

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.35  
ANSWERED ON 18.07.2022**

**INVESTMENT IN TOURISM SECTOR IN J&K**

**35. SHRIMATI MALA ROY:**

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

- (a) the details of investment in Tourism sector in Jammu & Kashmir (J&K) during the last three years;**
- (b) if so, the details of the investors in this regard; and**
- (c) the impact of investment on socio-economic life in J&K?**

**ANSWER**

**THE MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) & (b): The UT of J&K has seen tourist flow in all the seasons during the period and that too high end tourists who have a good experience of quality services. This high influx of tourists has directly and indirectly benefited the local populace including the people living in far flung areas of the UT and it has resulted in huge investment in the Tourism sector be it the hotels, guest houses, house boats, home stays or other Tourism services. Other sectors indirectly connected with Tourism like Handicraft, Handloom, Transport, Food and Beverages business etc. have also witnessed an upsurge with investment made in these sectors as well.**

**Industrial Policy 2021 of J&K Government recognizes Tourism sector as an industry so as to make the investment in Tourism sector eligible for incentives under the said policy.**

**Besides the J&K Government has also notified Tourism Policy 2020 which provides for various incentives in Tourism sector.**

**J&K Tourism Department has also notified Home Stay Policy/Guidelines 2022 with the aim to achieve de-centralization of benefits of tourism to large number of people to achieve a multiplier effect on the economy and offer several benefits like, employment generation, increased sale in traditional craft/skill, etc. to ensure that the economic benefits reach local people by making more accommodation rooms available and reducing the price-point for tourists.**

**Various infrastructure developmental projects under UT sector Capex Budget and Centrally sponsored scheme PMDP/PRASAD with a total allocation of Rs.683.45 crores have been taken up during the last 03 years which has facilitated up-gradation of various pilgrimage sites and works at tourist destinations across the UT of J&K in order to boost the tourism related activities and economy in the UT of J&K.**

**Since tourism sector is pre dominantly a private driven initiative, many stakeholders have come forward to make investments by way of making new hotel, paying guest houses, lodges, travel agencies, adventure activities, tenting and so on.**

**As per the information provided by the Department of Industries and Commerce, J&K, Private Investment to the tune of Rs.248.86 crores has been made in the Tourism sector during the given period.**

**As per the provisions of J&K Tourist Trade Act 1978, the prescribed authority in the Tourism Department registers various hotels, guesthouses and other service providers. An analysis of the registration data provides a preliminary overview of the investment made in different services of Tourism sector. More than 1500 rooms have been registered in the hospitality sector since 2019 in addition to registration of other service providers and a large number are in process of registration. Some of the major investments in this regard are enlisted at Annexure.**

**Besides, number of tourist accommodations which were not in use in view of the Covid restrictions and various other reasons prior to that in the UT of J&K have been renovated/re-modeled/upgraded**

**by making substantial investment in view of the unprecedented highest ever tourist footfall in the UT in the last couple of years.**

**Further to maintain the traditional Houseboats and Shikaras, J&K Govt. has decided to provide concessional timber to the owners of these vessels which has further encouraged these stakeholders to make their own investment to upgrade their vessels to the highest standard.**

**(c): Tourism Sector in J&K is one of the core sectors of economy. As a result of the initiatives taken by the J&K Government in private sector as well as Government sector there has been a significant hike in the tourist foot fall despite of the Covid challenges. In the year 2020 the tourist foot fall was 41267 which has increased to 1.05 crores during the first six months (January-June) of the calendar year 2022. The UT of J&K has seen tourist flow in all the seasons during the period and that too high end tourist who have a good experience of quality services. This high influx of tourist has been directly and indirectly benefited the local populace including the people living in far flung areas of the UT.**

**The J&K Tourist Department has identified 75 off beat destinations as a part of Azadi Ka Amrit Mahotsav to commemorate 75 years of Independence which has opened the scope of Rural Tourism and is expected to benefit the indigenous groups/stakeholder as the Government is encouraging Home stays, Tented accommodation along with local cuisine, Art and Culture which will lead to percolation of benefits from tourism sector to the grassroot level and encourage local experiential tourism.**

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**ANNEXURE****STATEMENT IN REPLY TO PARTS (a) AND (b) OF LOK SABHA UNSTARRED QUESTION NO.35 ANSWERED ON 18.07.2022 REGARDING INVESTMENT IN TOURISM SECTOR IN J&K.**

The investment through Industries Department is given as under:

<b>Sl.No</b>	<b>Name of Units registered with DIC under Tourism Sector</b>	<b>Investment in Crores</b>
<b>1.</b>	<b>M/S Empyrean Skyview Projects Pvt. Ltd Patnitop</b>	<b>43.15</b>
<b>2.</b>	<b>M/S Hotel The Vaishno Devi Katra, Reasi</b>	<b>1.08</b>
<b>3.</b>	<b>M/S Rama Traident Katra, Reasi</b>	<b>4.60</b>
<b>4.</b>	<b>M/S Swastic Resorts, Railway Station Road, Katra Reasi</b>	<b>2.36</b>
<b>5.</b>	<b>M/S Hotel Rani Maa Near Railway Station Katra, Reasi</b>	<b>10.50</b>
<b>6.</b>	<b>M/S Hotel Tulip Tree, Railway Station Road, Katra</b>	<b>5.14</b>
<b>7.</b>	<b>M/S Hotel Maa Gayatri India, Railway Road Katra, Reasi</b>	<b>2.73</b>
<b>8.</b>	<b>KC Grand Hotel, Rail Head Complex, Jammu</b>	<b>16.16</b>
<b>9.</b>	<b>Jhelum Resorts Pvt. Ltd Opposite Bahu Plaza Rail Head Gandhi Nagar Extension Jammu</b>	<b>3.44</b>
<b>10.</b>	<b>Daluja Hospitality Private Limited Near Railway Station Jammu</b>	<b>9.85</b>
<b>11.</b>	<b>Skyline Hotels Narwal Bala Bye Pass Road Jammu</b>	<b>49.05</b>
<b>12.</b>	<b>Four A Hotel &amp; Resorts Pvt Ltd Purmandal Roads Birpur Bari Brahama</b>	<b>8.76</b>
<b>13.</b>	<b>Swastik Hotel, Gurduwara Sunder Singh Road, Jammu</b>	<b>0.82</b>
<b>14.</b>	<b>Route-44, Jagti (opposite Petrol Pump) Nagrota, Jammu</b>	<b>1.21</b>
<b>15.</b>	<b>S Grand Centre Point Rajbagh</b>	<b>6.02</b>
<b>16.</b>	<b>Hotel Down Town Munawar Abad</b>	<b>4.42</b>
<b>17.</b>	<b>The Orchard Ahal Dani Hama Hazratbal</b>	<b>17.36</b>
<b>18.</b>	<b>Hotel Mount View K.P. Road Main Market Pahalgam</b>	<b>1.20</b>

<b>19.</b>	<b>M/S Grand Mumtaz Resorts Pahalgam</b>	<b>4.64</b>
<b>20.</b>	<b>M/S Bright Place Saduapad au Laipora Pahalgam</b>	<b>0.38</b>
<b>21.</b>	<b>Bombay Palace LariporaPahalgam</b>	<b>0.66</b>
<b>22.</b>	<b>Edan Resorts Spa MoveraPahalgam</b>	<b>4.25</b>
<b>23.</b>	<b>M/s Hotel Tranquil</b>	<b>16.21</b>
<b>24.</b>	<b>M/S Victory Guest House Rajbagh</b>	<b>1.65</b>
<b>25.</b>	<b>M/S the Sara Rajabah</b>	<b>7.41</b>
<b>26.</b>	<b>M/s Shahbaz Hussain and Rava Javaid</b>	<b>0.31</b>
<b>27.</b>	<b>Snow Land Guest GagribalBuchwara</b>	<b>2.55</b>
<b>28.</b>	<b>Hotel Rahat LadiPahalgam</b>	<b>2.91</b>
<b>29.</b>	<b>M/s Hotel Zabarkan Resorts Lad Pahalgam</b>	<b>2.91</b>
<b>30.</b>	<b>M/s Royal Residence DehwotooPahalgam</b>	<b>1.60</b>
<b>31.</b>	<b>M/S Kawal Cottage BidhadKokernag</b>	<b>2.56</b>
<b>32.</b>	<b>M/s Hotel the River Resorts LadiPahalgam</b>	<b>1.16</b>
<b>33.</b>	<b>M/S Easten Grand Haripora</b>	<b>1.75</b>
<b>34.</b>	<b>M/S Mount Lack View Resorts Baba Dariyadin Ganderbal</b>	<b>5.67</b>
<b>35.</b>	<b>M/s Mount view Hotel and Restaurant</b>	<b>0.58</b>
<b>36.</b>	<b>M/s Himalaya Herbal Resorts LachipatriSonamarg</b>	<b>1.99</b>
<b>37.</b>	<b>M/s Safa Cottage HardimadamTangmarg</b>	<b>1.82</b>
	<b>Total</b>	<b>248.86</b>

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