

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:1129  
ANSWERED ON:30.07.2010  
DECLINE IN NUMBERS OF TOURISTS IN J&K  
Patil Shri A.T. Nana

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the number of tourists visiting Kashmir Valley has declined due to recent deteriorating situation;
- (b) if so, the details thereof;
- (c) the details of loss of revenue suffered due to this; and
- (d) the steps taken by the Government to improve upon the situation?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

(a) and (b): The number of tourist arrivals in Kashmir Valley in recent months, with and the corresponding figures for 2009, are given below.

Month    2009    2010

May    81595    210721  
June    128178    200853  
July (upto 23rd)    71866    70048

It is evident that while there was considerable increase in tourist arrivals during the months of May and June 2010 over the corresponding months of 2009, in July 2010 there was a marginal decline.

(c): Ministry of Tourism does not compile State-wise figures of revenue earned from tourism.

(d): Development and promotion of tourism in States/Union Territories is primarily the responsibility of the State Governments/Union Territory Administrations. However, Ministry of Tourism provides central financial assistance to the States/Union Territories to augment the tourism infrastructure based on the project proposals received from them subject to scheme guidelines, inter-se priority and availability of funds.

Ministry of Tourism has sanctioned Rs.159.52 crore in the 11th Five Year Plan (till 15th July 2010) to Jammu & Kashmir for various tourism projects.

State Government of Jammu & Kashmir has also taken following measures to increase inflow of both domestic and foreign tourists:-

- i) Organization of Road shows & Fam Tours to reinforce the confidence among potential tourists.
- ii) Participation in a large number of events, travel fairs, conferences and conventions held within and outside the country.
- iii) Publicity campaigns through both the print as well as electronic media, inviting visitors to the State.
- iv) Organization of various fairs, festivals and adventure events in the State to showcase tourism potential of the State.