

Development of nature tourism in Jammu and Kashmir

955. SHRI SHAMSHER SINGH MANHAS: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that Jammu and Kashmir may become a hub of tourism industry, as many of the natural tourist spots in terms of mountains, snowfall and greenery are here but commensurate development of tourism has not taken place;

(b) whether Government has any comprehensive plan to improve the overall tourism industry across Jammu and Kashmir State; and

(c) total funds allocated and utilised for development of tourism during the last two years in Jammu and Kashmir State, the details thereof for Jammu, Kashmir and Ladakh?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI K. J. ALPHONS): (a) to (c) Ministry of Tourism is focusing on development of tourism in Jammu and Kashmir in a prioritized manner by developing necessary tourism infrastructure, promoting varied tourism products/destinations of the state in domestic and international markets and conducting courses for skill development of manpower in hospitality in tourism sector.

For development of tourism infrastructure, Ministry under its schemes of Swadesh Darshan and PRASHAD has sanctioned seven projects to the tune of ₹611.21 crore in the state as detailed below:

(₹ in crore)

Sl. No.	Scheme/ Sanction Year	Name of the Project	Amount Sanctioned	Amount Released
1	2	3	4	5
1.	Swadesh Darshan 2016-17	Integrated Development of Tourism Infrastructure Projects under Himalayan Circuit.	82.97	41.48
2.	Swadesh Darshan 2016-17	Integrated Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama under Himalayan Circuit theme	96.38	48.19

1	2	3	4	5
3.	Swadesh Darshan 2016-17	Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those Destroyed in Floods in 2014	98.70	74.70
4.	Swadesh Darshan 2016-17	Integrated Development of Tourist facilities at Mantalai- Sudhmahadev-Patnitop under Himalayan Circuit Theme	97.82	19.56
5.	Swadesh Darshan 2016-17	Integrated Development of Tourist Facilities at Anantnag- Kishtwar-Pahalgam-Daksum - Ranjit Sagar Dam under Himalayan Circuit Theme	96.39	48.19
6.	Swadesh Darshan 2016-17	Integrated Development of Tourist Facilities at Gulmarg-Baramulla-Kupwara-Leh under Himalayan Circuit Theme	96.93	19.38
7.	PRASHAD 2016-17	Development at Hazratbal	42.02	19.92
TOTAL			611.21	271.42

For Promotion of Tourism to the state, the Ministry undertakes several promotional activities in the domestic and international markets for promotion of the varied tourism products and destinations of the country including Jammu and Kashmir. As part of its marketing/promotional activities, the Ministry produces publicity material and collaterals in English and foreign languages, annually releases print, electronic and online media campaigns in important and potential markets overseas and within the country under the 'Incredible India' brand-line. Promotions are also undertaken through the website and Social Media accounts of the Ministry.

In addition of above, the Ministry through its Institutes of Hotel Management and Food Craft Institutes located in Srinagar, Jammu and Leh carries out special courses in hospitality in tourism sector. The Ministry also runs short term skill courses under its scheme of *Hunar Se Rozgar Tak* to meet the requirement of skilled manpower in the sector.

Funds for tourism and hospitality sector in Tamil Nadu

956. DR. V. MAITREYAN: Will the Minister of TOURISM be pleased to state:

(a) whether Government has made allocation of funds for the development of tourism and hospitality industries in Tamil Nadu;