

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 1090
ANSWERED ON 10.02.2022

SCHEMES TO PROMOTE TOURISM IN LADAKH

1090. SHRI SHAKTISINH GOHIL:

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

- (a) whether Government proposes to implement any schemes to promote tourism in the Union Territory of Ladakh; and
- (b) if so, the details thereof along with the name of the Schemes being implemented?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) and (b): Ministry of Tourism promotes India in a holistic manner, including Ladakh. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country, through its Scheme of "Domestic Promotion and Publicity including Hospitality" (DPPH) and "Overseas Promotion and Publicity including Market Development assistance" (OPMD). Promotions of various destinations including Ladakh are also regularly undertaken through the website (www.incredibleindia.org) and the Social Media handles of the Ministry. Recently a 3 day mega tourism event was held at Leh, Ladakh for the promotion of tourism in the Union Territory in the month of August, 2021.

Further, the Ministry of Tourism also provides financial assistance to State Governments/Union Territory Administrations for development of tourism infrastructure in the country, including Ladakh under its Scheme of "Swadesh Darshan". The following projects have been sanctioned to Ladakh under the Swadesh Darshan Scheme:-

- a) Integrated Development of Jammu – Srinagar – Pahalgam – Bhagawati Nagar – Anantnag – Salambad Uri – Kargil – Leh for a total amount of Rs.7733.25 lakh
- b) Development of Tourist Facilities at Anantnag – Kishtwar – Pahalgam – Daksum – Ranjit Sagar Dam Circuit in Jammu and Kashmir for an amount of Rs.8743.97 lakh including the development of Tourist Facilities at Zanskar – Padum for an amount of Rs.944.98 lakh.
- c) Development of Tourist Facilities at Gulmarg – Baramulla – Kupwara – Kargil – Leh for an amount of Rs.9183.64 lakh.

Besides, Ministry of Tourism has also provided Central Financial Assistance for the organization of Losar Festival in 2019-20 and the Sound and Light show at Leh under the Assistance to Central Agencies Scheme. Under the Scheme of Assistance to Institute of Hotel Management (IHMs)/Food Craft Institute (FCIs)/Indian Institute of Tourism and Travel Management (IITMs)/National Council for Hotel Management and Catering Technology (NCHMCT), the Food Craft Institute, Leh has been upgraded to State Institute of Hotel Management (SIHM), Leh.
