



## Potential of Cruise Tourism in India

**For Prelims:** FICCI, Lighthouse, PM GatiShakti National Master Plan, Swadesh Darshan scheme, Namami Gange Project

**For Mains:** Potential of Cruise Tourism in India and related Initiatives

### Why in News?

Recently, the first Incredible India International Cruise Conference 2022 was held.

- India is working on a **national tourism policy** to give an impetus to the Tourism industry.

### What is the India International Cruise Conference 2022?

- The conference has been jointly organized by the Ministry of Ports, Shipping & Waterways and [Federation of Indian Chambers of Commerce and Industry \(FICCI\)](#).
- Some of the key issues being deliberated at the two day event:
  - Strategies for developing India as a cruise hub, policy initiatives and port infrastructure, potential of river cruise tourism, role of technology in the post-pandemic world.

### What is the Potential of Cruise Tourism in India?

- About:**
  - The Indian cruise market has the **potential to grow 10 folds over the next decade**, driven by rising demand and disposable incomes.
  - India is a **magnificent cruise destination**, several attractions of India along its 7,500 km long coastline and vast river systems are yet to be unveiled to the world.
  - The government of India **realizes the potential and is determined to position India as a global cruise hub** with state-of-art infrastructure for both ocean and river cruises.
  - In India, **global players have shown a keen interest** in promoting cruise tourism, and with the right infrastructure, this could happen with the adoption of modern technology, India will certainly become one of the top tourism destinations in the world.
- Aim:**
  - India **aims to increase cruise passenger traffic** from 0.4 million at present to 4 million.
  - Economic potential of Cruise tourism is **expected to go up from USD 110 mn to USD 5.5 bn** in the years to come.

### What are the Related Initiatives?

- Task Force:**
  - The Government has **set up a Task Force** for development of cruise tourism.
  - The setting up of a **high level Advisory Committee**, comprising national and international experts was announced to help the Task Force in creating an enabling eco-system for development of cruise tourism in the country.

#### ▪ **Coastal Destination Circuits:**

- 'Four theme **based coastal destination circuits** have been developed to activate cruise demand.

- **Four theme based coastal destination circuits are:**

- Gujarat Pilgrimage tours
- West Coast – Cultural and scenic tours
- South Coast – Ayurvedic wellness tours and
- East Coast – Heritage tourism

#### ▪ **Lighthouse:**

- [Lighthouse](#) and **Island development** is also being undertaken to attract Coastal tourists.

- **River cruise or Inland cruise** is another potential component of cruise tourism that could be explored.

#### ▪ **Maritime Vision Document 2030:**

- The **Maritime Vision Document 2030** has also been prepared with focus on heritage tourism, Ayurveda tourism, coastal tourism, river cruise tourism etc.
- Post [pandemic](#) the tourism sector in India is growing with resurgence and cruise tourism has **registered a 35% year-on-year growth**.

#### ▪ **Upgradation and Modernisation of Ports:**

- Upgradation and modernisation of Ports are being carried out at **seven major ports in the country** including the flagship **New International Cruise terminal** coming up in Mumbai with a total cost about Rs 495 crores.
- The terminal will have a capacity of handling 200 ships and 1 million passengers per annum.
- Similar infrastructure upgradation is **taking place in Goa, New Mangalore, Kochi, Chennai, Visakhapatnam and Kolkata**.

#### ▪ **PM GatiShakti National Master Plan:**

- Under the ambitious [PM GatiShakti National Master Plan](#), **tourism related infrastructure is also being developed** with a focus on shipping, river tourism, forest and wildlife tourism.

#### ▪ **Swadesh Darshan scheme:**

- Through the [Swadesh Darshan scheme](#), 10 projects under coastal thematic circuits worth Rs 648.80 crore across various states/Union Territories have been sanctioned.

#### ▪ **Through Namami Gange Project:**

- Government has **made significant efforts to clean and rejuvenate rivers**, including through the [mammoth Namami Gange Project](#), which can provide a major boost to river-based tourist activities.

#### ▪ **Others:**

- Several initiatives including **infrastructure upgradation, rationalisation of port fees**, removing ousting charges, granting priority berthing to cruise ships, providing e-visa facilities etc have also been taken.

### **What is the Status of Cruise Market around the world?**

- Globally the **river cruise market has grown at around 5%** over the last few years and is expected to constitute around 37% of the cruise market by 2027.
- **Europe has been driving growth with around 60% share** of river cruise vessels in the world with rivers Danube in Europe and Yangtze in China dominating the river cruise market globally.

**[Source: PIB](#)**