Tourism Development Plan - Mumbai City & Suburbs

Assessment of Tourism Projects & Proposed Interventions
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
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 versa, understanding of the heritage, values and characters becomes necessary.
• **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

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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.
**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.
  - **Chicago** – to study their strategy of creating opportunities for tourism.
  - **Boston** – to study conserving and promoting sites of heritage, natural and cultural value.
  - **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, Sasoon 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
Chhatrapati 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.
• 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
• 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
• 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
• 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
- Mahatama Jyotiba Phule Market
- Kalbadevi Gold Market
- Bhuleshwar Market
- Chor Bazaar
- Dadar Flower Market
- Dharavi Leather & Pottery Market
• 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

Sikkanagar Area

Dadar Hindu and Parsi Colony

Parsi colony

Walkeshwar area

Khotachi wadi
## FACILITY AND COST COMPARISON OF CIRCUITS

<table>
<thead>
<tr>
<th>WORK</th>
<th>FACILITIES REQUIRED</th>
<th>HERITAGE CIRCUIT (EXISTING)</th>
<th>RECREATION &amp; NATURAL AREAS (PROPOSED 1)</th>
<th>RELIGIOUS CIRCUIT (PROPOSED 2)</th>
<th>MUSEUM &amp; ART GALLERY CIRCUIT (PROPOSED 3)</th>
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**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.

  ![Image of waterfront near Sewri Fort]

• The **Sewri Fort** –
  1. must be conserved and made into a viewing gallery.
  2. A small themed café can be built in it.

  ![Image of Sewri Fort]

  ![Image of Sewri Fort with oil spill]
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.
PROPOSAL 3 –

• The **Mumbai Square** would be an outdoor community

• Four areas are proposed for making Mumbai Square –
  • Kala Ghoda Street
  • Area outside CST
  • Fashion Street
  • Gateway Of India

• Street cafes, street artists and performers, shopping areas would be encouraged here. This would give people open interacting spaces and also help encourage local art and talent
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.
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:
- Vipasana 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

- Location Specific Interventions
  - Sanjay Gandhi National Park
  - Aarey
  - Beaches
  - Waterfronts
  - Historical Sites
  - Street Markets

- New Tourism Products
  - Urban Village
  - Theme Park
  - Bollywood Tourism
  - Convention Centre
  - Cruise tourism

- General Interventions
  - Tourist Information Centers
  - Signage’s, Parking
  - Public conveniences
  - Solid Waste Management
  - Branding and Marketing
  - HOHO bus
  - Technology
Sanjay Gandhi National Park
(including Kanheri Caves)

Spread over 103 Sq.km

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<tr>
<td>Visiting Tourist Profile</td>
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<tr>
<td>International</td>
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<tr>
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<tr>
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<td>Day</td>
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<tr>
<td>Evening - Night</td>
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Proposed Facilities

- Leopard Safari
- Zoological Parks
- Bird Parks
- Camps
- Water Sports
- Tribal Tours
- Botanical Gardens
- Night Safari
- Adventure Sports
- Eco Huts
- Nature Tours
- Interpretation Center
- Creek Trail Cruise
- Organizing Events
- Herbal Tours
- 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)**

<table>
<thead>
<tr>
<th>KANHERI CAVES (ASI site requires NOC)</th>
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<tbody>
<tr>
<td>➢ Parking</td>
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<tr>
<td>➢ Signage's</td>
</tr>
<tr>
<td>➢ Existing Toilet Blocks improvement</td>
</tr>
<tr>
<td>➢ Connectivity Pathways</td>
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<tr>
<td>➢ Viewing Area</td>
</tr>
<tr>
<td>➢ Improving the existing huts</td>
</tr>
<tr>
<td>➢ Landscaping</td>
</tr>
<tr>
<td>➢ Drinking water facilities</td>
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</table>

![Image of Kanheri Caves (Bamboo Hut Area)]
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
Proposed Intervention - Krishnagiri Train

- Train Garage area
- Railway Station
- Tourist Amenities
- Animal Posters on the Train
- Up gradation of Structures
Proposed Intervention - Gandhi Tekadi

- Landscaping
- Fencing
- Signage's
- Fencing to adjoining Gandhi Garden
## Aarey Milk Colony

Spread over 16 Sq.km

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<td>Scope for further development</td>
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### 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
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

Mumbai has 16 km of Beaches along its coast

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
Tourism Related Interventions

Beaches- Proposed 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

Powai Lake

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Visiting Tourist Profile

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<tr>
<th>Type</th>
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</thead>
<tbody>
<tr>
<td>International</td>
<td>★</td>
</tr>
<tr>
<td>Domestic</td>
<td>★</td>
</tr>
<tr>
<td>Local</td>
<td>★★★★</td>
</tr>
</tbody>
</table>

Seasonality

<table>
<thead>
<tr>
<th>Month</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>February – May</td>
<td>★★★★</td>
</tr>
<tr>
<td>June – September</td>
<td>★★</td>
</tr>
<tr>
<td>October - January</td>
<td>★★★★</td>
</tr>
</tbody>
</table>

Visitors Visiting Time

<table>
<thead>
<tr>
<th>Time</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>★</td>
</tr>
<tr>
<td>Day</td>
<td>★★</td>
</tr>
<tr>
<td>Evening - Night</td>
<td>★★★★</td>
</tr>
</tbody>
</table>
Waterfronts- Proposed Interventions

- Musical Fountains at the lakes
  Indicative Cost: Rs. 40 Cr
### Local Street Markets

#### Parameters

<table>
<thead>
<tr>
<th>Attractiveness</th>
<th>★★★</th>
</tr>
</thead>
<tbody>
<tr>
<td>Popularity</td>
<td>★★</td>
</tr>
<tr>
<td>Scope for further development</td>
<td>★★★★★</td>
</tr>
</tbody>
</table>

#### 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

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.

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.

Indicative Cost Rs. 30 Cr
Bollywood Theme Park

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
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

**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 tourists 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.
General Interventions

Illumination of Heritage Structures
## Proposed Interventions - Summary

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

## NEW TOURISM PRODUCTS

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>New Tourism Products</th>
<th>Indicative Cost (In Rs Crore)</th>
<th>Mode of Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Urban Tourist Village</td>
<td>30</td>
<td>Public / PPP</td>
</tr>
<tr>
<td>2</td>
<td>Convention Center</td>
<td>120</td>
<td>PPP</td>
</tr>
<tr>
<td>3</td>
<td>Bollywood Tourism</td>
<td>100</td>
<td>PPP</td>
</tr>
<tr>
<td>4</td>
<td>Cruise</td>
<td>20</td>
<td>PPP</td>
</tr>
<tr>
<td>5</td>
<td>Hop on Hop Off Bus</td>
<td>15</td>
<td>Public / PPP</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>285</strong></td>
<td></td>
</tr>
</tbody>
</table>
## Proposed Interventions - Summary

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>General Interventions</th>
<th>Indicative Cost (In Rs Crore)</th>
<th>Mode of Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Streetscaping of major suburban roads (25-30 Kms)</td>
<td>50</td>
<td>Public</td>
</tr>
<tr>
<td>2</td>
<td>Tourist Information Kiosks at suburban local stations and bus terminus</td>
<td>10</td>
<td>Public/PPP</td>
</tr>
<tr>
<td>3</td>
<td>Signages &amp; Tourist Maps</td>
<td>10</td>
<td>Public</td>
</tr>
<tr>
<td>4</td>
<td>IT enabled / Technology Interventions</td>
<td>5</td>
<td>Public/PPP</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>75</strong></td>
<td></td>
</tr>
</tbody>
</table>
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