

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1757
ANSWERED ON 03.12.2019

TOURIST FESTIVAL TO BOOST TOURISM IN KASHMIR

1757. SHRI NAZIR AHMED LAWAY:

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

- (a) whether Government is incentivising the tourist operators in Jammu and Kashmir to give boost to the tourism sector in the valley; and
- (b) whether Government is planning any tourist festival in Kashmir valley to attract international tourists, if so, the details thereof?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a): With a view to incentivizing tour operators in Jammu and Kashmir for giving a boost to the tourism sector in the valley, Government of India, Ministry of Tourism through its schemes of Market Development Assistance (MDA) provides financial assistance to tourism service providers approved by the Ministry of Tourism, Government of India or by the State Tourism Department in the case of North Eastern States and Jammu and Kashmir for undertaking promotional activities including participation in international and domestic travel marts / fairs /exhibitions / annual conventions of Trade and Hospitality Associations; Road Shows organized overseas; and undertaking sales tours overseas. Tourism Departments of all States and Union Territories are also eligible for benefits under the scheme for participation in trade fairs / exhibitions / Road Shows held overseas.

(b): Ministry of Tourism as part of its ongoing promotional activities extends financial support for Events organized at the National / International Level that have potential for the Promotion of Tourism to and/or within the country. Further, Ministry of Tourism also provides Central Financial Assistance (CFA) to State Governments / Union Territory Administrations for organizing fairs / festivals and tourism related events. However, at present no proposal is under consideration in the Ministry of Tourism for organizing a tourist festival in Kashmir valley to attract international tourists.
