

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.4748
ANSWERED ON 23.03.2020**

DECLINE IN TOURISM IN JAMMU & KASHMIR

4748. SHRI GAURAV GOGOI:

Will the Minister of TOURISM be pleased to state:

- (a) whether it is true that total tourism in Jammu and Kashmir has reduced by 84% in October, 2019;**
- (b) if so, the details thereof and the reasons therefor;**
- (c) the plans of the Government to boost tourism in the said State in the coming months; and**
- (d) if so, the details thereof and if not, the reasons therefor?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a) & (b): As per the data received from Jammu and Kashmir UT Administration, number of guest checked in the areas under Jammu and Kashmir Divisions during August, 2019 to October, 2019 are as under:

Period	No. of guests checked in
August, 2019	1008748
September, 2019	1123931
October, 2019	1277673

The above data shows that there was no decline in October, 2019 as compared to September, 2019. However, Ministry of Tourism, Government of India has not made any specific study regarding decline in tourism in J& K or the reasons thereon.

(c) & (d): Development of tourism is primarily the responsibility of the concerned State Government/Union Territory Administration. However, Ministry of Tourism, Government of India under its schemes of Swadesh Darshan, PRASHAD and Assistance to Central Agencies, provides central financial assistance to State Governments/Union Territories/Central Agencies including Jammu and Kashmir UT for development of tourism related infrastructure and facilities to boost tourism.

Besides, Ministry of Tourism, Government of India celebrated Paryatan Parv in October, 2019 and Bharat Parv in January, 2020 during which, tourism destinations/products of various States/UTs including Jammu & Kashmir were promoted.

As per the information received from Jammu and Kashmir UT Administration, various steps have been taken by them to boost tourism some of which are given below:

- 1. Various promotional campaigns have been launched at National Level to attract maximum number of domestic tourists.**
- 2. For wide Publicity, a comprehensive campaign has been launched through various prominent national newspapers & Magazines.**
- 3. The J&K Tourism Department has participated in various National & International travel marts like the World Travel Mart, London, Annul Convention of Indian Association of Tour Operators (IATO), SATTE Delhi India Travel Mart (ITM), Travel and Tourism Fair (TTF) etc. for promotion of tourism at National & Global level.**
- 4. Publicity through LEDs at various Airports, Railway Stations, besides installing hoardings, BQs/ Billboards at various prominent locations in Delhi and other places.**
- 5. Promotional campaign has been started by way of train wraps in various trains running across the country.**
- 6. Road shows through stakeholders are also organized in various cities to promote Tourism in J&K.**
