

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. +3634
ANSWERED ON 11.08.2025**

PROMOTION OF TOURISM IN LADAKH

+3634. SHRI SHANKAR LALWANI:

Will the Minister of TOURISM be pleased to state:

- (a) whether the tourism sector is flourishing in the Union Territory of Ladakh; and**
- (b) if so, the details of the new initiatives taken by the Government to promote tourism in the Union Territory of Ladakh?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (b): Yes, tourism sector is developing rapidly in the Union Territory of Ladakh. Development and Promotion of tourist destinations and tourism products is primarily undertaken by the respective State Government/ Union Territory (UT) Administration. However, the Ministry of Tourism through its central sector schemes of 'Swadesh Darshan (SD)', Swadesh Darshan 2.0 (D2.0)', 'Challenge Based Destination Development (CBDD)'-a sub-scheme of Swadesh Darshan, 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' (ACA) complements the efforts of tourism infrastructure development by extending financial assistance to the State Governments/UT Administrations; subject to availability of funds, adherence to scheme guidelines, submission of Detailed Project Reports (DPRs) by the State Government etc.

The details of the projects sanctioned under Swadesh Darshan, SD 2.0 and ACA scheme in the UT Administration of Ladakh is Annexed.

Ministry of Tourism as part of its ongoing endeavour, promotes various tourism destinations and products of India in a holistic manner, through various initiatives including promotional events, assistance to State Governments/UT Administrations for organising fairs and festivals, participation in exhibitions, websites, social media etc.

Further, the Union Territory Administration of Ladakh has taken the following steps to promote tourism in Union Territory (UT) of Ladakh:

- i. 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.**
- ii. 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.**
- iii. 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.**
- iv. 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.**

ANNEXURE**STATEMENT IN REPLY TO PARTS (a) TO (b) OF LOK SABHA UNSTARRED QUESTION NO.+3634 ANSWERED ON 11.08.2025 REGARDING PROMOTION OF TOURISM IN LADAKH RAISED BY SHRI SHANKAR LALWANI****Details of Projects sanctioned under Swadesh Darshan Scheme:****(Rs. In Crore)**

S. No.	Circuit/ SanctionYear	Name of the Project	Amount Sanctioned
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-Zaskar 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:**(Rs. In Lakh)**

Sanction Year	Name of the Project	Amount Sanctioned
2020-21	Sound & Light Show at Leh, Ladakh & Water Screen Projection MultimediaShow at Tourist Facilitation Centre, Kargil, Ladakh	2321.99

Details of Projects sanctioned under Swadesh Darshan 2.0 Scheme**(Rs. In Crore)**

S. No.	UT	Destination	Name of the Experience	Sanctioned Cost	Sanctioned Year
1.	Ladakh	Leh	Julley Leh Bio diversity Park	23.16	2023-24
2.	Ladakh	Kargil	Exploring LOC and Hundarman village Experience	11.91	2023-24
