

Study on Potential of Cruise Tourism as other Tourism, by Travel Agencies of Vidarbha Region.

Prof. Amit Nanda

Amitnanda59@gmail.com

HOD, Assistant Professor, G H Raisoni School of Hospitality Management, Skill-Tech University, Nagpur.

Abstract

This chapter wants to develop a framework for assessing the awareness and Potential of cruise tourism in Vidarbha regions. It further explores how the framework can be used to estimate the relevant benefits and costs near future. This study also aids to promote the role of travel agencies of Vidarbha to create potential client of Cruise Tourism.

Literature of Review

The Role of Travel Agencies of Cruise.

Travel agencies are the basic ingredients of tourism industry, therefore, it is said that tourism revolves around travel agencies and tour operators. Travel agency is the private sector organization, which plays a vital and crucial role in the promotion of tourism, because in some countries 70 per cent international and 50 per cent domestic is organized by them. The important role of the travel agent in the present world is summarized in the Principles of Professional Conduct and Ethics of the American Society of Travel Agents (ASTA) as follows. "We live in a world in which travel has become both increasingly important and complex in its variety of modes and choices. Travelers are faced with a myriad of alternatives as to transportation, accommodation and other travel services. They must depend on travel agencies and others in the industry to guide them honestly and competently [3].

Cruise Travel Agencies Booking from Vidarbha is much more complicated than buying a plane ticket or calling a hotel for a room. As with any vacation, there are many decisions traveler must make. It is important to find a travel agent professional who has lots of experience in cruising. There are many cruise-only travel agencies, and many other full-service agencies have cruise specialists on board who sell nothing but cruises, Make my trip, Vora Travels, Travel Links, Kothawala Travels, ClickUrTrip.com Pvt. Ltd., Thomas Cook India Limited, Excel world Holidays, Ideal Tours And Travels, The Voyage etc [6].

Function of Travel Agencies

The functions of modular travel agencies have widened much after the introduction of air travel. The most important functions of a travel agency are described below:

1. Travel information

A retail travel agency provides necessary travel information to the general public. The intending tourists come to the office of the travel agent and seek information regarding their proposed visit. The travel agent should be a very

knowledgeable man and should supply up to date and concrete information relating to travel. He must have great communication skill and he should be thorough in the art of catching the potential customers. The knowledge of foreign language is a desirable qualification for those working in a travel agency.

2. Preparation of Itineraries

A tourist journey involves preparation of different types of itineraries. There are different means of transport with their respective advantages and disadvantages. A travel agent advises the potential tourist to choose the most convenient course.

3. Liaison with Providers of Service

A travel agent should maintain constant contact with the providers of various services like the transport companies, hotel managers and providers of surface transport like motor cars from airport to hotel and for sightseeing etc. The job calls for travels to those places which are to be included in the itineraries.

4. Ticketing

Selling tickets to tourists for different modes of transport like air, rail and sea is a very important function of a travel agent. Ticketing is not an easy job as the range of international airfares is very complex. Computerized Reservation system (CRS) has revolutionized the reservation system both for air and train tickets and also a room in a hotel.

5. Provisions of Foreign Currencies

Provision of foreign currency to an intending foreign tourist is an important function of a travel agent. The Government of India allows an Indian traveler going abroad 10,000 US \$. The travel agent will arrange for the purchase of foreign exchange on behalf of his intending travelers. This facility will save a lot of time and harassment for the intending tourists.

6. Insurance

Insurance for personal accident risks and risk for loss of baggage is an important function of a travel agent. The idea of buying a package of travel, accommodation and perhaps some ancillary services such as entertainment, became established in Western Europe in the 1960s, by 1970; tour operation had become a full-fledged part of tourism. Its growth was spectacular. It succeeded in reducing the real price of travel abroad, in doing this; it brought holidays abroad to a segment of the market not reached by conventional methods of taking a holiday. Today in most countries which are generators of tourism, tour operation is the dominating feature of the holiday market.

As inclusive tour is a package of transport and accommodation and perhaps some other services which are sold as a simple holiday for a single all-inclusive price. The popular term, 'package holiday' describes the nature of a tour more accurately than the term 'inclusive tour'. The original demand for inclusive arrangements came from the convenience of buying a single travel product^[3].

Major Ports in India

Escape from the bustling city streets to languid rivers and soak yourself in riverside villages, explore the sacred spots and ancient heritage. Dwell in the cacophony of sights as the nature captivates you and intrigues your senses. This holiday, spend sometime over the glinting waves.

Kandla, Paradip, JNPT, Mumbai, Visakhapatnam, Chennai, Kolkata, Mangalore, Tuticorin, Ennore (corporate), Kochi, Mormugao. As Mumbai port awaits one of the world's largest cruise ships on Saturday, the ministry of shipping has appointed an international consultant -Bermello Ajamil & Partners -to prepare an economically viable plan to develop coastal and inland cruise ports in the country.

The 18-deck-luxury ship, Genting Dream, arrived from Germany on its maiden voyage and set sail with around 2,000 tourists o [Colombo](#) and [Singapore](#) recently. Another international cruise ship, Costa Neo Clasica, has decided to make Mumbai a 'home port' for over three months and make seven international tours from here. "Mumbai Port Trust has opted to give certainty of berth and priority to cruise ships over cargo ships though revenue from cruise ships is less attractive than the latter. The port trust offers 40% discount in charges to cruise ships and has done away with berthing charge," said [Bhatia](#). Thanks to the initiatives, 59 cruise ships have confirmed their arrivals to Mumbai Port in 2016-17, as against 37 the previous year^[7].

Table 1.1 Genting Dream Relocation Cruise Fares - 29th Oct until 12th Nov 2024

Currency: INR - Per Guest	2Nights	6Nights	4Nights	6Nights
(Based on twin share rate)	Mumbai-Colombo	Mumbai-Singapore	Colombo-Singapore	Singapore-Hong Kong
Dream Grand Suite	109,522	302,717	203,398	319,723
Dream Family Suite	55,101	153,739	102,720	166,664
Dream Suite	44,217	122,447	82,312	142,855
Balcony Plus	38,775	108,162	72,108	115,645
Balcony	33,333	93,196	62,584	102,039
Ocean view	27,891	78,230	52,380	88,434
Inside	22,449	62,584	41,496	74,829
Port Charges	3,334	4,082	1,089	5,375

Honorable Transport Minister Gadkari Stresses on Cruise Tourism

Mumbai: Maharashtra Chief minister Devendra Fadnavis alongwith Nitin Gadkari, The Union minister of Shipping, Sanjay Bhatia, Chiarmen Mumbai Port Trust, Swadhin Kshatriya, Chief secretary of state and Thatcher Brown, president of Dream Cruises during the inaugural ship of Dream Cruises arrives at the Mumbai Port for the first time on its relocation voyage on Saturday. "We have taken a decision to have passenger terminals at all major ports to cater to cruise tourists. There are over 200 private and minor ports in the country and I would also request them to have such facilities," Gadkari said at the Mumbai Port Trust (MbPT) here.

He said the government is very keen to push cruise tourism, given its benefit to the local economy and wants the city port to become among the five best cruise tourism hubs in the world.



Fig.1 Devendra Fadnavis along with Nitin Gadkari Dream Cruises

The government is investing over Rs 200 crore to build a modern international cruise terminal at one of the oldest ports in the country, the minister informed. A bulk of the ports built in the last 25 years since the country embarked on the liberalisation journey have been privately owned or operated. All of them typically cater for the high-volume and revenue accretive trade segment, handling container, bulk and liquid cargos. A slew of names, including Adanis, Essar, Larsen and Toubro etc^[4].

Hypothesis

- HA: There are high potential Clients for Cruise Tourism in Vidarbha region.
- HO: There are no high potential Clients for Cruise Tourism in Vidarbha region.

It was necessary to understand the general awareness about Cruise Tourism concept before researcher proceeded to further study and to understand the various views of its related population also collected knowledgeable information that aided to understand the potential of client for cruise tour from Vidarbha region from different angles of view. Following are the findings of researcher arrange in proper sequence:

Table 1.2 Awareness about Cruise Tourism in Vidarbha.

Sr. No.	Opinions	Number of Respondents	Percentage
a.	Yes	27	62.00
b.	No	16	38.00
	Total	43	100%

From table 1.2 shows the higher side of respondent 62% out of 100% aware about the Cruise Tourism which is positive research of the Object, but few responses lack the awareness about Cruise Tourism.

Table 1.3 Offer on Cruise Tour Package

Sr. No.	Opinions	Number of Respondents	Percentage
a.	Yes	27	62.00
b.	No	16	38.00
	Total	43	100%

It was already known that most of Nagpur travel agencies were aware about concept of Cruise tourism package. From table given above researcher cleared that most of selected samples of travel agencies had responded in Cruise tour package in Nagpur city. Out of hundred percent 62% of Participant take part in Cruise tour arrangement. But researcher also found that there were few responses lack the awareness about Cruise tour.

Table 1.4 Potential of cruise tour as other tourism by travel agencies of Vidarbha.

Sr. No.	Opinions	Number of Respondents	Percentage
a.	Yes	32	74.41
b.	No	11	25.59
	Total	43	100%

As researcher cleared that most of the respondent on the favor of potential of Cruise Tourism were 74.41% out of 100%. From above result it can also be said that city also witnessing the tight competition in local Travel industry, and almost each travel agencies equipped them to get the attention of these potential clients and earn the good amount of profit in near future.

Chi- square test:

- HA: There are high potential Clients for Cruise Tourism in Vidarbha.

Hence; most probability =74.41%

Therefore, $p=0.7$ & $q=1-p=0.3$

Facilities are Important to conduct MICE event

Frequency

Yes= 32

No = 11

43

Expected frequency = sample size * Expected Probability

Degree of freedom= 1

Table 1.5 Chi-square Statics

Calculating chi-square Statics					
	Observed Frequency	Expected Probability	Expected Frequency	Oi-Ei	(Oi-Ei) ² /Ei
	Oi		Ei		
Yes	32	0.7	30	2	0.13
No	11	0.3	13	-2	0.30
	43	1	43	0	0.43

So, $0.43 < 3.84$

Calculation value 0.43 is less then estimated value 3.84, hence we accept the hypothesis H_a . So, there are high potential for Cruise Tourism in Vidarbha.

Conclusion

The general idea of average number of Cruising was organized and sends by Vidarbha travel agencies that accountability is simultaneously going to be increase. Hence; it can be proved that there was significant awareness about cruise tourism concept in city's because of cruise traveler. As it was already known that most of population that had selected were aware about concept of Cruise tour. Efforts of government found that Maximum number of respondent (32 out of 43). Vidarbha is also witnessing the tight competition in local travel industry, and almost travel industry had equipped them to get the attention of these potential clients and earn the good amount of profit in near future.

Suggestion

During research work researcher collected the various facts and analyzed them and findings were outlined. There are few suggestions that researcher would like to give so that obstacle can be removed:

Reservation procedures of Cruise Tour from Vidarbha's Travel Agencies should be simplified. A research work should be carried out to know estimated population are continuously traveling on Cruise from the city and what could be done to increase the Positive results. Travel Agencies should have special Cruise Packages which includes the selected services and facilities along with accommodations for Cruise Travellers. The Travel Agencies should update themselves with latest Cruise Trends going on, to meet the Cruise Competitions. The government should support the Tourism by lowering Taxation on Business Travellers. So global travellers can be attracted for Cruising.

References

1. Sunetra Roday, A. B. (2009). Tourism Operations & Management (Seventh ed.). New Delhi, India: Oxford University Press.
2. Classification of tourism(2016) <http://www.hellotravel.com/stories/ministry-of-tourism-emphasis-on-promoting-cruise-tourism-in-india>.
3. Archana Biwal, A. B. (2009). Tourism Operations & Management (Seventh ed.). New Delhi, India: Oxford University Press.

4. Gadkari stresses the Cruise tourism(2016) <http://tourism.gov.in/cruise-tourism>
5. CruisesthatvisitIndia(2016-2017) <http://www.cruisecompetite.com/vacations/departs/india/1>
6. Map of indian port (2016) <http://portsinindia.com/map/port>

Table 1.6 List of Travel Agents of Vidarbha

1.	Goodwill Travels	2729988	Bus Stand Road, Ganesh
2.	Orange City Tours & Travel..	2546037	AMRAVATI ROAD, Amravat
3.	Rajput Tours And Travels	2251539	Baba Farid Nagar, Mankapur
4.	Indus Travels	2447423	Farmland, Ramdas Peth
5.	Bijwar Travel Agency	7499523422	Yawatmal
6.	Total Travel Concept	6223843	Anand Talkies Square
7.	RLT Travels	69336662	Ravi nagar,
8.	Sudeep International	2420855	Dhantoli,
9.	Rupsha Aero Services Pvt	6626215	Central Bazar Road,
10.	Tawaaf Tours & Travels	2564065	3 Shrimohini Complex,
11.	Yatribooking.com	2442250	Lokmat Bhavan
12.	F Tech Tours And Travels	2597441	CK Naydu Square, Civil line
13.	Satya world tour	2734154	Bhandara Road, Bhandara
14.	MytripCare.com	7507740786	Chatrapati nagar,
15.	Yashraj cafe	3013439	Main Road, Nandanvan.
16.	Saini Travels Pvt. Ltd.	6654322	Chatrapati Chouk,
17.	Royal Travels	2634024	Hatwali road, Jaripatk
18.	Megha Padgaonkar	2244712	IT park, Gayatri Nagar
19.	Tejas toures and travels	7692087818	laxminagar, Laxmi Nagar
20.	Sanjay Traveler	808702002	Chatrapati Chowk,
21.	Travel India	2732012	Lokmat Bhavan,
22.	Saagar Travels	9527498886	Amravati Road,
23.	The Embassy Tours & Travel..	9372008570	Somalwada road, Somalwada

