

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.3182**  
ANSWERED ON 27.03.2025

**DEVELOPMENT OF TOURISM IN J&K**

3182 SHRI GULAM ALI:

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

- (a) whether Government has a plan to promote tourism in the Poonch-Rajouri districts, if so, the details thereof;
- (b) whether there is any plan to develop the seven lakes in the Poonch and Rajouri hilly areas of Jammu & Kashmir (J&K), and if so, the details thereof;
- (c) whether the Ministry has initiated a homestay programme for tourists in J&K, if so, the details thereof, district-wise; and
- (d) whether Government has encouraged local community participation in sustainable tourism, and if so, the details thereof, district-wise?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (b): Development and promotion of tourist destinations and products, including lakes is undertaken by the respective State Government/UT Administration. The Ministry of Tourism complements the efforts of States/UTs by developing and promoting various tourism products of the country including Jammu & Kashmir through various schemes and initiatives.

In 2016-17, under the Himalayan Circuit theme of Swadesh Darshan Scheme Ministry of Tourism had sanctioned a project 'Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama' for Rs.81.60 Crore.

Further, as conveyed by the Government of Jammu and Kashmir, it formulates annual calendar of events for every financial year to initiate a publicity campaign of J&K Tourism through multiple modes viz. participation in National/International Travel Marts, organizing UT based fairs and festival, identification of new Trekking Routes, FAM Tours, Events at offbeat Destinations, Sponsorship of conventions and conferences, production of Films/Documentaries and advertisement in newspaper/magazines.

Seven Lakes has been promoted by Government of Jammu and Kashmir through AV contents & publicity literature and at various travel-marts and events.

(c): The Government has approved the initiative to develop tribal homestays under Swadesh Darshan Scheme of the Ministry of Tourism as part of 'Pradhan Mantri Janjatiya Unnat Gram Abhiyan'. The said intervention includes development of 1000 homestays with support of upto Rs.5.00 Lakh per unit for new construction, up to Rs.3.00 Lakh for renovation and Rs.5.00 Lakh for village community requirements.

(d): The Ministry of Tourism has formulated a National Strategy for Sustainable Tourism and initiated Travel for LiFE programme to promote sustainable tourism in the country and to encourage the tourists and tourism businesses to adopt sustainable tourism practices.

The Swadesh Darshan 2.0 scheme has been initiated with the objective of developing sustainable and responsible destinations following a tourist & destination centric approach.

During the preparation of Detailed Project Report (DPR), the Ministry of Tourism emphasizes the State Governments/UT Administrations to prioritize clean energy sources, use of locally available material for construction and procure eco-friendly transport options for last-mile connectivity. In addition, emphasis is placed on the inclusion of sustainable operation and maintenance plans.

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