

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.307
ANSWERED ON 04.02.2020

TOURIST INFLUX IN KASHMIR

307. DR. SANTANU SEN:

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

- (a) the number of tourists killed or affected in any manner in the past five years in the UTs of Jammu, Kashmir and Ladakh annually;
- (b) whether the number of tourists in the UTs of Jammu, Kashmir and Ladakh increased after the abrogation of Article 370 of the Indian Constitution; and
- (c) if so, the exact figures thereof and if not, the details of plan of action how Government seeks to bring the tourism industry in the specified places out of a crisis?

ANSWER

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

(a): The Ministry of Tourism does not compile data related to the number of tourists killed in the country. As per information received from the Jammu & Kashmir Tourism Department, the details of Tourists & Yatris who died during the last five years in Jammu & Kashmir are given as under:-

Year	No. of Deaths**	
	Tourists	Yatris
2015	11	92
2016	18	85
2017	23	115
2018	23	103
2019	11	73
Total	86	468

**The figures also include number of tourists visiting Ladakh during these years.

(b) and (c): Details of the number of tourists in Jammu & Kashmir (J&K) and Ladakh after the abrogation of article 370 of the constitution, as received from the J&K Tourism Department and the Union Territory (UT) of Ladakh, are at **Annexure-I**.

In order to provide an impetus to tourism, the Ministry of Tourism, under its schemes of Swadesh Darshan and PRASHAD, provides financial assistance to State Governments / UT Administrations, including J&K and Ladakh, for development of tourism infrastructure. The Ministry has sanctioned 7 projects in J&K and Ladakh under the above schemes, details of which are at **Annexure-II**.

The Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities, annually releases domestic and international print, electronic and online media campaigns under the 'Incredible India' brand-line, to promote various tourism destinations and products in the different States/ UTs of the country, including the UTs of Jammu & Kashmir and Ladakh. Promotions are also undertaken through the website and Social Media accounts of the Ministry. In addition, the India Tourism Offices in India and overseas undertake various promotional activities with the objective of showcasing the tourism potential of the different States and Union Territories.

In addition, as per information received from the J&K Tourism Department various steps have been taken to promote tourism in J&K including the following:

- Various promotional campaigns have been launched at National Level to attract maximum number of domestic tourists.
- For wide Publicity, a comprehensive campaign has been launched through various prominent national newspapers, magazines.
- The J&K Tourism Department has participated in various National & International travel marts like the World Travel Mart, London, Annual Convention of Indian Association of Tour Operators (IATO), SATTE Delhi India Travel Mart (ITM), Travel and Tourism Fair (TTF) etc for promotion of tourism at National & Global Level.
- Publicity through LEDs at various Airports, Railway Stations, besides installing hoardings, BQs/billboards at various prominent locations in Delhi and other places.
- Promotional campaign has been started by way of train wraps in the various train running across the country.
- Road shows through stakeholders are also being organized in various cities to promote Tourism in J&K.

The Tourism industry in Leh has also organized various festivals like Ladakh Literature Festival and has participated in South Asian Travel and Tourism Expo (SATTE) for promotion of Tourism in Leh Ladakh.

ANNEXURE-I

STATEMENT IN REPLY TO PARTS (b) AND (c) OF RAJYA SABHA UNSTARRED QUESTION NO.307 ANSWERED ON 04.02.2020 REGARDING TOURIST INFLUX IN KASHMIR

Visit of Tourists in J&K and Ladakh after abrogation of Article 370

Month	2019		
	Kashmir	Jammu *	Ladakh
August	10130	998600	44107
September	4562	1119400	22339
October	9327	1268300	10461
November	12086	988100	1871
December	6954	985500	1283

*Tourist figures of Jammu include yatris who visited Shri Mata Vaishno Devi Shrine, Jammu

ANNEXURE-II

STATEMENT IN REPLY TO PARTS (b) AND (C) OF RAJYA SABHA UNSTARRED QUESTION NO.307 ANSWERED ON 04.02.2020 REGARDING TOURIST INFLUX IN KASHMIR

Projects sanctioned in Jammu & Kashmir and Ladakh under Swadesh Darshan and PRASHAD Schemes

(Rs. in Crore)

Sl. No.	Scheme	Name of the Project	Amount Sanctioned
1.	Swadesh Darshan	Integrated Development of Jammu, Kashmir, Pehalgam, Kargil, Leh under Himalayan Circuit	82.97
2.	Swadesh Darshan	Integrated Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama under Himalayan Circuit	96.38
3.	Swadesh Darshan	Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package for J&K under Himalayan Circuit	90.96
4.	Swadesh Darshan	Integrated Development of Tourist facilities at Mantalai- Sudhmahadev- Patnitop under Himalayan Circuit	97.82
5.	Swadesh Darshan	Integrated Development of Tourist Facilities at Anantnag- Kishtwar- Pahalgam – Daksum – Ranjit Sagar Dam under Himalayan Circuit	87.44
6.	Swadesh Darshan	Integrated Development of Tourist Facilities at Gulmarg-Baramulla-Kupwara-Leh under Himalayan Circuit	96.93
7.	PRASHAD	Development at Hazratbal	42.02
		Total	594.52
