ships, jetties / wharfs / quays / marinas for smaller cruise ships and yachts operating in shallower waters needs development..

- (ii) The tax structure including GST, TCS and Customs duties is an urgent area to be addressed to enhance cruise tourism in a holistic manner.
- (iii) There is an imperative need to have standard operating procedures for all ministries and departments enabling cruise tourism to be those Customs, Immigrations, CISF, Ports, waterways, states and other stakeholders.
- (iv) Sensitisation of all stakeholders to the criticality of cruise tourism has been identified as a gap
- (v) Dedicated skilling for cruise tourism professionals is an area to be addressed.

#### 1.8.3. **Opportunities**

- (i) There is increasing economic interest in India considering its growing GDP.
- (ii) Domestic investors are looking for new asset classes in tourism and will readily have appetite for investing in cruise tourism infrastructure.
- (iii) Young population of India is keen to explore Indian midlands and hinterlands and will be keen to explore products both sea and river cruise tourism products.
- (iv) As other destinations now saturated, with new builds, India can up its capabilities to become the preferred cruise hub of the world .
- (v) There is an opportunity to leverage upon the vacant position created by China's non presence on the global tourism stage.
- (vi) A rapidly growing group travel segment looking for engaging newer experiences and longer stays is becoming available to be tapped both domestically and internationally.
- (vii) Expanding interest of middle class with disposable incomes and readiness to spend on travel.

#### 1.8.4. **Threats**

- (i) The country's current GST rate and structure may prove to be an impediment in growth of the cruise tourism industry in India as compared to international benchmarks.
- (ii) Countries are focusing on fast tracking their development on deep seas , coastal and river cruise tourism integrated with their natural and cultural heritage making India miss out on opportunity of both domestic and inbound cruise tourists who are visiting these countries.
- (iii) There is a need for integration and coordination between various government bodies at central & state level which is currently understood to not facilitate ease of doing business for cruise tourism. A national coordination body is required to address that.



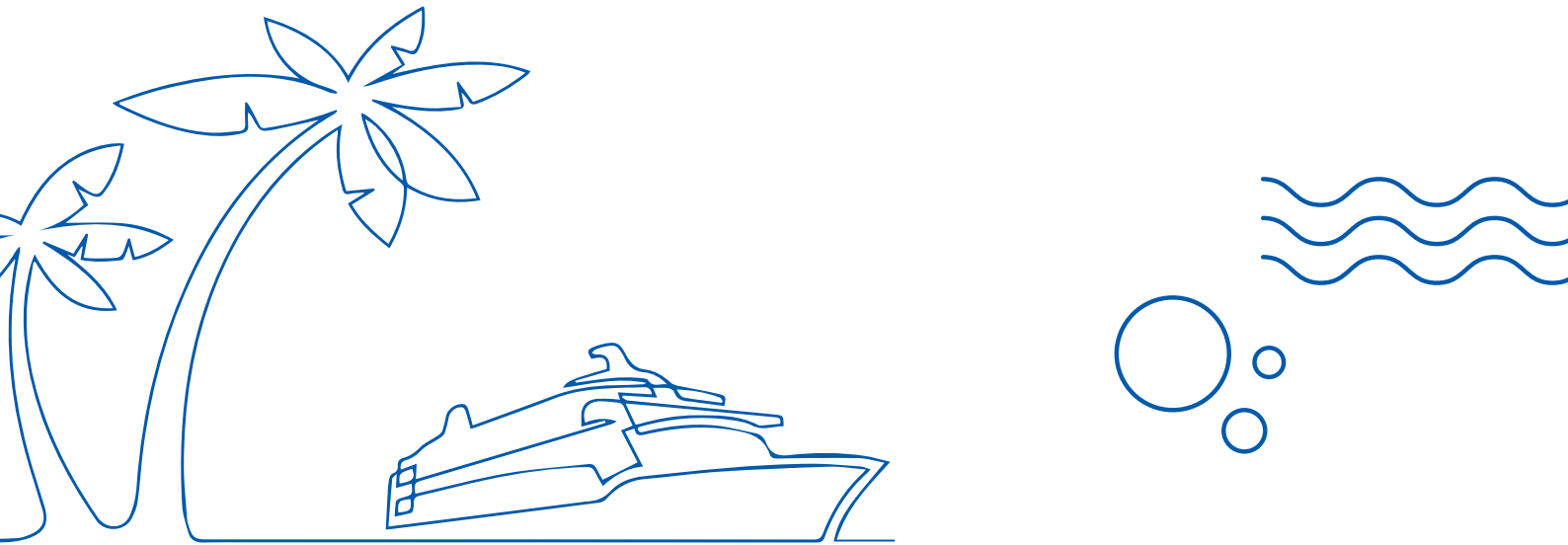
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# 2

CHAPTER

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**VISION AND  
MISSION**



## VISION AND MISSION

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### 2.1. Vision

To make India the preferred cruising nation for deep sea cruises, coastal cruises, river cruises and yacht cruises which leverages the natural, historical and cultural advantages of India and the country's tourism travel and hospitality skills.

### 2.2. Mission

- 2.2.1. To accelerate the growth of India's maritime sector for deep sea cruises, coastal cruises, river cruises and yacht cruises, coastal and river assets such as islands lighthouses, sea front and river front development.
- 2.2.2. To create Port and terminal led development for sea, coastal and river cruises built around and embedded into natural, historical and cultural advantages of India and the country's tourism travel and hospitality skills.
- 2.2.3. To create a single window approach and ease of doing business for cruise tourism, driven and coordinated through a nodal point that enables continuity in policies and implementation.

### 2.3. Stakeholders for Cruise Tourism

The stakeholders for cruise tourism include among others:

- (i) Ministry of Ports, Shipping and Waterways
- (ii) Port Authorities




- (iii) Inland Waterways Authority of India
- (iv) Immigration
- (v) State Governments
- (vi) Department of Revenue - Customs
- (vii) ship builders,
- (viii) Cruise operators,
- (ix) General sales agents
- (x) travel agents/ Tour operators,
- (xi) Shipping agents,
- (xii) Industry associations
- (xiii) local tourism and destination authorities and organisations.

## **2.4. Strategic Pillars**

2.4.1. Keeping in consideration the importance of and structure of cruise tourism for India, the vision, the mission and the SWOT analysis, following strategic pillars have been identified as part of the integrated cruise tourism policy.

- (i) Infrastructure & Circuit Enablement
- (ii) Market Development
- (iii) Ease of Doing Business for Cruise Tourism
- (iv) Integrated Tourism around cruise terminals
- (v) Fiscal Support
- (vi) Investment Facilitation and Promotion
- (vii) Skilling Development for Cruise Tourism
- (viii) Institutional Structure and Governance



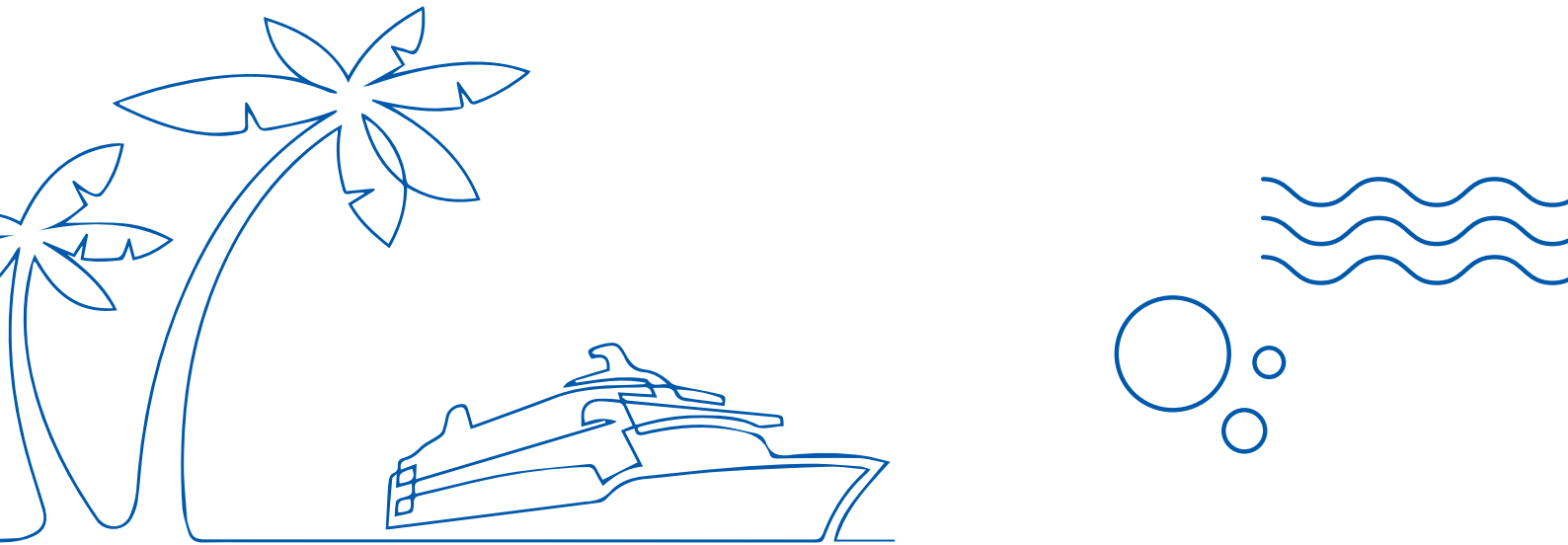


# 3

CHAPTER

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## INFRASTRUCTURE & CIRCUIT ENABLEMENT



## INFRASTRUCTURE & CIRCUIT ENABLEMENT

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### 3.1. Identify Infrastructure Creation and Upgradation needs

Ministry of Tourism will work with Ministry of Ports, Shipping and Waterways and other stakeholders to:

- (i) Identify potential of Up-gradation and Modernization & Construction of new Cruise ports terminals and infrastructure for deep sea cruises, coastal cruises, river cruises and yachts.
- (ii) Identify existing ports and river terminals along the state coastlines and river banks which could be used to develop additional cruise infrastructure facilities of jetties and terminal infrastructure.
- (iii) Identify various tourism segments (heritage, pilgrim historical) along the western, southern and eastern coastlines for domestic coastal tourism.
- (iv) Identify heritage, historical, cultural and natural assets along river and coastal beasts such as pilgrim tours across multiple religious segments, Culture & History coastal circuit tours, ayurvedic and spiritual healing tours, built architecture, cuisine and festival tours which can be integrated along with river and coastal cruise tourism infrastructure.
- (v) Circuits with integration of luxury train journeys with river or coastal cruises, providing passengers with a seamless and immersive experience to explore iconic destinations will be developed.
- (vi) Seek feedback on an ongoing basis from cruise tourists, travel stakeholders, operators on gaps which need to be addressed on capex, ongoing upgradation, connectivity and efficiency driven upgradation to sea, coastal and river cruising segments.

### 3.2. Development of Coastal cruises

Ministry of Tourism in coordination with various stakeholders will work to:

- (i) Increase number of state and inter-state coastal cruises vessels
- (ii) Increase number of ports offerings coastal cruises along both west coast and east coast
- (iii) Increase number of heritage, historical, pilgrimages natural towns and destinations connected through coastal cruise tours.
- (iv) Increase number of overnight coastal cruise tourists each year
- (v) Increase number of coastal cruise room nights

### 3.3. Development of Ocean Cruises

Ministry of Tourism along with port authorities and States will coordinate to fast-track development of international year-round cruise terminals for catering to large and mega sea cruises. Ministry of Tourism will focus its coordination

- (i) to ensure large cruise ships with thousands of passengers playing international waters along the Indian touch Indian west and east ports
- (ii) to target 1000 world class vessels
- (iii) to target million deep sea footfalls annuals
- (iv) to ensure berthing draft of 10.5 metres
- (v) to ensure that these cruise terminals will be developed as standalone family entertainment destinations with recreation, leisure, retail & perhaps hospitality facilities.
- (vi) to ensure all season and 365 No of days operations of deep sea port operations

### 3.4. Development of River Cruises

Ministry of Tourism for river cruises along national and state waterways, will undertake constant coordination along with inland waterways and states and with external affairs for border cruises along protocol routes. Ministry of Tourism will focus its coordination

- (i) to increase each year number of waterways nationally in navigable channels for cruising
- (ii) to add to operational kilometres of waterway cruising,
- (iii) to facilitate increase of number of cruise tourism terminals permanent, floating or landing points
- (iv) to add to the number of river cruise circuits to facilitate the increase of high quality luxury vessels with overnight family accommodation facilities and catering and entertainment,
- (v) to add to increase in overnight rooming capacity on cruises on waterways,

- (vi) to increase the number of vessels for day cruising and all of these thereby to increase the number of river cruising tourists both overnight and day along national waterways of India.
- (vii) To encourage the development of river cruise on river banks tourism around Heritage habitations, religious places, buildings, wildlife sanctuaries.
- (viii) to enable estuary infrastructure development between coastal and river cruises as has been made feasible in locations such as Kolkatta, Kochi, Goa and other similar destinations.









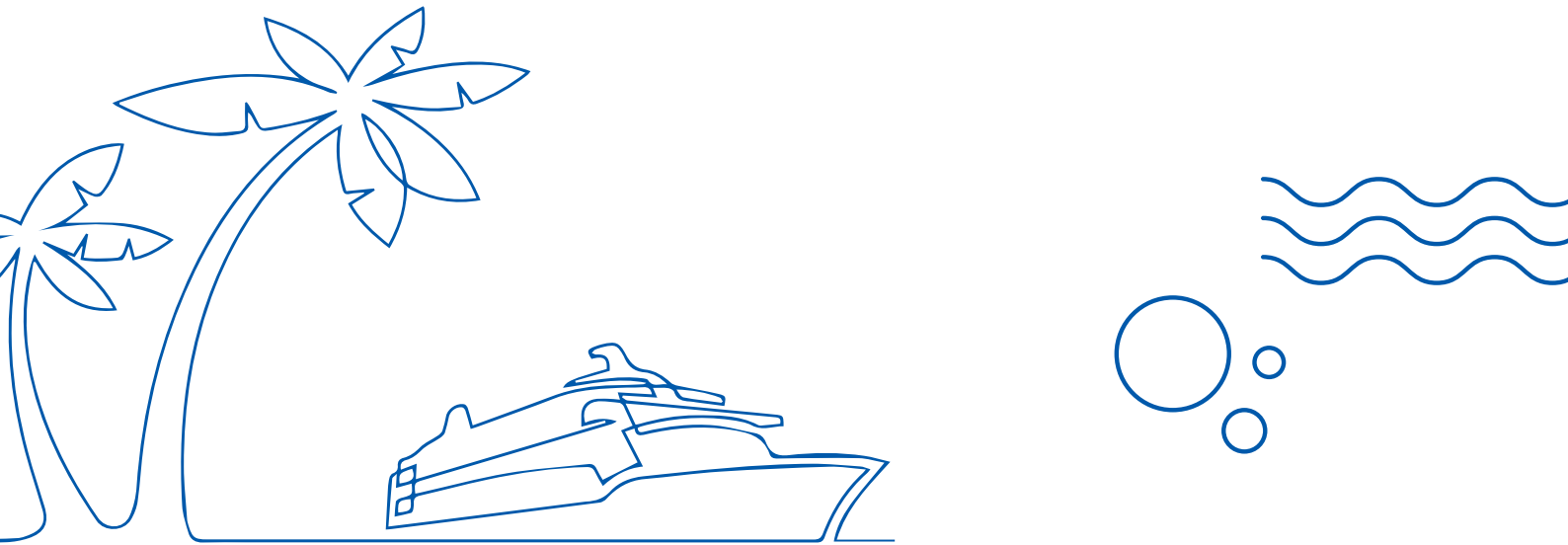
# 4

CHAPTER



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## MARKET DEVELOPMENT



## MARKET DEVELOPMENT

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### 4.1. Create 'Cruise in India' sub brand

- 4.1.1. In order to position India as cruise tourism destination, a sub brand 'Incredible Cruises in India' will be developed, which will become the flag bearer of all cruise tourism events in India.
- 4.1.2. All international cruise liners and operators, international and domestic coastal cruise liners and operators, international and domestic river cruise liners and operators will be reached out to include Indian ports and terminals as part of their route planning or for home porting in India.

### 4.2. Global Showcase of India's Cruise Tourism offerings

Ministry of Tourism along with Ministry of Shipping, Ports and Waterways will showcase globally, India's sea, coastal and river cruise tourism facilities at global cruising events (Miami, Dubai, Azerbaijan others) international, & regional tourism events (London, Berlin, Singapore, Russia, others) and domestic tourism marts to generate market demand.

### 4.3. Online marketplace

Ministry of Tourism will in coordination with all public and private players develop an online marketplace portal for integrated deep sea, coastal & river cruise tourism booking & reservation information.

### 4.4. Development of travel and hospitality industry

Ministry of Tourism will undertake the crucial task of developing the tourism travel and hospitality industry for cruise tourism along all water assets of India.

#### **4.5. Development of Cruise Tourism Ecosystem**

Ministry of Tourism will encourage the development of a healthy and vibrant cruise tourism market Value chain of ship builders, ship operators, cruise tourism service providers & agents, financiers, recyclers insurers, state governments and central government ministries to ensure an end to end see sea, coastal & river cruise tourism industry is built.

#### **4.6. Engagement with state tourism departments**

- 4.6.1. For sea, coastal & river cruise tourism travel & tourism market outreach will be undertaken extensively by Ministry of Tourism in partnership with Departments of Tourism of states & local travel and tourism trade, where the cruise tourism will take place.
- 4.6.2. These will involve fam trips, advertising, collaterals, contests in target markets both domestic and international to showcase the coastal and river destinations and cruise These will target individuals and their families who have appreciated these segments and wish to explore those destinations where these cruise ships and boats visit across Indian ports and banks .
- 4.6.3. Efforts will be made to rope in local celebrities of these coastal and river cruise tourism destinations as brand ambassadors wherever possible.
- 4.6.4. In partnership with coastal and river cruise operators and state departments of tourism efforts will be made to develop stories and promotion around local culture, heritage and attractions which can promote both these destinations and the cruise ships.

#### **4.7. All segments to be targeted**

Efforts will be made to target all segments of travel be those long haul international travel & domestic travel & short haul inter regional travel for sea, coastal, river and yacht cruises.

#### **4.8. National Inventory of Agents**

Efforts will be made to develop a national inventory of Agents who are tours & travels destination manage management specialists in each destination for handling the complete cruise tourism value chain and also those who are specialised by a cruise type or by a segment type.

Ministry of Tourism will set up a facilitation desk to enable the tours & travel partners to effectively engage with concerned stakeholders and position these destinations for tourism in target markets.



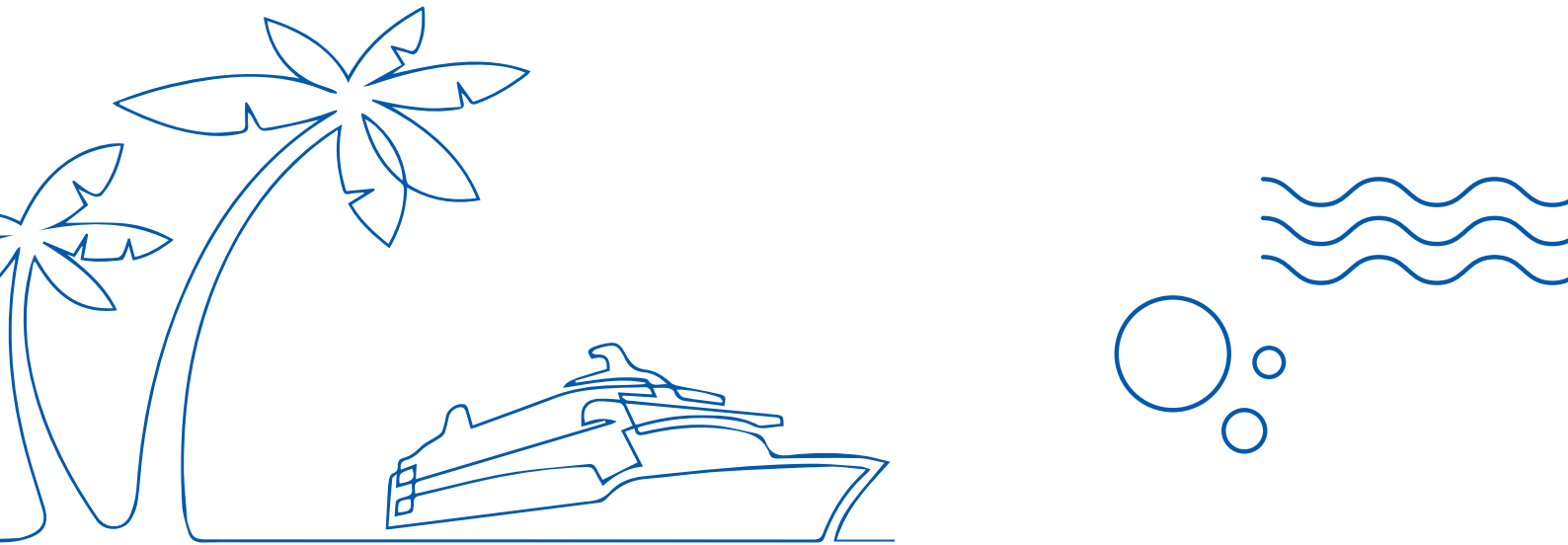


CHAPTER

# 5

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**EASE OF DOING  
BUSINESS FOR  
CRUISE TOURISM**



## EASE OF DOING BUSINESS FOR CRUISE TOURISM

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### 5.1. Ease of Doing Business critical for facilitating cruise tourism

Ease of doing business is extremely critical to facilitating a high-end deep sea, coastal and river cruise tourism sector in India. Ministry of Tourism will undertake the vital role of advocacy at all levels of central and state governments.

### 5.2. Regulatory issues across multiple agencies

Regulatory issues will be identified, which need to be addressed to fast track cruise tourism such as E-Visa on-arrival, visa facilities, Single e-Landing card, SOPs for Customs, Immigrations, CISF, Port, GST, TCS which need to be addressed at an integrated level.

### 5.3. Bilateral/ multilateral agreements

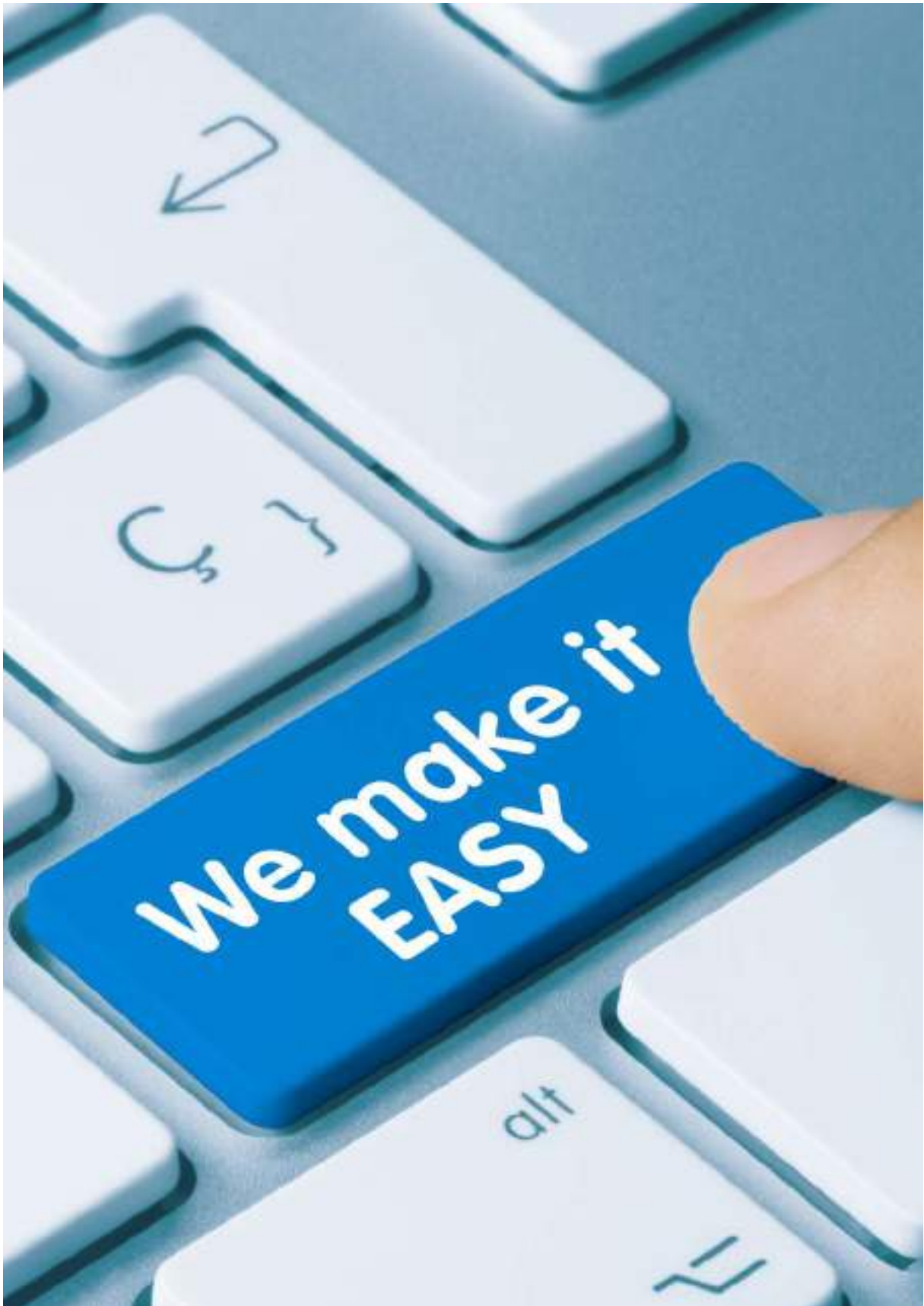
Bilateral/multilateral agreement to be signed to develop regional international cruises along the Indian Ocean Rim which are home ported out of India along the complete coastline both west and east.

### 5.4. Ease of Doing Business for River Cruises

Ministry of Tourism will engage with all authorities for enabling ease of doing business for river cruises that facilitate supply and demand constraints ease of access and improve the sector's appeal for standardized SOPs clearly define responsibilities across diverse stakeholders.

### 5.5. Sensitization Workshops

Ministry of Tourism will undertake sensitisation sessions held in association with Ministry of shipping, ports and waterways with all central ministries and state governments. Ministry of Tourism will undertake these periodic Workshops & Seminars in key coastal and river towns for sensitisation of all stakeholders to the importance of an integrated cruising approach.





# COCHIN INTL

SAGARIKA

Arrivals

immigration  
കൊച്ചി തുറമുഖം  
കൊച്ചി തുറമുഖം





A photograph of the International Cruise Terminal at night. The building is illuminated with warm white lights, and the entrance is decorated with vibrant purple and blue neon lights. The sign "INTERNATIONAL CRUISE TERMINAL" is prominently displayed in large, glowing white letters along the top edge of the building. The entrance features a covered walkway supported by columns wrapped in neon lights. A "WELCOME" sign is visible above the entrance. The overall scene is festive and modern.

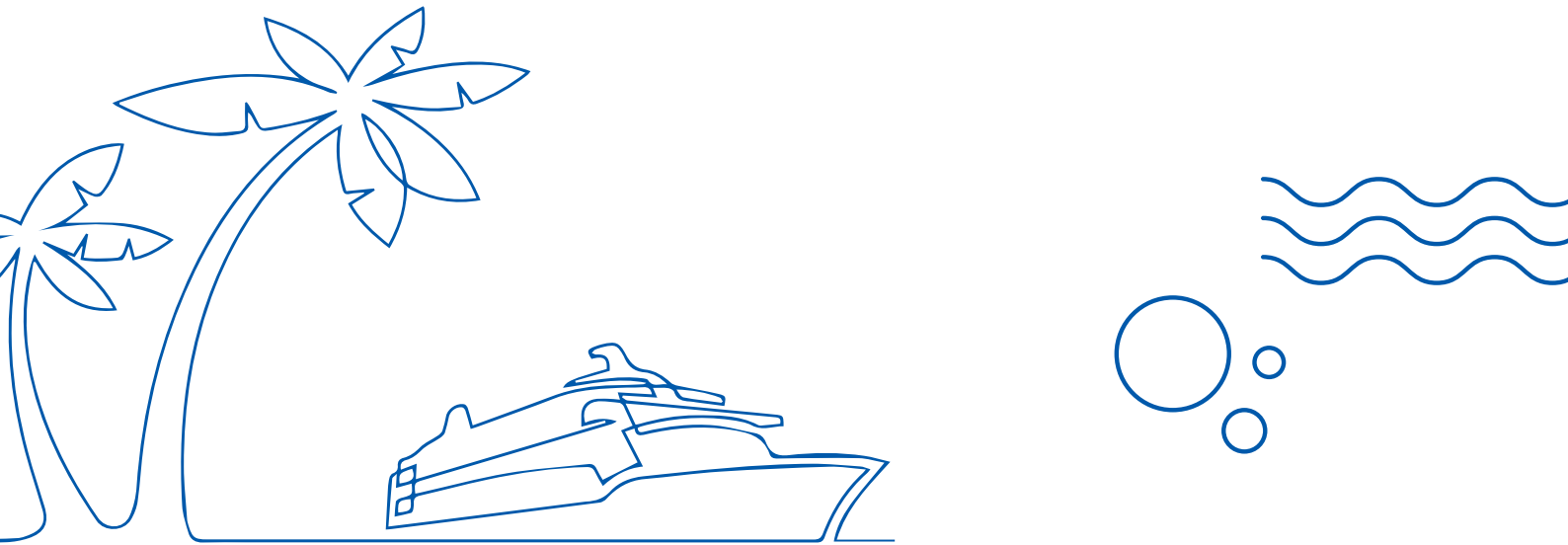
INTERNATIONAL CRUISE TERMINAL

# 6

CHAPTER

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**INTERNATIONAL  
SCALE SKILLING**



## INTEGRATED TOURISM AROUND CRUISE TERMINALS

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### 6.1. Integrated tourism around cruise terminals

An Inventory of all possible tourism assets within 50-100 kilometre radius of coastal and river ports & terminals will be developed.

Enable development of tourism destinations within 50-100 kilometres of cruising ports & terminals to encourage the cruise tourists to visit these destinations to create local demand and thereby employment.



**6.2. Beautification projects**

Areas of riverfront, coastal front and terminal front beautification will be identified and possibility of creation of local marts on PPP mode in coordination with local state governments, port / river authorities or local municipalities.

**6.3. Last mile connectivity**

Last mile connectivity requirements will be identified to cruise tourism ports/ terminals and to improve access to ports via road, rail, coastal & inland routes.

**6.4. Ancillary Services & SEZs**

There is need to establish ancillary services within tourism port premises to improve tourists service and evacuation time. It will also be important to exploring the opportunity to create SEZ for Hotels & Restaurants in proximity to the ports / terminals.



INVEST

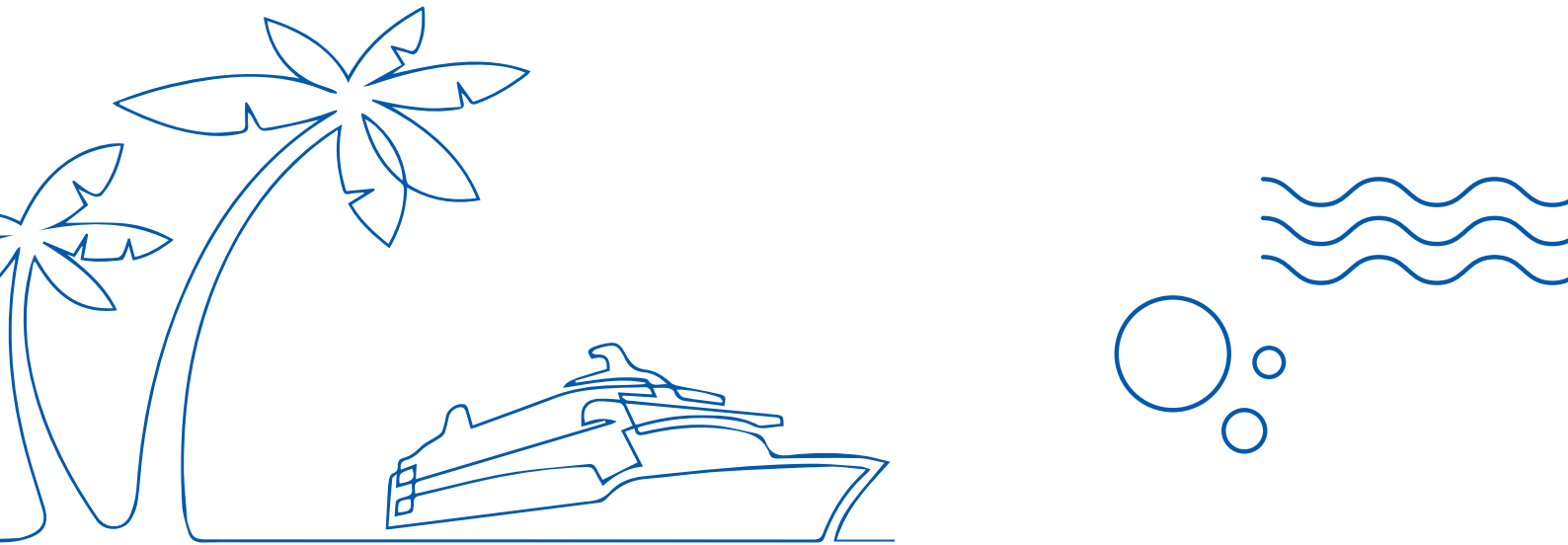
A close-up, low-angle shot of a computer keyboard. The focus is on a single key with a glowing blue arrow pointing up and to the left. The surrounding keys are dark and slightly out of focus, with some blue light reflecting off their surfaces. The overall lighting is dim, emphasizing the glow of the key.

# 7

CHAPTER

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**FACILITATING  
AND PROMOTING  
INVESTMENT IN  
CRUISE TOURISM**



## FACILITATING AND PROMOTING INVESTMENT IN CRUISE TOURISM

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### 7.1. Promoting investment in cruise tourism

Ministry of Tourism will work with other line Ministries and State Governments to facilitate and promote investment in cruise tourism and take following action:

- (i) encourage and channelise investments into all aspects of cruising into India be those of deep sea cruises, coastal cruises, river cruises and yacht cruises.
- (ii) showcase in its various international & domestic tourism investment forums all aspects of deep sea, coastal & river tourism products and potential of India.
- (iii) highlight all 12 major & 200 minor sea ports along the 7500 kilometre coastline and all river terminals along the 110 waterways through the 10000 km rivers length of India showcasing them for build and or Operation and Maintenance of Terminal on PPP model.
- (iv) showcasing for investments in cruise Terminals which can be used both for international and domestic cruising and having Ro Ro services & ferry connectivity.

### 7.2. Investment forums

- 7.2.1. Efforts will be made to coordinate to identify in investment forums Local concessionaire Opportunities for tourism transport rentals/ Hotel/ Day tour operators / Private participation in operations of terminals which will further enable the cruise tourism eco system.
- 7.2.2. Ministry of Tourism will through its tourism investment forums encourage investments focused on cruise tourism infrastructure, tourist delivery efficiency, tourism services and local hospitality shopping and engagement capacity around coastal and river ports to augment the handling of the ever increasing tourist volumes and other requirements.

- 7.2.3. Ministry of Tourism will take investor feedback for strengthening model concessions agreements for promoting PPP in tourism ports & terminals.

**7.3. Investment into cruise-ship building**

Ministry of Tourism will also seek investor interest for cruise ship building; development of common platforms for ancillary and ship design systems, creation of cruise tourism shipping repair clusters across all regions of India and, promoting sustainability through increased recycling of cruise boats scrap and thereby encouraging construction of contemporary cruise ship standards

DEVELOPMENT

DEVELOPMENT





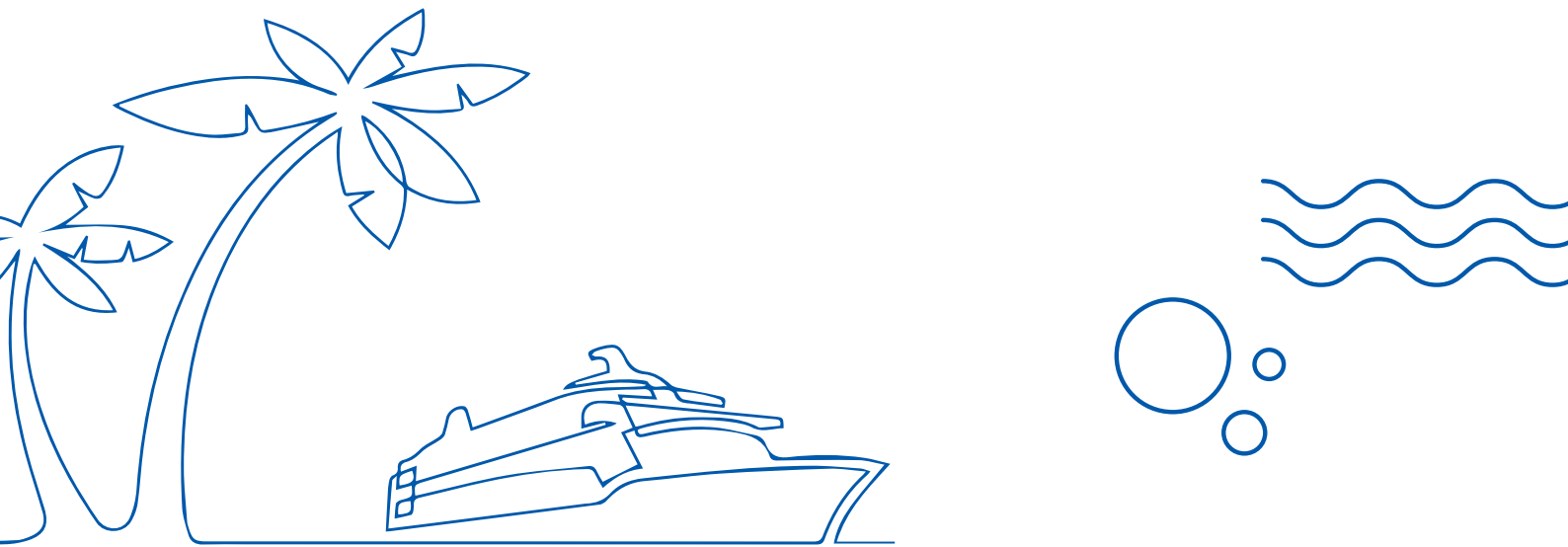
TRAINING &  
DEVELOPMENT

# 8

CHAPTER

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**SKILL DEVELOPMENT  
FOR CRUISE TOURISM**



## SKILL DEVELOPMENT FOR CRUISE TOURISM

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### 8.1. Skilling is critical for development of cruise tourism

International scale skilling is most critical to creating supply side for cruise tourism. Both the cruise ship building, and operating value chain and the cruise tourism service value chain require immense skilling and each one is to be fully developed to make a destination a cruise tourism destination.

Ministry of Tourism in partnership with other Ministries and State Governments, will support the development of key skilling required for cruise tourism value chain across deep sea, coastal and river cruises.



## 8.2. Destination based skilling

In partnership with States, at the identified locations for coastal and river cruise tourism, skilling programs will be undertaken for upgradation and development of tourism skills which are missing along any of the tourism value chain. This will ensure that these identified cruise tourism destinations are both ready to service and thereafter ready to receive tourists.

Cruise ship building and recycling companies, will require skilled and semi-skilled labour, their training, job posting, recruitment will also be supported in partnership with shipping ports and waterways ministry especially in states where cruise tourism potential is very high.

## 8.3. National Database of training courses and institutions

Efforts will also be made for enlisting on the national database details of various courses conducted, affiliations, universities and deemed universities, campus placements, training and workshops, vocational courses, career counselling along with tourism skills development to promote cruise tourism at specified locations.





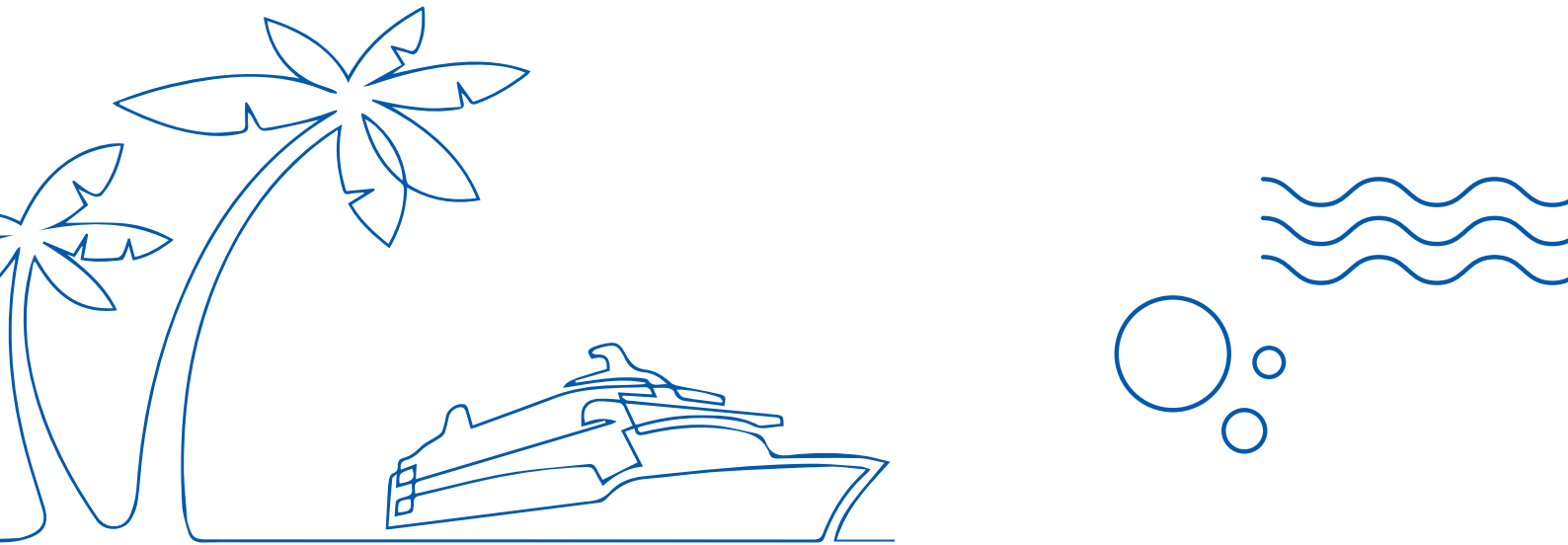
# 9

CHAPTER



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## **INSTITUTIONAL STRUCTURE AND GOVERNANCE**



## INSTITUTIONAL STRUCTURE AND GOVERNANCE

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### 9.1. Stakeholder engagement

Ministry of Tourism will engage with all relevant stakeholders to identify in an ongoing basis various issues for deep sea cruises, coastal cruises, river cruises and yacht cruises

Ministry of Tourism will coordinate with all national and state public and private stakeholders to build capacity, skill building and enhancing efficiency to making cruise tourism a major socio economic driver through policy initiatives and advocating reforms for furthering ease of doing business.

### 9.2. National Cruise Tourism Board

- 9.2.1. Ministry of Tourism will coordinate various initiative through a National Cruise Tourism Board comprising of the stakeholders from Line Ministries, States and Industry. The Board will ensure that India which has some of the most incredible places in the world, gets to integrate them with its deep sea, coastal, river and yacht cruise destination.
- 9.2.2. The Board will ensure that cruises are used as a tool to drive tourism into and within India and that there is a faster, smoother, single window approval system with ease of doing business and clearly defined structures in place that can encourage and invite domestic national and international cruise vessels builders and operators to look at India to promote over a long term it's vision of ' Incredible Cruises in India'.





**Ministry of Tourism  
Government of India**

**JUNE 2023**