

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2552
ANSWERED ON 10.12.2019

TOURISM IN KASHMIR

2552. SHRI MD. NADIMUL HAQUE:

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

- (a) the details of number of tourists visiting Kashmir in the months of August, September and October for the last five years;
- (b) the steps taken by the Ministry to attract more tourists to Jammu and Kashmir over the last five years; and
- (c) the steps that are being taken to increase the influx of tourists in the coming years?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)

(a): As per information provided by the UT of Jammu & Kashmir, the number of tourists for the months of August, September and October of the last five years visiting Kashmir are as under: -

Month	2014	2015	2016	2017	2018
Aug.	98177	78980	41438	164410	86134
Sept.	15640	58896	31552	135670	83723
Oct.	16947	65876	29905	133220	59048

(b) & (c): Development and promotion of tourism is primarily the responsibility of the concerned State Government/Union Territory Administration. However, Ministry of Tourism, Government of India under its schemes of Swadesh Darshan, PRASHAD and Assistance to Central Agencies, provide central financial assistance to State Governments/Union Territories/Central Agencies for development and promotion of tourism infrastructure and facilities in the country including in Jammu and Kashmir. Government of India has also taken various steps including the following to boost tourism in the country:

- Extended E-Visa facility to citizens of 169 countries.
- The Incredible India 2.0 campaign launched with market specific promotional plans and content creation.
- 24x7 Toll Free Multi-Lingual Tourist Helpline 1800111363 launched in 12 International Languages including Hindi and English.
- Promotion of activities in tourist generating markets overseas through the India Tourism Offices abroad with active participation in International Tourism Events.

- Deployment of Tourist Police in various States / Union Territories.
- Identification, diversification, development and promotion of Niche products like Cruise, Adventure, Medical, Wellness, Golf, Polo, Eco, Film and Meeting Incentives Conference and Exhibition (MICE)

Further, Government of India has taken various measures including the following for development and promotion of tourism specifically in Jammu & Kashmir:

- i. Six projects under Swadesh Darshan and one project under PRASHAD Schemes have been sanctioned to Jammu & Kashmir.
- ii. 100% central financial assistance for organizing fairs & festivals is allowed to Jammu & Kashmir.
- iii. Provision of complimentary space to Jammu & Kashmir in India Pavilions set up at major International Travel Fairs and Exhibitions.
- iv. The Ministry of Tourism has been releasing special campaigns on Jammu & Kashmir on Doordarshan and Private TV channels to promote tourism in the regions.
- v. Government of India employees are allowed to avail Leave Travel Concession (LTC) for visiting Jammu & Kashmir in lieu of Home town LTC.
