Promotion of Tourism in Jammu & Kashmir Aftermath Pahalgam Attack

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The data on Domestic and Foreign Tourist Visits is provided by the State Tourism Department. Based on the latest information received from the Jammu and Kashmir Tourism Department, the number of Domestic and Foreign Tourist Visits in Jammu and Kashmir is as follows:

Year	DTVs	FTVs
2020	25,19,524	5,317
2021	1,13,14,920	1,650
2022	1,84,99,332	19,985
2023	2,06,79,336	55,337
2024	2,35,24,629	65,452
2025 (Jan to June)	95,92,664	19,570

Source: Jammu and Kashmir Tourism Department

No such assessment has been made by the Ministry of Tourism on economic impact on local tourism-dependent stakeholders in Jammu & Kashmir.

Ministry of Tourism has taken several steps/initiatives to promote tourism sector in the country, including Jammu and Kashmir, details of which are given below:

- The Ministry of Tourism under the schemes of ‘Swadesh Darshan’, ‘National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)’ and ‘Assistance to Central Agencies for Tourism Infrastructure Development’ provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism related infrastructure and facilities at various tourism destinations in the country.
- Ministry of Tourism through its various campaigns and events promotes various tourism destinations and products of India in domestic and international markets. Some of the initiatives are Dekho Apna Desh campaign, Chalo India campaign, International Tourism Mart, Bharat Parv.
- The Incredible India Content Hub was launched which is a comprehensive digital repository, featuring a rich collection of high- quality images, films, brochures, and newsletters related to tourism in India. Promotions are also carried out through the web-site – www.incredibleindia.org and social media handles of the Ministry.
- Thematic tourism like wellness tourism, culinary tourism, rural, eco- tourism, etc. amongst other niche subjects are promoted so as to expand the scope of tourism into other sectors as well.
- Enhance the overall quality and visitor experience through initiatives focused on capacity building, skill development such as ‘Capacity Building for Service Providers’, ‘Incredible India Tourist Facilitator’ (IITF), 'Paryatan Mitra' and 'Paryatan Didi’.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a

written reply in Lok Sabha today.

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