

TERMS OF REFERENCE FOR RESEARCH PROJECT

Title:	Study on cruise tourism operations and service parameters to establish guidelines and requirements for cruise service providers
Sectional Committee :	Travel, Tourism and Hospitality Services Sectional Committee, SSD 02
Duration :	04 Months

1. BACKGROUND

1.1 Cruise tourism has witnessed significant growth over the past few decades and emerging as a major sector within the broader travel and tourism industry. As more individuals seek unique and luxurious travel experiences, the cruise industry has expanded its offerings to cater to diverse demographics. There are currently no national or international standard on cruise tourism, while the National Strategy for Cruise Tourism is under development and therefore it poses challenges for ensuring consistency, safety, and sustainability across the industry.

1.2 Considering the importance of the subject, Travel, Tourism and Hospitality Related Services Sectional Committee, SSD 02 has decided to formulate an Indian Standard on ‘Cruise Tourism’ and conduct a study on the cruise tourism operations and services parameters to ensure uniformity/consistency in cruise tourism operations services.

2. OBJECTIVES

To collect and analyse information and data from primary and secondary sources in regards to the cruise tourism operations and services with the objective of preparing guidelines and requirements for cruise service providers.

3. SCOPE

3.1 Undertake study of existing literature which includes published research papers, study conducted by any other organization, Standard Operating Procedures (SoPs), guidelines, regulations, best practices, international standards/standards of NSBs of foreign country, if any.

3.2 Comparative analysis of information and data collected on parameters given in para **3.1**.

3.3 Identification of the service providers on cruise tourism as per the sampling plan given in para **3.4** to study, but not limited to, the following:

- a) Classification of Services;

- b) Statutory and regulatory requirements;
- c) General cruise requirements (including resources/infrastructure);
- d) Specific requirements for ocean cruises including planning, operational requirements and identification of key service parameters;
- e) Specific requirements for river cruises including planning, operational requirements and identification of key service parameters;
- f) Specific requirements for islands cruises including planning, operational requirements and identification of key service parameters;
- g) Requirements for safety and security
- h) Safety and security protocols
- i) Monitoring mechanism for operation of cruises
- j) Grievance redressal mechanism
- k) Roles and responsibilities of employees
- l) Training, competence and qualification of personnel
- m) Maintenance requirements (covering maintenance plan, checklist for critical requirements for maintenance, equipment required for maintenance)
- n) Emergency procedures
- o) Accessibility
- p) Provision of insurance to cover accidents
- q) Documentation requirements
- r) Information to and communication with consumers.
- s) Use of IT tools for data processing and modelling
- t) Waste disposal management
- u) Consumer feedback mechanism
- v) Sustainable practices related to environment, biodiversity, social and culture adopted by the service provider

3.4 Conduct visits to 6 different service providers as per the sampling plan given below:

Type	Number of service providers of cruise to be visited	Data to be Collected
Ocean Cruises	2	As per para 3.3
River Cruises	2	As per para 3.3
Islands Cruises	2	As per para 3.3

3.5 Prepare an analytical report covering the details mentioned in para from para **3.1** to **3.4**.

4. RESEARCH METHODOLOGY

The study should follow a structured methodology that includes, but not limited to, the followings:

- a) Review of the literature as mentioned in **para 3.1** and analysis.
- b) Collection of feedback through circulation of structured questionnaire.
- c) Conduct visits as mentioned in **para 3.4**. After identification of cruises to be visited, take consent of BIS on sampling plan before proceeding further.
- d) Witness and observe the requirements given in **para 3.3** during the visits.
- e) Focused group discussions after the visits to analyse and comparative analysis of the collected data.
- f) Prepare a report based on the findings and data collected as per **para 3**.

5. DELIVERABLES

A comprehensive report containing information and data in context of **para 3** along with the evidence containing statements, questionnaire, details of interviews, outcome of consultation with experts and data collected during literature review and visits. Hard as well as soft copy of the report shall be submitted within the timeframe.

6. TIMELINE AND METHOD OF PROGRESS REVIEW

The time frame of completing the study and submitting the final report is **4 months** from the date of the award of the project.

Stage wise timelines:

- a) Interim report covering the review of the literatures, existing stipulations and visits plan for approval of BIS – **within 1 months** from the date of award of project from BIS.
- b) Report of site visits by **end of 2 months** from the date of award of project from BIS.
- c) Draft project report covering all the aspects of the ToR – By **end of 3 months** from the date of assignment received from BIS.
- d) The researcher taking up the project shall clear all doubts on provisions of research including ToR and BIS guidelines before acceptance.

7. BIS SUPPORT

- 7.1** BIS will provide access to latest editions of supporting Indian and International Standards for any support required in research project.
- 7.2** BIS will facilitate assistance to introduce the research project to research organizations, government departments, and service providers.

8. NODAL PERSON

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Bureau of Indian Standards