

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3403
ANSWERED ON 09.12.2019**

PROMOTIONAL TOURISM PROJECTS IN KASHMIR

3403. DR. AMAR SINGH:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is planning to revive the lost revenue from tourism following the revocation of Article 370 in Kashmir that banned tourists for two months;**
- (b) if so, the details of the promotional projects; and**
- (c) if not, the reasons therefor?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (c): Ministry of Tourism promotes India as a holistic destination under the Incredible India brand-line. As a part of its on-going activities, the Ministry conducts Road Shows in tourist generating and the potential markets, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets to promote various tourism destinations and products of the country, including Jammu & Kashmir. In addition, the Indiatourism Offices in India and overseas disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country.

The Ministry under its schemes of Swadesh Darshan and PRASHAD provides financial assistance to State Governments/UT Administrations/Central Agencies including Jammu & Kashmir for development of tourism infrastructure in the country. The Ministry has sanctioned 7 projects under the above schemes for Rs.611.21 Crore. The details are at Annexure. These projects are at various stages of implementation/completion. Once complete these projects are expected to boost tourism in Jammu & Kashmir and Ladakh.

As a part of its ongoing promotional activities, the Ministry of Tourism, Government of India celebrated Paryatan Parv in October 2019

during which tourism destination/products of various States/UTs including Jammu & Kashmir were promoted.

In addition, as per the information received from Jammu & Kashmir Tourism Department, various steps have been taken by them to attract tourists in Jammu & Kashmir including the following:

- **Promotional campaigns have been launched at National level to attract maximum number of tourists.**
- **For wide publicity of the tourism potential of Jammu & Kashmir, a comprehensive campaign has been launched through various prominent national newspapers.**
- **Promotional campaign has been started by way of train wraps in various trains running across country.**
- **The Jammu & Kashmir Tourism Department is participating in various National & International Travel Marts such as World Travel Mart (WTM), London, Annual Convention of Indian Association of Tour Operators (IATO), India Travel Mart (ITM), Travel & Tourism Fair (TTF) etc., for promotion of tourism at National & Global level.**
- **Initiated promotions through LEDs at prominent places in Delhi and Mumbai Airports.**

ANNEXURE**STATEMENT IN REPLY TO PARTS (a) TO (c) OF LOK SABHA UNSTARRED QUESTION NO.3403 ANSWERED ON 09.12.2019 REGARDING PROMOTIONAL TOURISM PROJECTS IN KASHMIR.****(Rs. in Crore)**

Sl. No.	Schemes	Name of the Project	Amount Sanctioned
1.	Swadesh Darshan	Integrated Development of Tourism Infrastructure Projects under Himalayan Circuit.	82.97
2.	Swadesh Darshan	Integrated Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama under Himalayan Circuit theme	96.38
3.	Swadesh Darshan	Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those Destroyed in Floods in 2014	98.70
4.	Swadesh Darshan	Integrated Development of Tourist facilities at Mantalai- Sudhmahadev-Patnitop under Himalayan Circuit Theme	97.82
5.	Swadesh Darshan	Integrated Development of Tourist Facilities at Anantnag- Kishtwar-Pahalgam – Daksum – Ranjit Sagar Dam under Himalayan Circuit Theme	96.39
6.	Swadesh Darshan	Integrated Development of Tourist Facilities at Gulmarg-Baramulla-Kupwara-Leh under Himalayan Circuit Theme	96.93
7.	PRASHAD	Development at Hazratbal	42.02
		Total	611.21
