



# Tourism Development Plan- Mumbai City & Suburbs

**Assessment of Tourism Projects & Proposed Interventions**



**STRUCTWEL**



# INDEX

- ☐ **Vision Statement and Objectives**
- ☐ **Mumbai- An Overview**
- ☐ **Tourism Development Plan and Proposed Interventions - City**
- ☐ **Tourism Development Plan and Proposed Interventions - Suburbs**
- ☐ **Way Forward**

# VISION STATEMENT

*“In the middle ages people were tourists because of their religion, whereas now they are tourists because tourism is their religion.” –*

**Robert Runcie**

## OBJECTIVES

- **Create awareness for need of tourism –**  
*To develop the sense of ownership and responsibility in the minds of locals towards tourism*
- **To identify possible sites –**  
*To create an assortment of tourist experiences*
- **Development of a supportive infrastructure**  
*Adds value to the tourist experience*
- **Site maintenance-**  
*To preserve the beauty of the site as well as to enhance the sense of belonging*
- **Marketing –**  
*Now, officially designated as an industry, tourism is all about marketing, memories and experiences.*

# METHODOLOGY ADOPTED FOR THE STUDY

## Defining scope of the work

Study of aims & objectives  
Sectors to study (heritage, food, leisure etc.)

Formation & orientation of the team  
Formation of sample survey form

## Primary data collection

(About sites, infrastructure, conditions)

- Field work (along with sample survey form)
- Interactions with stakeholders.
- Exploring New sites

## Secondary data collection

- Literature review
- Interaction with tour operators

Collaboration of primary and secondary data  
Analysis of surveyed data (tourist sites, infrastructure)  
Interpretation

Identification of potential sites/themes, infrastructural facilities  
Recommendations & strategies/ tourism circuits

Submission of Draft Report

**Report**

# Reconnaissance Survey

**Mumbai Heritage**

Geographical/ climatic study

Traffic analysis

Literature Review

*Mumbai has a rich historical and cultural heritage value that have shaped the development of the city.*



*In order to understand its impact on tourism and vice a versa, understanding of the heritage, values and characters becomes necessary.*

# RECONNAISSANCE SURVEY

Mumbai Heritage

**Geographical/ climatic study**

**Traffic analysis**

Literature Review

- **Geographical Study**

*Necessary to understand the cultural/demographic pattern and significance of historical developments*

- **Climatic Study**

*Becomes important to determine the visitor trends and patterns*

- **Traffic Analysis**

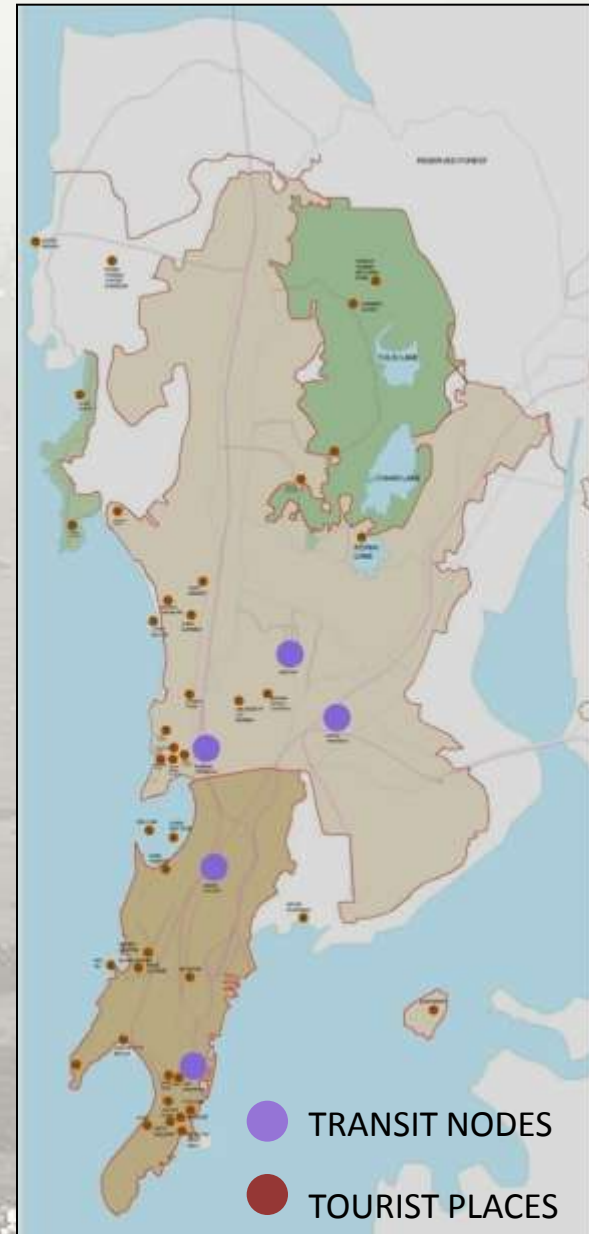
*Plays important role in establishing visitor flow inside the city limits*

- **Socio-economic Study**

*Proves significant in establishing cultural and heritage traits*

*Mumbai is the economic and financial capital of India. With ever-increasing population, there is immense pressure on the city resources which is further increased due to commercial and industrial activities.*

*Thus it is important to study the demographics of the city in order to understand how tourism can be developed without increasing the pressure on its already over-exploited resources.*



# RECONNAISSANCE SURVEY

Mumbai Heritage

Geographical/ climatic study

Traffic analysis

**Literature Review**

## Literary Resources:

- **Tourism reports :** (Reports for state of Maharashtra and Gujarat and the district of Aurangabad) to understand demographics of tourist statistics and patterns.  
to understand the evolution of district wise tourism model
- **Tourist reviews and reports:** national level study submitted to tourist guides and agencies for tourist experiences and statistics

- **Case studies of tourism models** developed in various cities around the world:



**New York** – to study their marketing strategy.



**Boston** – to study conserving and promoting sites of heritage, natural and cultural value

**Chicago** – to study their strategy of creating opportunities for tourism.



**Park City, Utah** – to study development of and within the city to accommodate the growth in tourism.



**Sydney** - to study the waterfronts

# EXISTING TOURISM TRENDS & PATTERNS

## Local Tourists

- *Local art/ heritage lovers, students and shopaholics.*
- *More interested in events and festivals.*

## Domestic Tourists

*Tourists coming from rest of India:*

- **Urban:** *want to experience Mumbai, the largest Metropolitan city of India.*
- **Rural:** *Interested in popular places such as Gateway of India, Haji, Ali, Chowpatty, etc.*
  - *Bollywood remains the focal tourist attraction.*

## International Tourists

- *Interested in colors and cultural vibrancies of Mumbai along with heritage places in the city.*
- *Keen to experience the nightlife and try the local cuisine.*

## Transit Tourists

- *Visitors taking just a stopover in Mumbai can spend few hours or a day for shorter tours*

## Business Tourists

- *Financial capital of India gets large number of visitors with business purpose who prefer a luxurious tour to unwind and relax and no constraints for expenditure.*

## Cruise tourists

- *World cruises stops in Mumbai to experience vibrancy of the local culture for shorter duration.*
- *Last year alone, 48 cruises halted in Mumbai with 43,000 visitors.*

## Medical Tourists

- *This is a fast developing type of tourism. Cheaper and good medical facilities available in the city attract people from various countries.*

# Essential Pillars of Tourism for Mumbai



**Access &  
Transport  
Convenience**



**Day Time  
Attractions,  
Activities &  
Special Interest  
Opportunities**



**Evening & Night  
Time Economy  
Development**



**Cuisine Offerings  
and  
Accommodation  
Development**



**Tourism Services  
Development**



**Marketing,  
Branding &  
Communication**



# **Tourism Development Plan- Mumbai City**

**Assessment of Tourism Projects in Mumbai City & Proposed Interventions**

# CLASSIFICATION OF CURRENT TOURIST DESTINATIONS

## **EXPERIENTIAL:**

*Elephanta Islands, Gateway of India, Haji Ali Dargah, Mahalakshmi Temple, Afghan Church, etc.*

## **COMMUNITY:**

*Khotachi Wadi, Sewree mangrove Park, Dhobi Ghat, etc.*

## **MUSEUMS/ART:**

*Dr. Bhau Daji Lad Museum, Prince of Wales Museum, Mint Museum, Jehangir Art Gallery, NCPA, etc.*

## **MARKET:**

*Crawford Market, Colaba Causeway, Sassoon Dock, Dadar Flower Market, Princess Street, etc.*

## **TOWNSCAPE:**

*Flora Fountain, Fort Area Statues, High Court, Rajabai Tower, Khada Parsee Statue, etc.*

## **NATURE:**

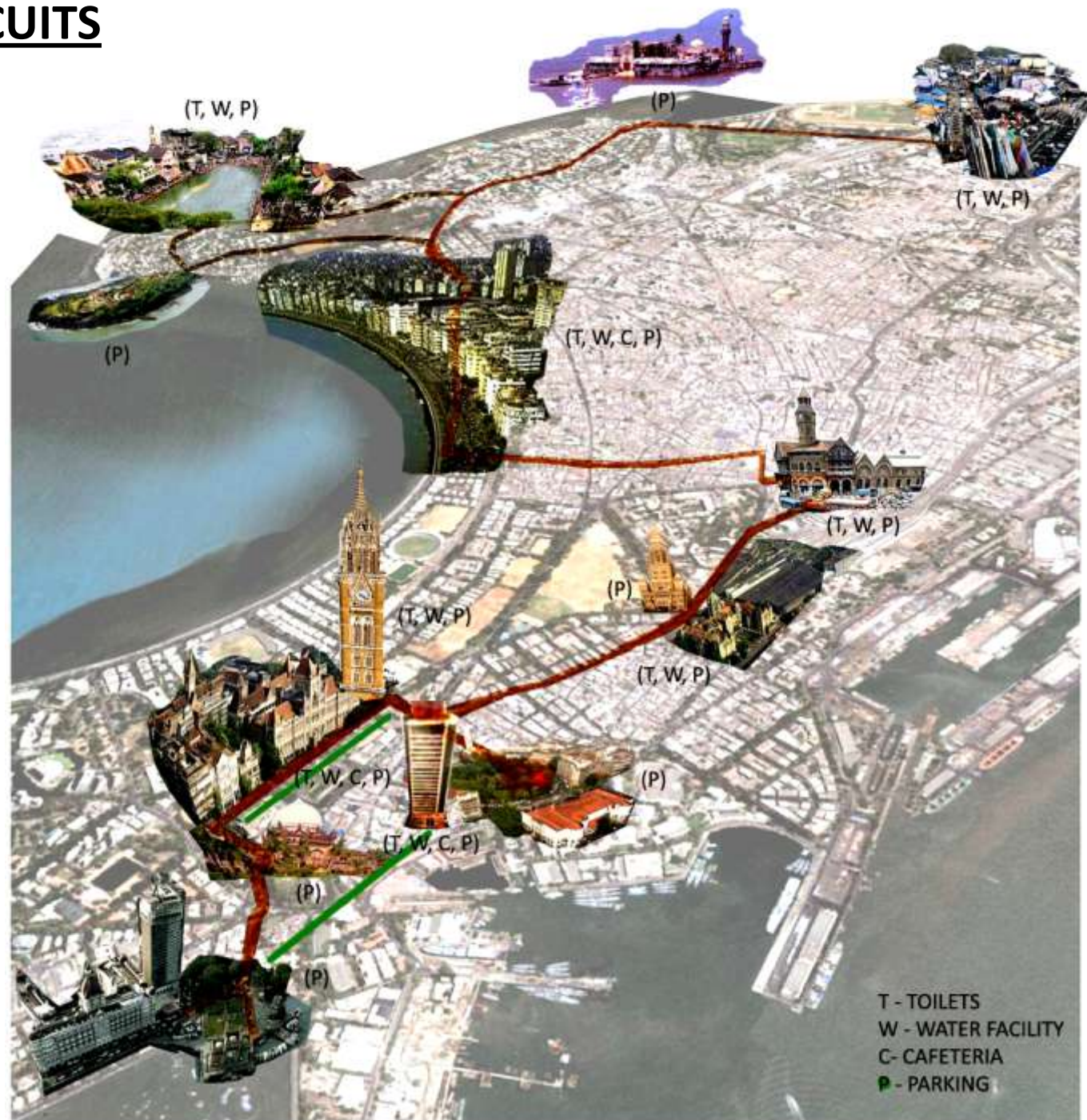
*Maharashtra nature park, Oval maidan, Jijamata Udyan etc.*

# TOURIST CITY CIRCUITS

## HERITAGE CIRCUIT –

### *EXISTING CIRCUIT*

- Half day or full day tour
- Highlight main tourist destinations.
- Most sites are only photo-stops due to inaccessibility and unavailability of parking



## Path followed in circuit –

Gateway of India, Taj Mahal Palace Hotel

Chhatrapati Shivaji Maharaj Vastu Sangrahalaya

Mumbai university, Rajabai Tower, High court

Flora fountain

Horniman circle, Asiatic Library, BSE

Chatrapati Shivaji Terminus Railway Station, BMC Building

Dhobi Ghaat

Haji Ali

Banganga

Kamala Nehru Park and Hanging Garden

Marine Drive, Girgaum Chowpatty

Mahatama Jyotiba Phule Mandai

## Proposed Activities At Sites

### Gateway of India :



A jetty/ marina



A late evening cafe



Cultural events and food festivals

**Flora Fountain To Horniman Circle** – temporary cafes could be started in the evenings and have book readings, cultural events.

**Girgaum Chowpatty** - Beach activities such as volleyball, football, surfing and beach bikes can be introduced.



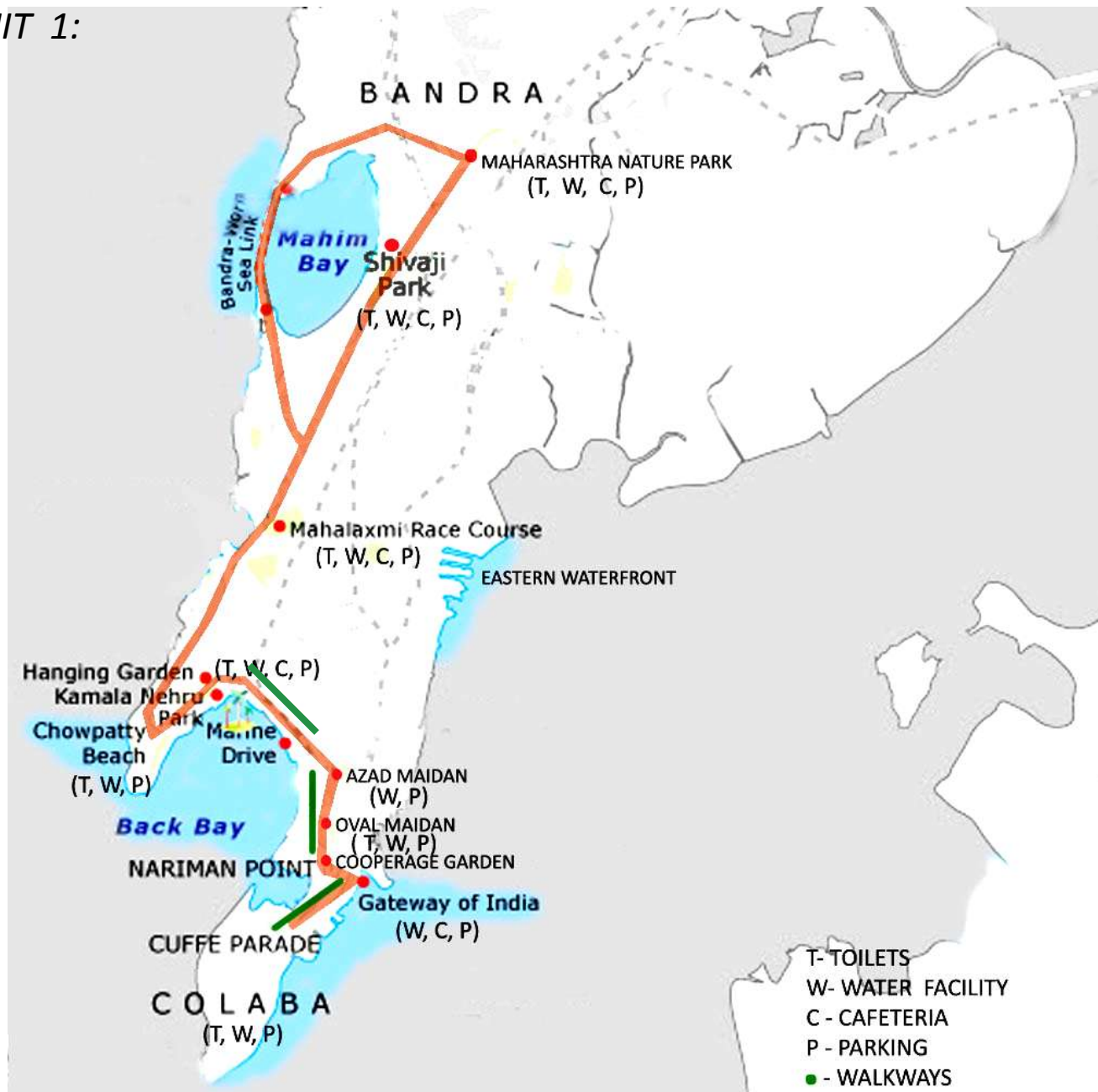
**Chhatrapati Shivaji Terminus** – Viewing decks can be made for visitors to view the platforms without mingling in the crowd. Also train tours can be introduced.



# PROPOSED CIRCUIT FOR RECREATIONAL AND NATURAL AREAS

## *PROPOSED CIRCUIT 1:*

- Beaches, waterfronts and gardens are included in this circuit.
- To encourage more **local tourists** and **domestic visitors** to spend a longer time in the city.
- To be made into one day picnic spots.



## Sites included in the circuit –

### **WATERFRONTS AND BEACHES**

- Gateway Of India
- Nariman Point
- Cuffe Parade
- Marine Drive And Girgaum Chowpatty
- Eastern Waterfront
- Mahim Bay And Bandra Worli Sea Link
- Dadar Chowpatty

### **GARDENS AND PARKS**

- Cooperage Garden
- Oval Maidan
- Azad Maidan
- Hanging Garden
- Kamla Nehru Park
- Shivaji Park
- Maharashtra Nature Park

### **Proposed Activities At Sites**

**Girgaum Chowpatty** - Beach activities such as volleyball, football, surfing and beach bikes can be introduced.



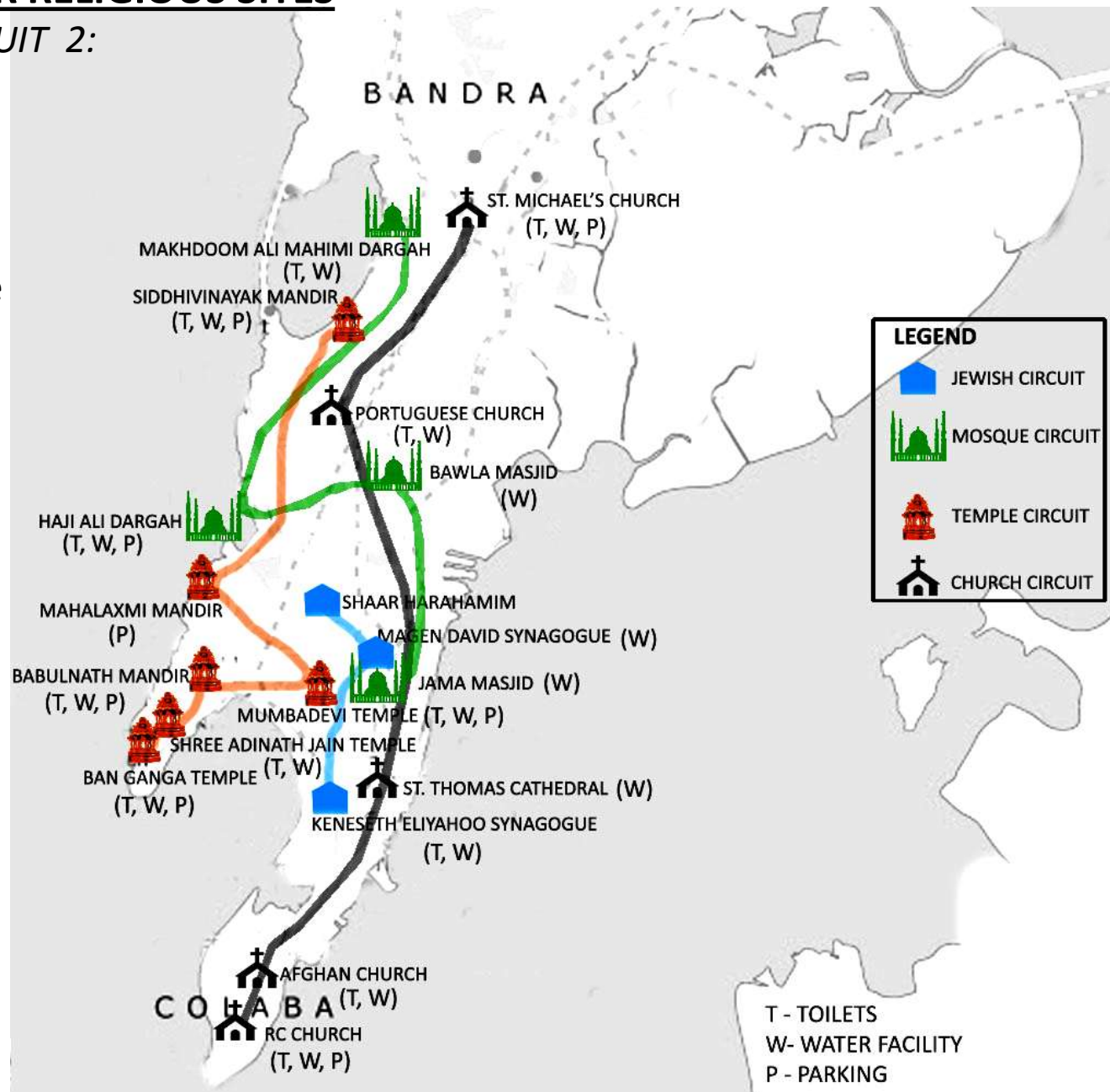
**Cuffe Parade** – Koli Festivals could be organized



# PROPOSED CIRCUIT FOR RELIGIOUS SITES

## PROPOSED CIRCUIT 2:

- Worship places of every religion and belief.
- Most have great heritage and architectural value.
- Circuits proposed are Temple circuit, Mosque Circuit, Church circuit and Jewish worship place circuit.
- These are of great interest to **international, domestic as well as local tourists.**



# Sites included in the circuit –

## TEMPLES

- Banganga Temple
- Shree Adinath Temple
- Babulnath Mandir
- Mumbadevi Temple
- Mahalaxmi Temple
- Siddhivinayak Mandir

## MOSQUES

- Jama Masjid
- Bawla Masjid
- Haji Ali Dargah
- Makhdoom Ali Mahimi Dargah

## CHURCHES

- RC Church
- Afghan Church
- St. Thomas Cathedral
- Portuguese Church
- St. Michael's Church

## JEWISH

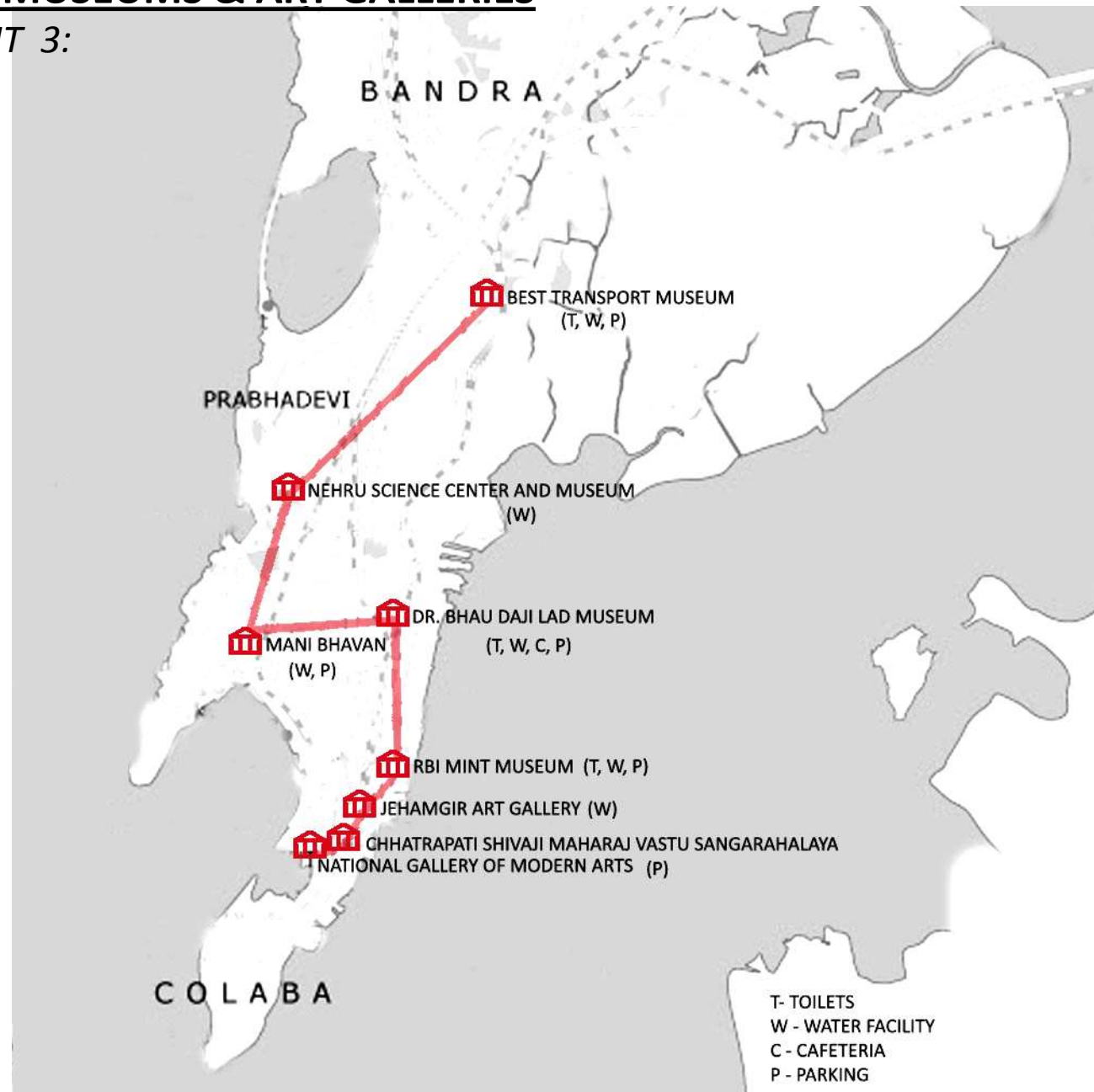
- Keneseth Eliyahoo Synagogue
- Magen David Synagogue
- Shaar Harahamim



# PROPOSED CIRCUIT FOR MUSEUMS & ART GALLERIES

## *PROPOSED CIRCUIT 3:*

- Promote smaller unexplored art galleries and museums.
- Encourage new talent in city.
- Would be used by international, domestic as well as local tourists.



## Path Followed In Circuit –

Chhatrapati Shivaji Maharaj Vastu Sangrahalaya

Jehangir Art Gallery

National Gallery Of Modern Arts

RBI Mint Museum

BEST Transport Museum

Nehru Science Center And Museum

Mani Bhavan

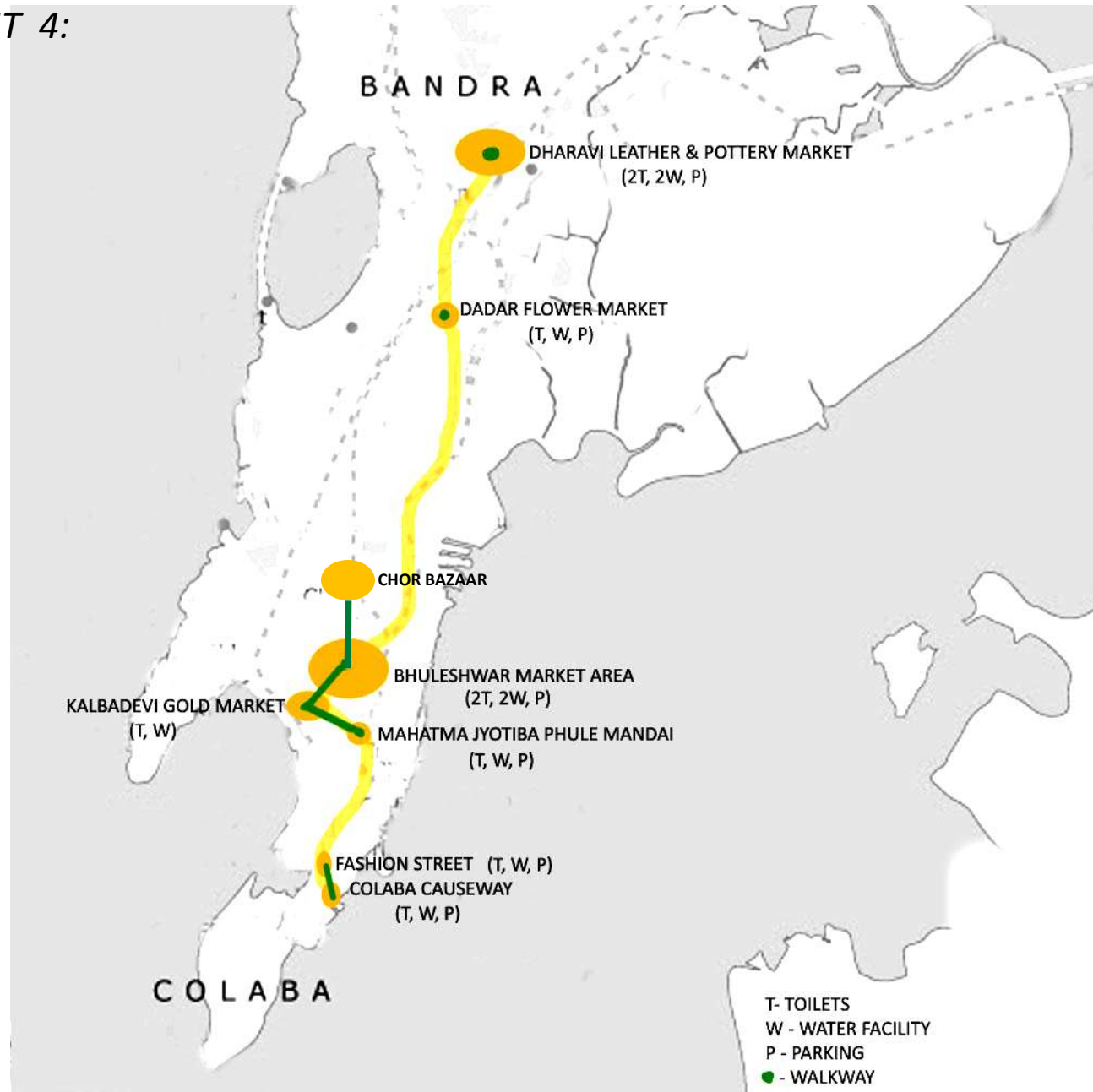
Bhau Daji Lad Museum



# PROPOSED CIRCUIT FOR MARKETS

## *PROPOSED CIRCUIT 4:*

- Engages all five sense of visitors with variety of colors, smells and textures.
- Would be a very interesting tour bringing out the essence of the city.
- Would be of great interest to international visitors and domestic visitors.



## Sites included in the circuit –

*Colaba Causeway*



*Fashion Street*



*Mahatma Jyotiba Phule Market*



*Kalbadevi Gold Market*



*Bhuleshwar Market*



*Chor Bazaar*



*Dadar Flower Market*



*Dharavi Leather &  
Pottery Market*



# PROPOSED CIRCUIT FOR HOUSING TYPOLOGIES

## *PROPOSED CIRCUIT 5:*

- Different housing typologies due to its vast history.
- An interesting tour to see different architectural styles and their current use.
- This tour would be primarily taken by International and local tourists.



## Path followed in the circuit –

*Walkeshwar Area*



*Khotachi Wadi*



*Sikkannagar Area*



*Dadar Hindu and Parsi Colony*

*Parsi colony*



*Walkeshwar area*



*Khotachi wadi*

FACILITY AND COST COMPARISION OF CIRCUITS

| WORK                                                            | FACILITIES<br>REQUIRED                          | HERITAGE<br>CIRCUIT<br>(EXISTING) | RECREATION<br>& NATURAL<br>AREAS<br>(PROPOSED 1) | RELIGIOUS<br>CIRCUIT<br>(PROPOSED<br>2) | MUSEUM &<br>ART GALLERY<br>CIRCUIT<br>(PROPOSED 3) | MARKETS<br>CIRCUIT<br>(PROPOSED<br>4) | HOUSING<br>CIRCUIT<br>(PROPOSED 5) |
|-----------------------------------------------------------------|-------------------------------------------------|-----------------------------------|--------------------------------------------------|-----------------------------------------|----------------------------------------------------|---------------------------------------|------------------------------------|
| Sanitation                                                      | Toilets                                         | 8                                 | 7                                                | 12                                      | 3                                                  | 10                                    | 6                                  |
|                                                                 | Cost (Rupees)                                   | 1,20,00,000                       | 1,04,00,000                                      | 1,80,00,000                             | 45,00,000                                          | 1,50,00,000                           | 90,00,000                          |
| Food &<br>water                                                 | Cafeteria                                       | 3                                 | 5                                                | -                                       | 1                                                  | -                                     | -                                  |
|                                                                 | Water fountain                                  | 8                                 | 9                                                | 16                                      | 6                                                  | 10                                    | 6                                  |
|                                                                 | Cost (Rupees)                                   | 1,15,00,000                       | 1,70,00,000                                      | 80,00,000                               | 55,00,000                                          | 50,00,000                             | 30,00,000                          |
| Information                                                     | Signages &<br>Brochures                         | 12,00,000                         | 12,00,000                                        | 12,00,000                               | 12,00,000                                          | 12,00,000                             | 12,00,000                          |
|                                                                 | Publicity                                       | 10,00,000                         | 10,00,000                                        | 10,00,000                               | 10,00,000                                          | 10,00,000                             | 10,00,000                          |
| Parking &<br>photo-stops                                        | Min. Parking (5<br>tourist Buses<br>per site)   | 70                                | 45                                               | 40                                      | 25                                                 | 30                                    | 20                                 |
|                                                                 | Cost (Rupees)                                   | 3,85,00,000                       | 2,47,50,000                                      | 2,20,00,000                             | 1,37,50,000                                        | 1,65,00,000                           | 1,10,00,000                        |
| Walking<br>paths                                                | Pathways                                        | Yes                               | Yes                                              | -                                       | -                                                  | Yes                                   | Yes                                |
|                                                                 | Cost (Rupees)                                   | 41,25,000                         | 61,05,000                                        | -                                       | -                                                  | 1,15,50,000                           | 80,85,000                          |
| General<br>facilities<br>(dustbins,<br>ATM's, first<br>aid etc) | Bins, Benches &<br>upgradation of<br>facilities | Yes                               | Yes                                              | Yes                                     | Yes                                                | Yes                                   | Yes                                |
|                                                                 | Cost (Rupees)                                   | 7,50,000                          | 7,50,000                                         | 7,50,000                                | 7,50,000                                           | 7,50,000                              | 7,50,000                           |
| Total Cost                                                      | (In Rs. Crore)                                  | 7                                 | 6.5                                              | 5.5                                     | 3                                                  | 5.5                                   | 3.5                                |

# CREATION OF WORLD TOURIST SITES

## PROPOSAL 1 –

- Our city today lacks a proper zoo. Locals go to Pune, Bangalore or abroad to show a zoo to their kids .



- The population growth of greater Mumbai today is -6% while that in the suburbs is +65 to 100%. Hence the majority work force lives in suburbs and greater Mumbai is a commercial hub.

**Hence we recommend shifting of Jijamata Zoo from Byculla to Sanjay Gandhi National Park or the Aarey Milk Colony Area.**

- This would give the people an area to relax near their residences and reduce travelling.
- Area of Sanjay Gandhi National Park is 10,400 hectares and that of Jijamata Udyan is 19 hectare ample space to construct a world class zoo here.

- 
- The zoo was built in 1861 and hence is a botanical heritage.
  - **This site must be conserved as it is and made into a botanical garden –**
    - 1. Jogging tracks** for everyday walkers
    - 2. Water bodies** can be built around the existing animal ponds – **picnic spots**
    - 3. Botanical research and conservation center**
    - 4. Theme restaurants** – such as jungle theme and tree top restaurants
    - 5. Library** having books on trees and wildlife
    - 6. Information kiosk**
    - 7. Events hosted by Bhau Daji Lad Museum to be held here**



## PROPOSAL 2 –

- The **WATERFRONT NEAR THE SEWRI FORT** is a prime area that must be developed **to** create green recreational spaces.



- The **Sewri Fort –**

1. must be conserved and made into a viewing gallery.
2. A small themed café can be built in it.



- The **Waterfront** could have –
  1. a **promenade and viewing decks for bird watching.**
  2. One day picnic spots could be created.
  3. **Jogging Track**
  4. **Food Court**
  5. **Ornithology museum** to educate the people on the importance of the mangroves and flamingoes to the ecology of the city.
  6. **Information kiosk**
  7. A **library** could be created with related books.
  8. **Carnivals/ Fun activities** could be organized here during the non -migratory season to encourage people to come to this area even during that time.



*VIEWS AND PLANNING BY ARCHITECT AT STRUCTWEL DESIGNERS & CONSULTANTS PVT. LTD.*



## PROPOSED INITIATIVES

Certain ideas could be implemented to create a Mumbai which is accessible to all –

### • CREATION OF MUMBAI HAAT –

Visitors want **experiential memories** and taste of traditional India.

- Create **exhibition area**, where **different areas of Maharashtra** are replicated.
- Bullock carts rides.
- *Pujas*, traditional dances, cuisines.
- Local handicrafts.



### • TRAIN TOURS – crowd as tourism attraction.

- **Local trains** fascinate tourists.
- **Viewing galleries in the form of permanent Macchans** proposed at certain stations such as VT, Dadar, Borivali, Thane - people could view the crowds without mingling.
- Train rides.

# PROPOSED INITIATIVES

- **NIGHT TOURS** – being a commercial hub, **old Mumbai** is deserted at nights.

- Night tours could be arranged here
- **Ground floor shops** converted to **cafes**
- **Trams or horse buggies** from Victorian era
- Buildings illuminated.
- **Streets pedestrianised**
- Parking areas
- **Khau gullies**



- **WEEKLY SEASON RATES** – All tourist areas could have a **lower entry fee two days a week** and one weekend a month and a higher fee the rest of the week.

- This would encourage **people from all strata of society** to visit.
- Will **help in crowd management.**
- **Encourage local tourism**
- Discounts must be given to students and large groups.

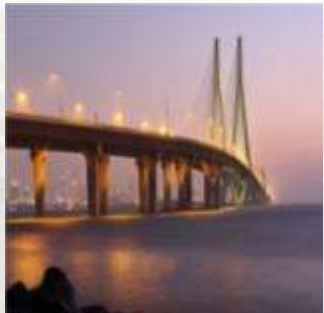
- **All sites must be linked with one another** in promotional activity and ticketing packages etc.
  - People could be given discounts for buying tickets of a package of tours.
  - The smaller sites if clubbed with a larger one also starts sustaining itself.

An aerial photograph of Mumbai, India, showing a dense urban landscape with numerous high-rise buildings and a prominent coastline with a large body of water. The image is used as a background for the title slide.

# **Tourism Development Plan- Mumbai Suburbs**

**Assessment of Tourism Projects in Mumbai Suburbs & Proposed Interventions**

# Prominent Tourist Attractions in Mumbai Suburbs



## Leisure:

- Beaches-Juhu, Manori, Gorai etc
- Sanjay Gandhi National Park
- Powai Lake
- Essel World

## Conventions & Event Hubs:

- Mumbai Exhibition Centre (Goregaon)
- Bandra-Kurla Complex
- Prominent Hotels (Grand Hyatt etc)

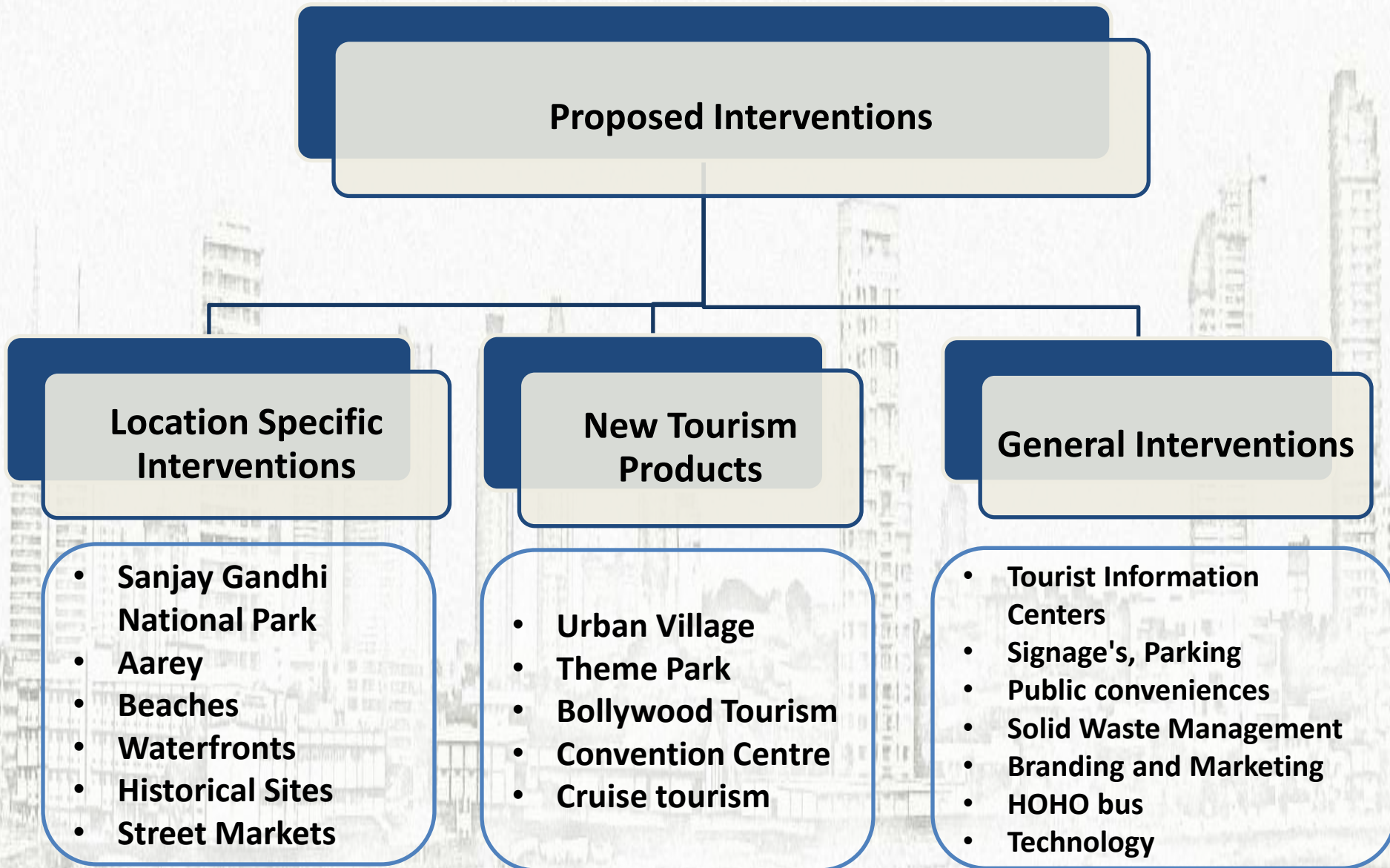
## Cultural Tourism:

- Vipassana Pagoda
- Mount Mary Fair (Bandra Fair)

## Heritage/Historical

- Kanheri Caves
- Vipassana Pagoda
- Hare Rama Hare Krishna (ISKON) Temple
- Bandra –Worli Sea Link

# Proposed Interventions for Tourism in Mumbai Suburbs



# Sanjay Gandhi National Park (including Kanheri Caves)



| PARAMETERS                    | STATUS |
|-------------------------------|--------|
| Attractiveness                | ★ ★    |
| Popularity                    | ★ ★ ★  |
| Scope for further development | ★ ★ ★  |
| Visiting Tourist Profile      |        |
| International                 | ★      |
| Domestic                      | ★ ★    |
| Local                         | ★ ★    |
| Seasonality                   |        |
| February – May                | ★ ★    |
| June – September              | ★      |
| October - January             | ★ ★    |
| Visitors Visiting Time        |        |
| Morning                       | ★ ★    |
| Day                           | ★ ★    |
| Evening - Night               | ★      |

## Proposed Facilities

Leopard Safari

Zoological Parks

Adventure  
Sports

Creek Trail  
Cruise

Bird Parks

Camps

Eco Huts

Organizing  
Events

Water Sports

Tribal Tours

Nature Tours

Herbal Tours

Botanical  
Gardens

Night Safari

Interpretation  
Center

Water  
Harvesting



Indicative Cost: Rs.  
50 Cr

## Interventions Areas

1. LION AND TIGER SAFARI
2. KRISHNA LAKE
3. KANERI CAVES (Bamboo Hut area)
4. KANERI CAMP SITE
5. KRISHNAGIRI
6. GANDHI TEKADI



## Proposed Intervention - Lion and Tiger Safari



### LION/TIGER SAFARI

- Strengthening the existing fencing
- Interpretation center(Interactive one, Comprehensive center)
- Basic Amenities
- Water Fountain
- Redesigning the existing gates and area around.

# Proposed Intervention- Krishna Lake Front Development

## KRISHNA LAKE

- Lake front development.
- Beautification of lake
- Improvement of adjoining garden
- Boating.



## Intervention Place-Kanheri Caves (Bamboo Hut Area)

### KANHERI CAVES (ASI site requires NOC)

- Parking
- Signage's
- Existing Toilet Blocks improvement
- Connectivity Pathways
- Viewing Area
- Improving the existing huts
- Landscaping
- Drinking water facilities



# Proposed Interventions- Kanheri Caves (Bamboo Hut Area)



# Proposed Intervention - Kanheri Camp Site

## KANHERI CAMP SITE

- Compound Wall
- Improvement of Existing huts for day camps
- Pathways
- Landscaping
- Gathering space
- Parking
- Drinking water Fountain
- Improvement of Toilet Block



Huts



Campfire



Landscaping



Security cabin



Gathering Space

# Proposed Intervention- Krishnagiri Train



Train Garage area



Railway Station



Tourist Amenities



Animal Posters on the Train



Up gradation of Structures

# Proposed Intervention - Gandhi Tekadi

## Gandhi Tekadi

- Landscaping
- Fencing
- Signage's
- Fencing to adjoining Gandhi Garden



Signage's

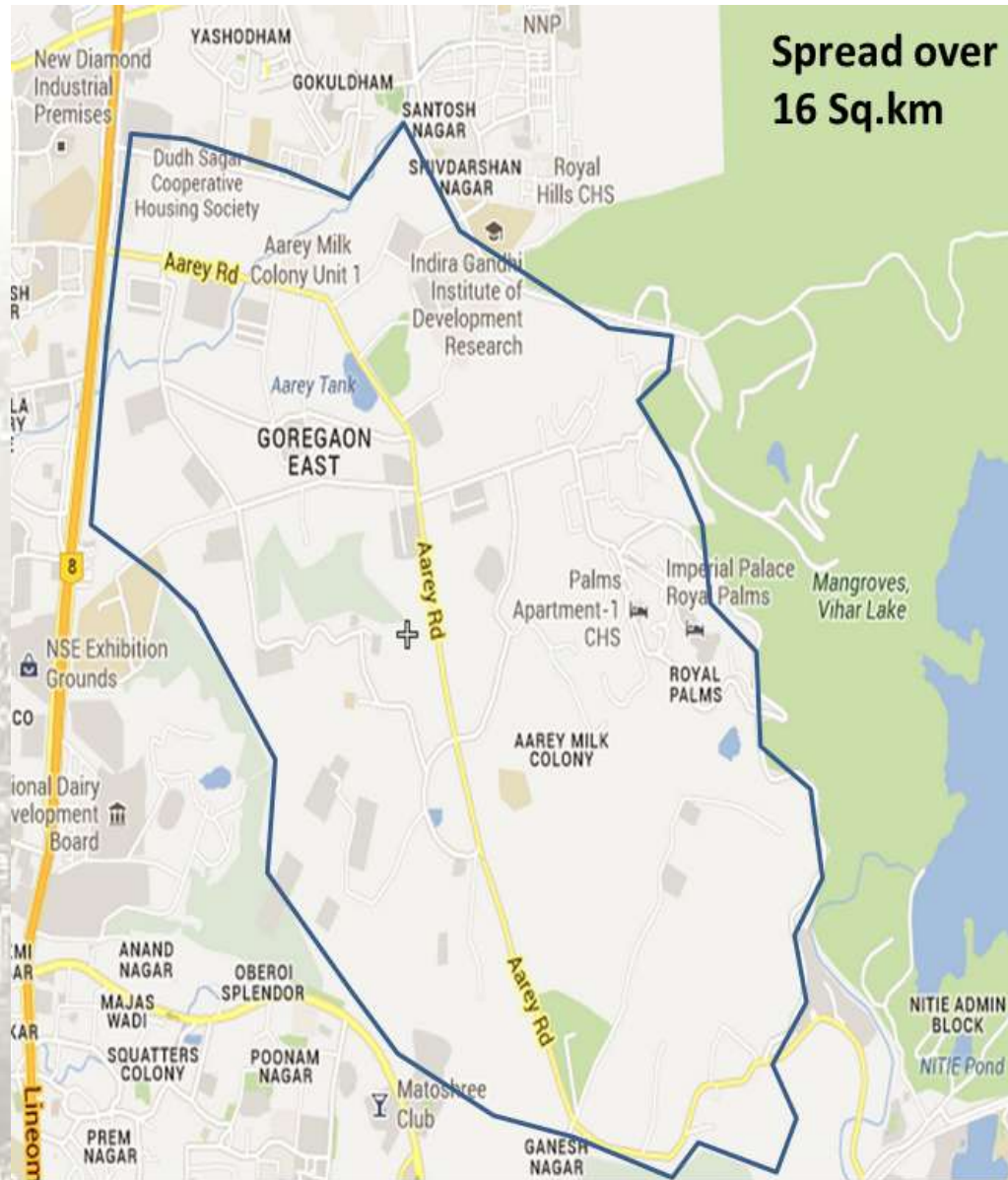


Landscaping and Beautification



Public Amenities

# Aarey Milk Colony



| PARAMETERS                    | STATUS |
|-------------------------------|--------|
| Attractiveness                | ★ ★    |
| Popularity                    | ★ ★ ★  |
| Scope for further development | ★ ★ ★  |
| Visiting Tourist Profile      |        |
| International                 | ★      |
| Domestic                      | ★ ★    |
| Local                         | ★ ★    |
| Seasonality                   |        |
| February – May                | ★ ★    |
| June – September              | ★      |
| October - January             | ★ ★    |
| Visitors Visiting Time        |        |
| Morning                       | ★ ★    |
| Day                           | ★ ★    |
| Evening - Night               | ★      |

# Aarey Milk Colony- Proposed Interventions

## COMPONENTS

- |                                   |                   |
|-----------------------------------|-------------------|
| • Bird Sanctuary/ Butterfly park  | • Signage's       |
| • Kalagram                        | • Parking         |
| • Agro tourism (dairy)            | • Water Fountains |
| • Information and Training center |                   |



Indicative Cost: Rs.  
75 Cr

# Proposed Development Component:

## Bird and Butterfly Park



**Collection of  
different  
birds and  
Butterfly  
species**



**Performances**



**Information  
& training**

# Proposed Development Component:

## Kalagram



- Workshops (art & craft)
- Cultural performances
- Display Stalls

# Proposed Development Component:

## Agro-tourism



**Kids  
Entertainment  
Facilities**



**Opportunity  
to mingle  
with rural  
populace**



**Hands-on  
experience  
on Farming**

## Beaches

As a coastal city, Mumbai is blessed with many beaches along its western coast. The beaches falling in Mumbai Suburbs from South to North are as follows:

**Juhu** 🌴

**Versova** 🌴

**Madh Island** 🌴

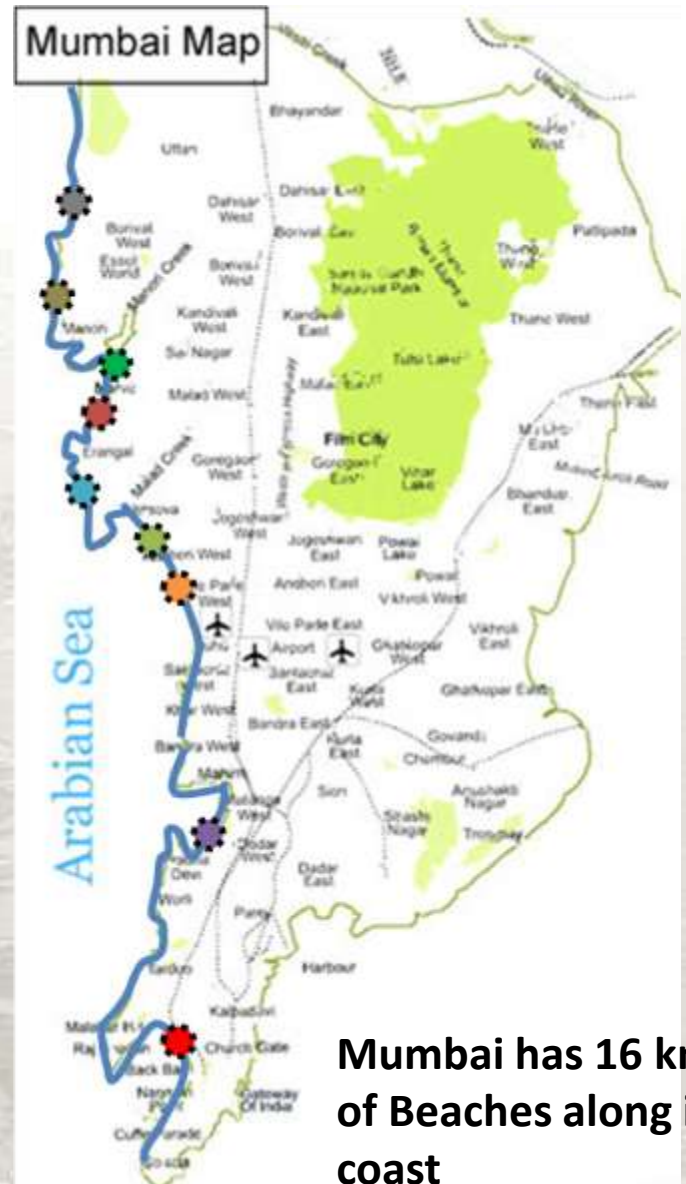
**Aksa** 🌴

**Marve** 🌴

**Manori** 🌴

**Gorai** 🌴

Indicative Cost: Rs. 50 Cr



# Beaches- Proposed Interventions

## *Basic Infrastructure*



Signage



Waste Disposal



Playing Zone



Pedestrian Way



Changing Room



Gym



Pathway



Sitting bench



Sitting arrangement



Changing Room



Washing Amenities



Shower Facilities

# Beaches- Proposed Interventions

## *Tourism Related Interventions*



**Beach Festivals**



**Yachting**



**Local Restaurants**



**Boating**



**Water Parasailing**



**Gazebo's**



**Barefoot Skiing**



**Jet Ski**



**Cycling Track**

# Upgrading Marve Ferry Point and Versova Jetty



## Current Deterrents

- No sitting facilities
- Inadequate lightning
- Toilets
- No Changing room facilities
- No proper approach road
- No wooden racks

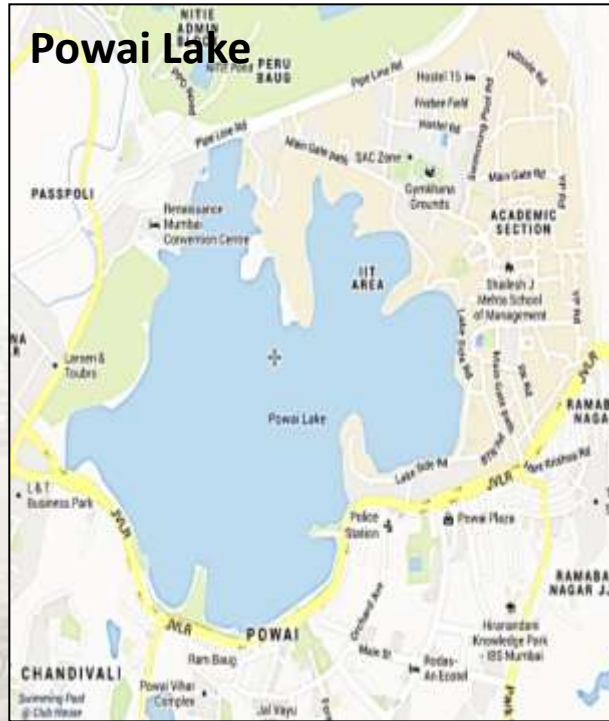
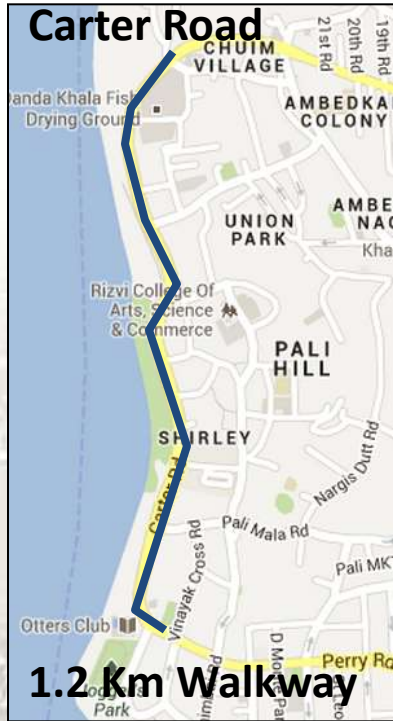
## Proposed Interventions

- Signage's
- Sitting benches
- Improving the toilet facilities
- Availing changing room facilities
- Modernization of jetty point



**Indicative Cost: Rs. 20 Cr**

# Waterfronts



| PARAMETERS                    | STATUS |
|-------------------------------|--------|
| Attractiveness                | ★★     |
| Popularity                    | ★★     |
| Scope for further development | ★★     |
| Visiting Tourist Profile      |        |
| International                 | ★      |
| Domestic                      | ★      |
| Local                         | ★★★    |
| Seasonality                   |        |
| February – May                | ★★★    |
| June – September              | ★★     |
| October - January             | ★★★    |
| Visitors Visiting Time        |        |
| Morning                       | ★      |
| Day                           | ★★     |
| Evening - Night               | ★★★    |

## Waterfronts- Proposed Interventions



**Cycling Tracks**



**Street Furniture**



**Boating**



**Landscaping**



**Signage's**



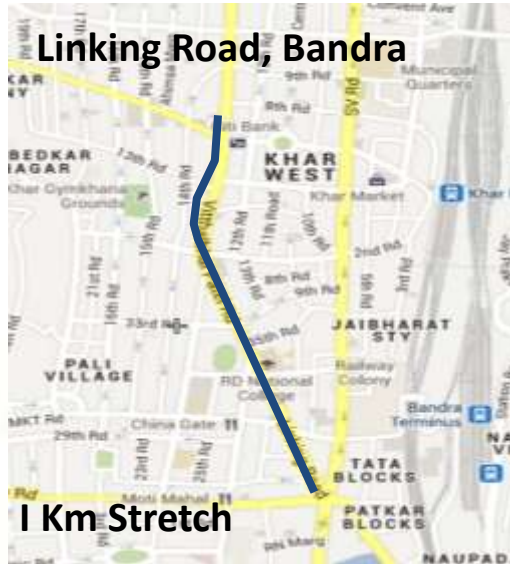
**Pathways**

**Musical Fountains  
at the lakes**



**Indicative Cost: Rs.  
40 Cr**

# Local Street Markets



| PARAMETERS                    | STATUS |
|-------------------------------|--------|
| Attractiveness                | ★★     |
| Popularity                    | ★★     |
| Scope for further development | ★★★    |
| Visiting Tourist Profile      |        |
| International                 | ★      |
| Domestic                      | ★★     |
| Local                         | ★★★    |
| Seasonality                   |        |
| February – May                | ★★     |
| June – September              | ★      |
| October - January             | ★★★    |
| Visitors Visiting Time        |        |
| Morning                       | ★      |
| Day                           | ★★★    |
| Evening - Night               | ★★     |

# Local Street Markets- Proposed Interventions



**Organised and Decongested Shops Layout**



**Public Conveniences**



**Food Stalls**



**Signages**



**Street Furniture**



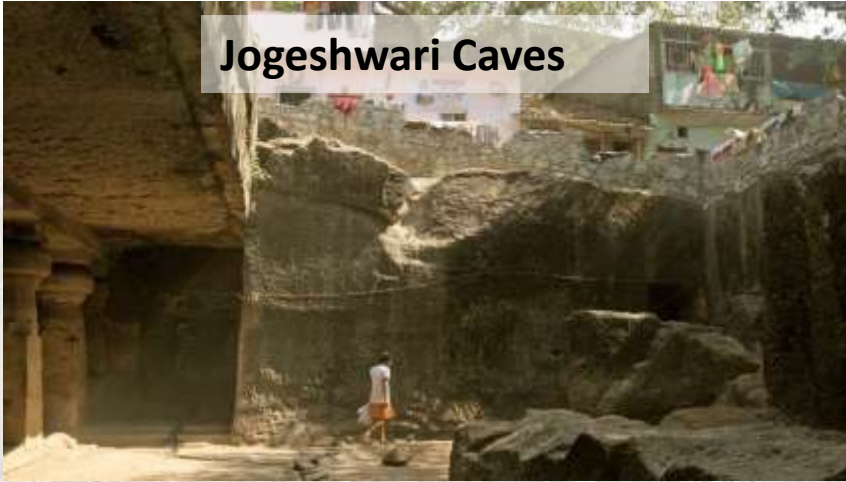
**Pedestrian Walkways**

**Indicative Cost:  
Rs. 40 Cr**

## Heritage Sites

### Development and Preservation of Historic Heritage Sites

Jogeshwari Caves



Mahakali Caves



Bandra Fort



Gilbert Hill



*Preservation Of The Rich Past Of Mumbai Captured Beautifully In Its Heritage Structures*

## Heritage Sites- Proposed Interventions



**Conservation and  
Restoration**



**Illumination**



**Landscaping**



**Tour Guides**

**Indicative Cost  
Rs. 10 Cr**

# Rurban Village Tours

**Concept:** East Indian Village

**Land Required:** 20-25 acres

**Proposed Location:** Gorai/Manori stretch.

**Indicative Cost**  
**Rs. 30 Cr**

## **Proposed Components:**

- Fishing Boats.
- Arts/Crafts and Handlooms traditional market place.
- Budget Accommodation for Artisans and villagers.
- Resort for Tourist.
- Convention/Exhibition center.
- Village themed Food Court/Restaurant.
- Campfire.
- Adventure Camp, Nature Trails etc.
- Swiss tents.



Accommodation Facilities



Tourist Jetty



Village Themed  
Restaurants



Adventure Camps

# Bollywood Theme Park



Live Play Area



Indian Folk Center



Ethnic Structures

**Concept: To** create a Theme park to, fill up the lacuna in the entertainment scenario of Mumbai which promotes Indian culture and performing arts across the world and to compose an outstanding entertainment experience of world class level that will capture the imagination of the people.

**Land required:15-20 acres**

**Implementation Model : PPP**

**Proposed components:**

- Carnival and Indian Folk art and dance center.
- Themed restaurants.
- Street Shops.
- Cultural and Bollywood Library.
- Bollywood Museum/Wax Museum.
- Ethnic Shops.
- Live Arts and Crafts Village.
- Coffee shops.
- Ethnic Jewelry store, Kaleidoscope.

**Indicative Cost**  
**Rs. 100 Cr**



Themed Restaurants



Bollywood Museum

# Bollywood Theme Park



Bollywood Musicals



Theme Park



Crafts Village



Kaleidoscope



5D Theatre



Bollywood Library

First-class venue of international standard for Indian performing arts, to develop captivating theatricals and musicals of highest quality which will showcase and promote Indian culture and performing arts.

# Business Convention Centre



Convention Centre

**Concept:** Convention/Business center , Bigger and better than Bombay exhibition center as per International standards.

**Land Required:** 60,000 sq. meter.

**Proposed Location:** Kurla – Mulund, Chembur – Trombay.

**Implementation Model:** PPP basis

**Proposed Components:**

- Convention Hall.
- Mini Convention Halls.
- Exhibition Hall .
- Restaurants.
- Parking
- Residential Accommodation For Delegates/Participants
- Handicraft shops, Souvenir shop
- Other Infrastructural Facilities Like
  - i. Tourist office, Bank and Money changing facilities, STD/ISD, Press & VIP Lounges
  - ii. Technical facilities such as electric substation, back-up system, fire hydrant etc.
  - iii. Gate Complex for stipulating entry and exit.
  - iv. Security Office and booths for Security arrangements
  - v. Storage Complex for custom storage and handling etc.
  - vi. Fire safety arrangements

**Indicative Cost**  
**Rs. 120 Cr**

# Cruise Tourism

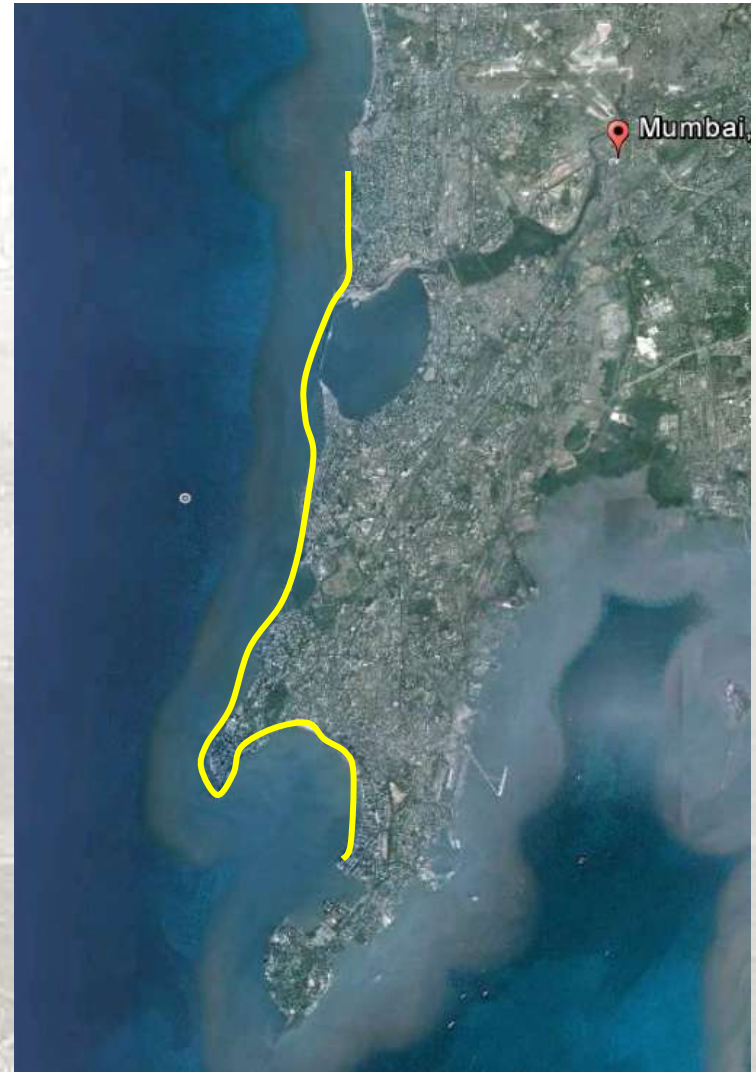
Cruise – to show case iconic landmarks, night time skyline of Mumbai



Mumbai's skyline at Night



Indicative Cost:  
Rs. 20 Cr



Night cruise route

# Hop On Hop Off Bus

## Concept:

- Provides customized, flexible transport services that will allow tourist to conveniently access all the places of tourist interest through guided tours.
- One time daily pass valid for 24 hours.
- Services include- Guided tour, PA system, A/V displays, printed brochures and maps in multiple languages.
- Tourist can board or alight at any stop on the designated route.



Indicative Cost: Rs. 15 Cr

# General Interventions



**Parking Facilities**



**ATM/ Forex Facilities**



**Tourist Information Centers**



**Signage's**



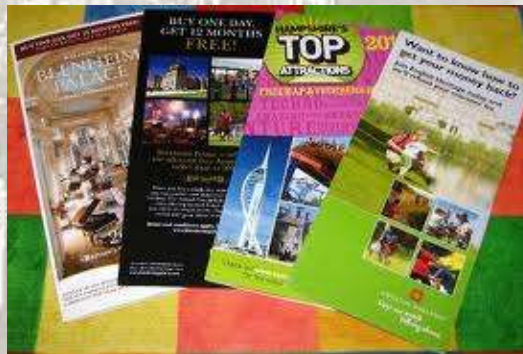
**Souvenir Shops**



**Solid Waste Management**



**Food Stalls**



**Information Pamphlets**



**Public Conveniences**

# General Interventions



Information Kiosks outside major railway stations



Maps highlighting tourist destinations at Major stations, airports and Bus terminals



Garbage Bins



Safety And Security

# Technological Interventions

**Concept:** To enable the Tourist within the City by providing them with 24/7 assistance which will address their problems and guide them with the fastest routes, Nearby attractions, Eating Places and Nearby Accommodation Facilities.

**Project Cost:** 5 Cr.

**Operator:** Private

## **Proposed components:**

- Dedicated Tourist Call center.
- 24/7 Tourist Helpline.
- Smart Phone Applications.
- Dedicated Tourist Website.



**Official Mumbai  
Tourism Website with  
Current Events and  
Updates**



**Dedicated Call Centre**



**Smart Phone Apps**



**24/7 Helpline**

# General Interventions

## Illumination of Heritage Structures



## Proposed Interventions - Summary

| LOCATION SPECIFIC INTERVENTIONS |                                                                          |                                   |                 |
|---------------------------------|--------------------------------------------------------------------------|-----------------------------------|-----------------|
| Sr. No.                         | Destination                                                              | Indicative Cost<br>( In Rs Crore) | Mode of Funding |
| 1                               | Sanjay Gandhi National Park                                              | 50                                | Public          |
| 2                               | Beaches – (Juhu, Madh, Manori, Gorai, Marve and Aksha)                   | 50                                | Public / PPP    |
| 3                               | Waterfronts (Bandstand, Cater Road, Powai Lake, Bandra Talav)            | 40                                | Public/ PPP     |
| 4                               | Aarey Milk Colony                                                        | 75                                | Public / PPP    |
| 5                               | Historical Sites (Mahakali caves, Jogeshwari, Gilbert Hill, Bandra Fort) | 10                                | Public          |
| 6                               | Local /Street Markets ( Linking road, Pali Hill, Irla, Lokandwala)       | 40                                | Public          |
| 7                               | Jetties ( Versova, Marve )                                               | 20                                | Public          |
|                                 | <b>TOTAL</b>                                                             | <b>285</b>                        |                 |

## **Proposed Interventions - Summary**

| <b>NEW TOURISM PRODUCTS</b> |                             |                                          |                        |
|-----------------------------|-----------------------------|------------------------------------------|------------------------|
| <b>Sr. No.</b>              | <b>New Tourism Products</b> | <b>Indicative Cost<br/>(In Rs Crore)</b> | <b>Mode of Funding</b> |
| 1                           | Urban Tourist Village       | 30                                       | Public / PPP           |
| 2                           | Convention Center           | 120                                      | PPP                    |
| 3                           | Bollywood Tourism           | 100                                      | PPP                    |
| 4                           | Cruise                      | 20                                       | PPP                    |
| 5                           | Hop on Hop Off Bus          | 15                                       | Public / PPP           |
|                             | <b>TOTAL</b>                | <b>285</b>                               |                        |

## Proposed Interventions - Summary

| GENERAL INTERVENTIONS |                                                                        |                                  |                 |
|-----------------------|------------------------------------------------------------------------|----------------------------------|-----------------|
| Sr. No.               | General Interventions                                                  | Indicative Cost<br>(In Rs Crore) | Mode of Funding |
| 1                     | Streetscaping of major suburban roads ( 25-30 Kms)                     | 50                               | Public          |
| 2                     | Tourist Information Kiosks at suburban local stations and bus terminus | 10                               | Public/PPP      |
| 3                     | Signages & Tourist Maps                                                | 10                               | Public          |
| 4                     | IT enabled / Technology Interventions                                  | 5                                | Public/PP       |
|                       | <b>TOTAL</b>                                                           | <b>75</b>                        |                 |

## WAY FORWARD- EXECUTION & INVESTMENT STRATEGIES

- Formation of **Mumbai Tourism Development Board** Involving representatives from all stakeholders and Government Agencies
- **Short and Mid-level recommendations should be prioritized first** for completion in order to upgrade facilities as far as possible.
- All work **should be completed within the given deadline** and strict norms should be made for the same.
- There should be **regular meetings** to follow up on work.
- **Provincial strategies** should be formed which sets clear priorities and goals for public and private stakeholders in order to execute work smoothly.
- **Foster public / private cooperation** in various activities carried out in execution stages.
- **New sites** must be developed with help of private investors. Therefore PPP projects must be encouraged.
- NGO's and resident bodies must be involved.

TO **INTEGRATE** ALL THE IDEAS WHETHER EXISTING OR PROPOSED WITH EACH OTHER.

INVOLVING THE **COMMUNITY**.

INFUSING **AWARENESS** INTO THE PEOPLE ABOUT THE ASSETS OF THE CITY.

**INNOVATIVE** AND **PRACTICAL** IDEAS FOR MICRO-TOURISM.

***THANK YOU***

