

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†206
ANSWERED ON 20.07.2026**

TOURISM DEVELOPMENT IN JAMMU AND KASHMIR

†206. SHRI JUGAL KISHORE:

Will the Minister of TOURISM be pleased to state:

- (a) the details of growth in the number of tourists registered in Jammu Lok Sabha constituency during the last five years, year-wise;**
- (b) the impact on employment generation and local economy related to tourism reported during the above-mentioned period;**
- (c) whether the Government proposes to develop new tourist circuits like religious, cultural and heritage circuits and if so, the details thereof; and**
- (d) the details of the steps taken/being taken by the Government to strengthen the safety, convenience of the tourists and Digital Information System?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The Tourism Ministry compiles tourist information from the respective State/UT administrations. The data is available up to State/UT level only. Details of tourist arrivals in Jammu & Kashmir, during the last five years, as reported by the UT administration of Jammu & Kashmir, are as under:

Domestic Tourist Visits (DTVs) and Foreign Tourist Visits (FTVs) of Jammu and Kashmir from the year 2021 to 2025

Year	DTVs (lakhs)	FTVs (lakhs)	Growth Rate (%)	
			DTVs	FTVs
2021	113.15	0.02	-	-
2022	184.99	0.20	63.49	900.00
2023	206.79	0.55	11.78	175.00

Year	DTVs (lakhs)	FTVs (lakhs)	Growth Rate (%)	
			DTVs	FTVs
2024	230.13	0.65	11.29	18.18
2025	177.29	0.36	-22.96	-44.62

(b): No specific formal study has been instituted to assess the economic impact. However, based on the data of Periodic Labour Force Survey conducted by the Ministry of Statistics and Program Implementation, the Ministry of Tourism has estimated the total tourism employment in 2021-22 and 2025, in the Jammu and Kashmir as 10.42 lakh and 10.78 lakh respectively.

(c): Identification, development and promotion of tourism destinations and products is continuous process primarily undertaken by the concerned State Government (SG)/Union Territory Administration (UTA), while the Ministry of Tourism complements these efforts by extending financial assistance under its central sector schemes like Swadesh Darshan 2.0, PRASHAD, etc.

(d): To strengthen safety and convenience, the Government has encouraged the deployment of dedicated Tourism Police. Digital initiatives include the revamped Incredible India Digital Portal, which serves as a one-stop digital solution providing travelers with curated content, real-time updates on weather and events, and integrated booking services using AI-based personalization. The e-Visa scheme is now available to the nationals of 174 countries for entry through 33 designated airports, 35 seaports, and 4 land ports.
