

Boosting tourism in hilly areas

383. SHRI TARUN VIJAY : Will the Minister of TOURISM be pleased to state:

- (a) what are Government's plans to boost tourism in North-Eastern States, especially in Arunachal Pradesh, Manipur and Ladakh in Jammu and Kashmir;
- (b) the budget spent on Tourism in Jammu, Kashmir Valley and in Ladakh parts of Jammu and Kashmir, separately; and
- (c) the allocation from Central Government for tourism in Uttarakhand?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI SHRIPAD YESSO NAIK) : (a) Development and promotion of tourism is primarily the responsibility of the respective State Governments including those of Arunachal Pradesh, Manipur, other North Eastern States and Ladakh in Jammu and Kashmir. However, the Ministry of Tourism (MoT) provides Central Financial Assistance (CFA) to various State Governments for various tourism projects prioritized every year in consultation with them subject to availability of funds, *inter-se* priority and adherence to the scheme guidelines.

The following plans are executed by the government to boost tourism in the region:

- (i) Provision of complimentary spaces to the North Eastern States and Jammu and Kashmir in India Pavilions set up at major International Travel Fairs and Exhibitions.
- (ii) Government of India employees were allowed to convert their home town LTC to all India LTC for visiting NE Region or Jammu and Kashmir. While the scheme to visit NE Region was valid upto 30.04.2014, the one for Jammu and Kashmir was valid upto 17.06.2014.
- (iii) 10% of the annual plan allocation of the Ministry of Tourism mandatorily earmarked for releasing central financial assistance (CFA) to the North Eastern States.
- (iv) 100% central financial assistance for organizing fairs & festivals allowed only to the North Eastern States & the State of Jammu and Kashmir.
- (v) Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country, including the lesser Known destinations which have tourism potential. The Ministry of Tourism undertakes special campaigns on Jammu and Kashmir and North Eastern Region on TV channels to promote tourism in these regions.

- (vi) For the first time, International Tourism Marts (ITMs) were organized in 2012-13 and 2013-14 in Guwahati and Tawang with the objective of showcasing the largely untapped tourism potential of North East region in the domestic and international markets.
- (vii) In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India tourism Offices abroad with the objective of showcasing India's tourism potential. These promotional activities include participation in travel fairs and exhibitions; organizing road shows, Know India seminars and workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programmes of the Ministry.
- (b) The details of projects sanctioned to Jammu, Kashmir and Ladakh during the last three years given in the Statement (*See* below).
- (c) A special financial package of ₹ 100.00 crore has been announced by the Ministry of Tourism for rebuilding/building destroyed/damaged government tourism assets, out of which an amount of ₹ 72.55 crore has been sanctioned with release of ₹ 10.58 crore. In addition, the Ministry has been sanctioned Central Financial Assistance of ₹ 145.17 crore for various tourism infrastructure projects in Uttarakhand in 2013-14.

Statement

Details of Projects sanctioned in Jammu, Kashmir and Ladakh part of Jammu and Kashmir during 2011-12, 2012-13 and 2013-14.

(₹ in lakh)

Jammu					
	2011-12	Amount sanctioned	Amount released	Utilisation Certificate Received	Utilisation Certificate Pending
1	2	3	4	5	6
1. Development of Wayside Amenities Enroute Katra-Shiv Khori Circuit, Resai in Jammu and Kashmir		780.17	156.03	156.03	0.00
2. Dev. of Border Tourism Circuit at Suchetgarh, R.S. Pora (Dist. Jammu) in Jammu and Kashmir		639.30	639.30	639.30	0.00

1	2	3	4	5	6
3.	Construction of Tourist Reception Centre at Katra in Jammu and Kashmir	424.94	339.94	84.98	254.96
4.	Construction of Budget Accommodation and Allied Works at Kishtwar in Jammu and Kashmir	483.99	387.19	96.80	290.39
5.	Development of Tourism Infrastructure at Surinsar, Jammu and Kashmir by Surinsar-Mansar Development Authority.	481.86	96.37	96.37	0.00
6.	Creation of Tourism Infrastructure for Day Camping, Eco-Tourism and Pilgrim Tourism at Park Gatha, Khanitop, Seoj, Padri and at Pilgrim Destinations at Bhaderwah in Jammu and Kashmir by Bhaderwah Dev. Authority.	466.57	373.25	93.31	279.94
7.	Development of River Tawi Front, Jammu in Jammu and Kashmir	398.07	318.45	79.61	238.84
8.	Development of different locations falling in Dhar Mahanpur, Billawar, Basholi, Bhood and Bani areas, Phase-I in Lakhanpur, Jammu and Kashmir by Lakhanpur Sarthal Development Authority.	407.31	81.46	81.45	0.01
9.	Development of Tourist Facilities in areas falling in Lakhanpur as Tourist Destination in Jammu and Kashmir by Lakhanpur Sarthal Development Authority.	431.70	86.34	86.34	0.0
10.	Conservation and Restoration Plan for Poonch Fort (Qila), Jammu by Poonch Development Authority in Jammu and Kashmir	379.14	75.83	75.83	0.00
11.	Development of Sumah Akhnoor Jammu	471.34	377.08	94.27	282.81
TOTAL		5364.39	2931.24	1584.29	1346.95

1	2	3	4	5	6
2012-13					
1.	Bhaderwah Tourism cum Cultural Festival 2012(24-27 June 2012)	25.00	25.00	25.00	0.00
2.	Conservation/Restoration of Mubarak Mandi Heritage Complex, Jammu as a Mega Tourist Destination in Jammu and Kahsmir	1691.57	338.31	0.00	338.31
3.	Development of Sanasar-Nathatop Tourist Destination, Jammu by Patnitop Development Authority	323.14	258.50	64.62	193.88
4.	Development of Darhal as Base camp & Shaker Marg as Gateway of Tourist Destination of Pir Panjal Phase-I under product/ Inf. Dev./Circuit Scheme by Rajouri Development Authority	598.53	119.70	0.00	119.70
5.	Development of Tourism Infrastructure at Mansar, Jammu	455.79	91.15	91.15	0.00
6.	Dev. of different locations falling in Billawar, Basholi and Bani areas-Phase II (Peedi, Mahanpur Morh, Phinter, Kharkal, Kardo, Rehani, Khajjar, Chandel, Machedi, Gujroo, Nagrota, Ramkot Billawar) by Lakhanpur Development Authority	377.79	75.5	0.00	75.55
7.	Mughal Road lake Circuit Infrastructure Dev. of Girgan, the Valley of Seven Lakes, Poonch, Jammu by Poonch Development Authority	419.09	83.82	0.00	83.82
8.	Development and Promotion of Pilgrim Circuit (TRC at Gurudwara Nangali Sahib, TRC at Shri Buddha Amarnathji and TRC at Ziarat Sain	419.74	83.94	0.00	83.94

1	2	3	4	5	6
	Miran Sahib) in Poonch District by Poonch Dev. Authority				
	TOTAL	4310.65	1075.97	180.77	895.20
2013-14					
1.	Development of Tourist circuit from Sinthan top to Kishtwar Base camp.	736.65	147.33	0.00	147.33
2.	Bhaderwah-Bhallessa Tourist circuit Development	784.00	156.80	0.00	156.80
3.	Development of Lal Dhraman, Dal Dhraman, Gai area of District Doda in Jammu and Kashmir	459.61	5.00	0.00	5.00
4.	Augmenting infrastructure by way of providing additional accommodation, separate kitchen block and chain link at various places at Bhaderwah in Jammu and Kashmir by Bhaderwah Dev. Authority	401.49	5.00	0.00	5.00
5.	Development of Tourist circuit from Malipath Shalimar-Maiparan Kishtwar-Tatapani in Jammu and Kashmir by Kishtwar Development Authority.	709.47	5.00	0.00	5.00
6.	Development of Chiryai Muttal, District Udhampur in Jammu and Kashmir	401.12	80.22	0.00	80.22
	TOTAL	3492.34	399.35	0.0	399.35
Kashmir					
2011-12					
1.	Development of Mega Tourist Circuit from Naagar Nagar to Watlab in Srinagar, Jammu and Kashmir	3,814.56	1886.88	1886.87	0.01

1	2	3	4	5	6
2.	Construction of Tourist reception Centre, Dooru at Verinag in Jammu and Kashmir	216.37	173.09	43.27	129.82
3.	Development of Lokh Bhawan Temple Site, Ziarati-Haji-Dedi site and Mehmood Gami Park at Verinag, Jammu and Kashmir.	83.35	66.63	66.63	0.00
4.	Integrated Development of Srinagar City in Jammu and Kashmir	334.56	267.64	66.91	200.73
5.	Development of Stone Valley at Margan Top as Tourist Destination in Jammu and Kashmir by Kokernag Development Authority	307.97	61.59	61.59	0.00
6.	Development of Bringi Gardens at Bidhar Kokernag in Jammu and Kashmir by Kokernag Development Authority.	375.70	300.56	187.85	112.71
7.	Development of Resort area and Conversion and Upgradation of existing building and bathrooms to provide Gender specific facilities and provision for physically challenged persons at Gulmarg, Jammu and Kashmir by Gulmarg Development Authority.	398.26	318.61	79.65	238.96
8.	Development of Sonamarg Bowl and Wayside amenities enroute to Shri Amarnathji Shrine up to Baltal Base Camp in Jammu and Kashmir under Destination Dev. Scheme.	443.92	355.13	355.13	0.00
9.	Celebration of Shikara Festival at Srinagar (16-17 Sept. 2011)	7.00	7.00	7.00	0.00
TOTAL		5,981.69	3,437.13	2,754.90	682.23

1	2	3	4	5	6
2012-13					
1.	Setting up of Laser Show/Multimedia Show at Dal Lake in Srinagar	500.00	100.00	120.56	0.00
2.	Construction of Kashmir Haat At Chinar Bagh, Srinagar	329.77	263.81	65.95	197.86
3.	Sound and Light Show (SEL) at Shalimar Bagh, Srinagar.	500.00	100.00	0.00	100.00
4.	Development of Tourist Destination- Jamia Masjid Heritage Corridor, Srinagar	492.49	393.99	98.50	295.49
5.	Eco friendly Dev. of Satkudi (Base camp) to Vishansar by Sonamarg Development Authority	406.37	325.09	81.27	243.82
6.	Budgeted Accommodation at Aharabal, Jammu and Kashmir	389.22	77.84	0.00	77.84
7.	Dev. of Picnic spot at Pahalgam by Pahalgam Dev. Authority	424.82	339.85	306.32	33.53
8.	Construction of Tourist Reception Centre at Yousmarg, Srinagar	397.70	79.54	79.54	0.00
9.	Dev. of Sarbal Lake, Verinag, Kashmir, Jammu and Kashmir	393.71	314.96	78.74	236.22
10.	Destination Dev. of Doodhpathri Tourist Destination	409.40	81.88	81.88	0.00
11.	Development of Facilities en-route to Pahalgam Shrine of Shri Amarnathji track by Pahalgam Development Authority	163.49	130.79	32.70	98.09
12.	Construction of Budget Accommodation with allied facilities in Lolab Valley in Jammu and Kashmir	456.08	91.21	0.00	91.21
13.	Development of Shrine of Hazratbal at Khiram Bijbehara, Anantnag, Jammu and Kashmir	379.55	75.91	0.00	75.91

1	2	3	4	5	6
14.	Creation of Tourist facilities in and around Aharbal, Kashmir by Aharbal Dev. Auth.	467.63	93.52	0.00	93.52
15.	Dev. of Tourism infrastructure around Wullar Lake by way of dev. of tourist resort at Ningli, Weir Halgam & wayside facility at Naid Khai, Kashmir by Wullar Manasbal Dev. Authority	388.28	310.61	388.28	0.00
TOTAL		6098.51	2779.00	1333.74	1543.49
2013-14					
1.	Kashmir Festival 2013 (13-29 May 2013)	25.00	25.00	25.00	0.00
2.	Concert for Kashmir (Zubin Mehta Concert) in Srinagar in Sept. 2013	100.00	100.00	100.00	0.00
3.	Integrated Development Project for Creation of Tourist Facilities in Kahwakhull, Nadoora, Kapran, Lisser in Verinag in Jammu and Kashmir	393.76	78.75	0.00	78.75
4.	Integrated Development of Tourist Spots in Srinagar-Chashmi-E-Awami Bagh at Srinagar Jammu and Kashmir	383.47	76.69	0.00	76.69
5.	Development of Tourist Circuit from Poshkar Drang, Tangmarg, Baba Reshi, Shrunj, Nagain to Gulmarg in Jammu and Kashmir	645.48	5.00	0.00	5.00
6.	Development of wayside amenities from Verinag Kokernag via Lisser and from Verinag to Kokernag via Butagund in Jammu and Kashmir	678.63	5.00	0.00	5.00
7.	Development of wayside amenities from Khanabal to Verinag and Khanabal to Pahalgam in Jammu and Kashmir	641.83	5.00	0.00	5.00

1	2	3	4	5	6
8.	Development of Mughal Circuit at Mughal Road in Jammu and Kashmir	564.77	5.00	0.00	5.00
9.	Development of facilities in the villages around Manasbal Lake	693.26	138.65	138.65	0.00
	TOTAL	4126.20	439.09	263.65	175.44
Ladakh					
2011-12					
1.	Development of Lake Circuit including the Lakes of Pangong, Tsomoriri and Tsokar Lake in Leh, Jammu and Kashmir	694.86	138.97	138.97	0.00
2.	Construction of various Tourist Infrastructure facilities in Leh, Jammu and Kashmir for Development of Leh as a Circuit under PIDDC Scheme	746.30	597.04	149.26	477.78
3.	Dev. of Leh as a Mega Destination Setting up to trans Himalayan Cultural Centre in Leh, Jammu and Kashmir	2242.95	1121.47	1121.47	0.00
4.	Development of Wayside amenities with Budgeted Accommodation at Leh-Maan Merak, Charasa, Jammu and Kashmir	499.42	399.53	99.88	299.65
5.	Construction of Integrated Tourist Facilities in Leh, Jammu and Kashmir for development of Leh as a Tourist Destination	499.70	399.76	99.94	299.82
6.	Preservation/Beautification of Historical Monuments and Wayside Amenities under Dev. of Kargil as a Tourist Destination by Kargil Dev. Authority in Jammu and Kashmir	415.61	331.48	82.12	249.36
7.	Development of Tourist related facilities in and around Padum,	399.16	319.32	79.83	239.49

1	2	3	4	5	6
	Zanskar and its adjoining Tourist Resort Phase-I in Leh-Ladakh, Jammu and Kashmir				
8.	Celebration of Ladakh Festival at Ladakh (1-15 Sept. 2011, in Jammu and Kashmir	12.50	12.50	12.50	0.00
TOTAL		5510.50	3320.07	1783.97	1536.10
2012-13					
1.	Development of tourist infrastructure in Kargil (Gumri, Bhimbhat Drass, Bemathang, Goma, Shakardoo, Silmoo, Hinaskote) Phase-I, Jammu and Kashmir	444.74	88.94	88.94	0.00
2.	Constructrion of Tourist Facilitation Centre at Hunder -Turtuk including Wayside Amenities at Leh-Dha Beema Route.	406.10	81.22	0.00	81.22
TOTAL		850.84	170.16	88.94	81.22
2013-14					
Nil					

Promotion of rural tourism in Telangana

384. SHRI MOHD. ALI KHAN : Will the Minister of TOURISM be pleased to state:

- (a) whether Government has taken steps to promote rural tourism in the country, especially in Telangana;
- (b) if so, the district-wise details to Telangana; and
- (c) the State-wise details of amount released in the country?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI SHRIPAD YESSO NAIK) : (a) The Ministry of Tourism has a Rural Tourism Scheme with the main objective of showcasing rural life, art, culture and heritage in villages, which have core competence in art and craft, handloom, textiles, natural environment etc. Under this scheme, Central Finacial Assistance (CFA) upto ₹ 50.00 Lakh for infrastructure development and upto ₹ 20.00 Lakh for capacity building is provided to State Government/Union Territory Administrations for each identified site by them.