

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:293
ANSWERED ON:20.11.2009
TOURIST INFLOW IN J & K
Rao Shri Sambasiva Rayapati

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has made any study on tourist inflow in Jammu & Kashmir (J&K) during the last three years;
- (b) if so, the details thereof, year-wise;
- (c) whether there is any decline in tourist inflow in J&K;
- (d) if so, the details thereof; and
- (e) the steps taken/ being taken to increase inflow of both domestic and foreign tourists in J&K?

Answer

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

(a) to (d): The number of domestic and foreign tourist visits to Jammu & Kashmir (J&K) during 2006, 2007 and 2008, and the corresponding growth rates, are as under:-

Year	Domestic Tourist Visits	Foreign Tourist Visits
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	In lakh	Growth	In lakh	Growth
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2006	76.46	-	0.46	-
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2007	79.15	3.5%	0.53	14.5%
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2008	76.39	-3.5%	0.55	3.7%
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While there was an increase in foreign tourist visits to J&K in 2008 over 2007, the number of domestic tourist visits declined by 3.5% during the same period.

(e): Government of J&K has taken the following measures to increase inflow of both domestic and foreign tourists in J&K:-

i) State Tourism Department has enhanced its presence in a large number of events, travel fairs, conferences and conventions held within and outside the country.

ii) The literatures about the State have been printed in various languages and distributed within and outside the country.

iii) Rigorous publicity campaign is being undertaken through both the print as well as electronic media, inviting visitors to the State.

iv) Various fairs and festivals have been organized in all the three regions of the State showcasing tourism, art and culture of the State.

v) The State Tourism Department organized International White Water Rafting Championship during the current year as well as during the last year.

vi) Kashmir snow festival, Tulip festival, Second Gulmarg Global Durbey Championship have also been organized during the current

year.