

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.314
ANSWERED ON 04.02.2020

LOSS TO TOURISM SECTOR IN KASHMIR

314. SHRI MD. NADIMUL HAQUE:

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

- (a) the total loss to the tourism sector in Kashmir due to the persistent shutdown since August, 2019;
- (b) the details of total revenue generated due to tourism in Kashmir over the last ten years including 2019; and
- (c) whether Government has any viable plan to revitalise such a crucial sector in Kashmir, if so, details thereof?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a): No assessment has been done by Ministry of Tourism, Government of India on whether there was loss to tourism sector in Kashmir since August, 2019.

(b): Information on revenue generated from tourism is not centrally maintained in Ministry of Tourism, Government of India.

(c): Development 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, provides central financial assistance to State Governments/Union Territories/Central Agencies for development of tourism related infrastructure and facilities. The projects under the schemes are identified for development in consultation with State Governments/UT Administrations including that of Jammu & Kashmir and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier.

Further, Ministry of Tourism, Government of India celebrated Paryatan Parv in October, 2019 and Bharat Parv in January, 2020 during which, tourism destinations /products of various States/UTs including those of Jammu & Kashmir were promoted.

Besides, according to the information received from Jammu and Kashmir tourism Department, various steps have been taken by them to attract tourists in Kashmir including the following:

- Started campaigns by participating in various National & International Travel Marts
- Launched publicity campaigns through prominent newspapers
- Launched promotional campaigns through various trains by way of train wraps
- Initiated promotions through LEDs at prominent places in Delhi and Mumbai Airport.
