

Tourist festival to boost tourism in Kashmir

1757. SHRI NAZIR AHMED LAWAY: Will the Minister of TOURISM be pleased to state:

(a) whether Government is incentivising the tourist operators in Jammu and Kashmir to give boost to the tourism sector in the valley; and

(b) whether Government is planning any tourist festival in Kashmir valley to attract international tourists, if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI PRAHALAD SINGH PATEL): (a) With a view to incentivizing tour operators in Jammu and Kashmir for giving a boost to the tourism sector in the valley, Government of India, Ministry of Tourism through its schemes of Market Development Assistance (MDA) provides financial assistance to tourism service providers approved by the Ministry of Tourism, Government of India or by the State Tourism Department in the case of North Eastern States and Jammu and Kashmir for undertaking promotional activities including participation in international and domestic travel marts / fairs / exhibitions / annual conventions of Trade and Hospitality Associations; Road Shows organized overseas; and undertaking sales tours overseas. Tourism Departments of all States and Union Territories are also eligible for benefits under the scheme for participation in trade fairs / exhibitions / Road Shows held overseas.

(b) Ministry of Tourism as part of its ongoing promotional activities extends financial support for Events organized at the National / International Level that have potential for the Promotion of Tourism to and/or within the country. Further, Ministry of Tourism also provides Central Financial Assistance (CFA) to State Governments / Union Territory Administrations for organizing fairs / festivals and tourism related events. However, at present no proposal is under consideration in the Ministry of Tourism for organizing a tourist festival in Kashmir valley to attract international tourists.

Promotion of tourism in naxalite affected areas

†1758. SHRI SAMIR ORAON: Will the Minister of TOURISM be pleased to state:

(a) whether Government has any special schemes to promote tourism in the naxalite affected areas of the country;

†Original notice of the question was received in Hindi.

(b) if so, the number of people who have been awarded employment through these schemes in the last two years in Jharkhand and the details of the quantum of funds allotted to Jharkhand in the last two years; and

(c) if not, the schemes of Government with regard to providing employment through the tourism in the naxalite affected areas in future?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI PRAHALAD SINGH PATEL): (a) to (c) Ministry of Tourism promotes India as a holistic destination under the Incredible India brand-line. As part of its on-going activities, the Ministry annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, to promote various tourism destinations and products of the country including naxalite affected areas. In addition, the Indiatourism Offices in India and overseas, disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country.

The Ministry under the schemes of Swadesh Darshan and PRASHAD provides Central Financial Assistance to State Governments/Union Territory (UT) Administrations/Central Agencies for development of tourism infrastructure in the country. The details of projects sanctioned by the Ministry in Jharkhand under the above schemes as follows:

Scheme/ year of sanction	Name of project	Amount sanctioned (₹ in crore)
Swadesh Darshan 2018-19	Development of Eco Circuit : Dalma-Makulakocha - Pendrabeda - Chandil- Getalsud-Betla National Park- Mirchaiya- koel River point - Netarhat	52.72
PRASHAD 2018-19	Development of Baidyanathji Dham, Deoghar	39.13

The Ministry does not maintain data with regard to employment generated by implementation of its various schemes. However, as per the 3rd Tourism Satellite Account of India (TSA) - 2015-16 and its subsequent estimates, the contribution of tourism employment to total employment of the country during 2016-17, 2017-18, 2018-19 was 12.20%, 12.13%, 12.75% respectively.