

**GOVERNMENT OF INDIA
MINISTRY OF HOME AFFAIRS**

**RAJYA SABHA
STARRED QUESTION NO. 16**

TO BE ANSWERED ON THE 24TH JULY, 2024/ SRAVANA 2, 1946 (SAKA)

TOURISM IN U.T. OF JAMMU AND KASHMIR

***16 # DR. DINESH SHARMA:**

Will the Minister of HOME AFFAIRS be pleased to state:

(a) whether the tourism sector in U.T. of Jammu and Kashmir has grown rapidly after August, 2019;

(b) if so, the details thereof;

(c) the efforts that are being made by Government to develop tourism in U.T. of Jammu and Kashmir; and

(d) the outcomes thereof?

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS
(SHRI NITYANAND RAI)**

(a) to (d) A statement is laid on the table of the house.

STATEMENT IN REPLY TO THE RAJYA SABHA STARRED QUESTION NO. 16 FOR ANSWER ON 24TH JULY 2024.

(a) & (b) The tourism sector in the UT of Jammu and Kashmir has witnessed unprecedented growth post abrogation of Art 370. The details of total tourist visits, year-wise as under:

Year	Total Tourist Visits
2020*	34,70,834
2021	1,13,14,884
2022	1,88,64,332
2023	2,11,24,674
2024	1,08,41,009 (till June,2024)

Source: Government of Union Territory of J&K

**** Due to COVID, the footfall witnessed a decline.***

(c) The Government of Jammu and Kashmir has reported that several measures have been taken that led to significant improvement in the tourism sector such as:

- i. The Government has notified Jammu and Kashmir Tourism Policy-2020.**
- ii. Provided the status of industry to the Tourism Sector for availing incentives under the Jammu and Kashmir Industrial Policy- 2021.**

- iii. Notified the Homestay guidelines to accommodate increasing number of tourists and to give benefits to the locals from the economic gains of the Tourism Sector.**
- iv. The Government has notified Jammu and Kashmir Film Policy- 2021.**
- v. Notified Houseboat Policy - 2020.**
- vi. Identified 75 off-beat destinations.**
- vii. Border Tourism has picked up in J&K and hitherto unknown locations have been opened up for tourism viz. Gurez, Keran, Teetwal and R S Pura.**
- viii. UT of J&K is also emerging in adventure and Golf tourism.**
- ix. The Government of Jammu and Kashmir has undertaken various infrastructure projects to boost the tourism sector.**
- x. UT of J&K is emerging as an international tourist destination after successful hosting of major events such as the 3rd G-20 Tourism Working Group Meeting.**

xi. Modern infrastructure and growing number of luxury hotels and resorts make J&K a prime location for destination weddings and MICE (Meetings, Incentives, Conferences and Exhibitions) tourism.

(d) The Government of Jammu and Kashmir has reported that due to above initiatives, the contribution of Tourism in Gross State Domestic Product (GSDP) has increased from 7.84% in FY 2019-20 to 8.47% in FY 2022-23. The tourism sector has recorded an annual average growth rate of 15.13% during the last 03 years.
