

Challenges for Developing Cruise Tourism in India

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Abstract: *Blessed with 7000 plus kilometers of coastline India can be a potential hub for Cruise Tourism. Currently cruises in India dock at selective ports. Coastline is supplemented by Inland Waterways in India. India's geographical location is a strategic advantage for developing it into a Cruise Tourism destination. However, numbers are disappointing and very few have experienced Cruise Tourism in India. And, Cruise Tourism in India hasn't picked up pace. Potential of Cruise Market in India is near about 1.2 lakh passengers per year. Pandemic derailed Cruise tourism sector which has recently picked up pace and numbers is slowly building up. Experts predict India to be an untapped market with a huge potential. Challenges for developing Cruise Tourism can be categorized into two categories;*

-Macro infrastructural and policy based issues

- Promotional Travel Trade related issues

This research paper is an attempt to briefly understand the challenges and suggest the potential strategies that are being implemented and are in the pipeline to mitigate these challenges.

Keywords: Cruise Tourism, coastline, policy, challenge's, inland waterways

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