

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.†2241  
ANSWERED ON 09.12.2024**

**PROMOTION OF TOURISM IN LADAKH**

**†2241. SHRI DILIP SAIKIA:**

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

- (a) whether the tourism sector is developing rapidly in the Union Territory of Ladakh;**
- (b) if so, the initiative taken by the Government to promote tourism in the Union Territory of Ladakh; and**
- (c) if so, the details thereof?**

**ANSWER**

**THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)**

**(a) to (c): Yes, tourism sector is developing rapidly in the Union Territory of Ladakh.**

**Promotion and Development of tourism is primarily the responsibility of the concerned State Government/UT Administration, however, the Ministry of Tourism has taken the following steps to promote tourism in Union Territory (UT) of Ladakh:**

- i. Ministry of Tourism promotes tourism in India through various initiatives including events, social media and campaigns.**
- ii. Information on tourist destinations in the country is promoted through the Incredible India Digital Portal. Also, Ministry of Tourism has launched the Incredible India Content Hub on the revamped Incredible India digital portal ([www.incredibleindia.gov.in](http://www.incredibleindia.gov.in)). The Incredible India Content Hub is a comprehensive digital repository of high-quality images, films, brochures and newsletters which can be easily accessed by the industry stakeholders (travel media, tour operators, travel agents) across the globe, required to amplify Incredible India in all their marketing and promotional efforts.**
- iii. Ministry of Tourism has sanctioned projects for the development of tourism related infrastructure under the Swadesh Darshan, Swadesh**

**Darshan 2.0 and Assistance to Central Agencies for Tourism Infrastructure Development Schemes. The details of project sanctioned under the aforementioned scheme with components in the UT of Ladakh are at Annexure.**

- iv. During 2019-20, financial assistance has been provided to the UT of Ladakh for organizing 'Losar Festivals' for an amount of Rs.15.00 Lakh under Domestic Promotion & Publicity including Hospitality (DPPH) Scheme.**
- v. Further, the Union Territory Administration of Ladakh has taken the following steps to promote tourism in Union Territory (UT) of Ladakh:**
  - a. The Ladakh Homestay policy 2023, supports rural households in setting up homestays by providing kits containing 29 essential items. The policy also offers skill training through State Institute of hotel management (SIHM). Priority is given to the unemployed households, ex-servicemen, women self-help groups, and new entrepreneurs, excluding existing tourism businesses.**
  - b. To regulate adventure tourism in Ladakh, the 'Registration and Renewal Guidelines for Adventure Tour operators and guidelines for Adventure Activities' align with the National Strategy for Adventure Tourism 2022, covering 18 activities focused on safety, sustainability, and eco-friendliness. Adventure Tour Operators (ATOs) must register every three years for a fee of Rs.3,000 and follow safety protocols based on risk categories.**
  - c. The Sewerage Treatment Plant (STP) Incentive Scheme 2024 of UT of Ladakh, encourages the installation and operation of decentralized STPs in hotels and guesthouses with 1-19 rooms in Ladakh. It aims to minimize environmental impact by ensuring proper wastewater treatment, protecting local water bodies, enhancing public health, and supporting sustainable tourism.**
  - d. The Ladakh Tourist Police Unit was established in 2021. Tourist Police personnel are stationed at key tourist spots such as Khardung La, Chang La, and Pangong Tso to assist visitors. They also conduct rescue operations to evacuate stranded tourists from trekking routes.**

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**ANNEXURE****STATEMENT IN REPLY TO PARTS (a) TO (c) OF LOK SABHA UNSTARRED QUESTION NO.†2241 ANSWERED ON 09.12.2024 REGARDING PROMOTION OF TOURISM IN LADAKH RAISED BY SHRI DILIP SAIKIA****Details of Projects sanctioned under Swadesh Darshan Scheme**

<b>S. No.</b>	<b>Circuit / Sanction Year</b>	<b>Name of the Project</b>	<b>Amount Sanctioned (Rs. In Crore)</b>
1.	Himalayan Circuit 2016-17	Development of Jammu-Srinagar-Pahalgam-Bhagwati Nagar-Anantnag-Salamabad Uri-Kargil-Leh	77.33
2.	Himalayan Circuit 2016-17	Development of Tourist facilities at Anantnag-Pulwama-Kishtwar-Pahalgam-Zanskar Padum - Daksum - Ranjit Sagar Dam	86.39
3.	Himalayan Circuit 2016-17	Development of Tourist Facilities at Gulmarg-Baramulla- Kupwara- Kargil - Leh	91.84

**Details of projects sanctioned under 'Assistance to Central Agencies for Tourism Infrastructure Development' Scheme**

<b>Sanction Year</b>	<b>Name of the Project</b>	<b>Amount Sanctioned (Rs. In Lakh)</b>
2020-21	Sound & Light Show at Leh, Ladakh & Water Screen Projection Multimedia Show at Tourist Facilitation Centre, Kargil, Ladakh	2321.99

**Details of Projects sanctioned under Swadesh Darshan 2.0 Scheme**

<b>S. No.</b>	<b>UT</b>	<b>Destination</b>	<b>Name of the Experience</b>	<b>Sanctioned Cost (Rs. In Crore)</b>	<b>Date of Sanction</b>
1.	Ladakh	Leh	Julley Leh Biodiversity Park	24.89	05-03-2024
2.	Ladakh	Kargil	Exploring LOC and Hundarman village Experience	12.01	05-03-2024

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