

**Government of Jammu & Kashmir  
Tourism Department  
Civil Secretariat, Srinagar/Jammu**

**Subject:-** Jammu and Kashmir Tourism Policy-2020.

**Ref:-** Administrative Council Decision No. 47/06/2020 dated 18.03.2020.

Government Order No. 133-JK (TSM) of 2020  
Dated:- 17.12.2020

The Jammu and Kashmir Tourism Policy-2020 approved by Administrative Council vide its Decision No. 47/06/2020 dated 18.03.2020 forming Annexure to this Government order is hereby notified.

By order of the Government of Jammu and Kashmir.

Sd/-  
(Sarmad Hafeez), IAS  
Secretary to the Government

No. TSM/Estt-117/2014-I

Dated 17.12.2020.

Copy to the:-

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2. All Financial Commissioners.
3. Director General of Police, J&K.
4. All Principal Secretaries to the Government.
5. Principal Secretary to the Hon'ble Lieutenant Governor, J&K.
6. All Commissioner/Secretaries to Government. The Commissioner/Secretary to Government, General Administration Department is requested to get the policy document hoisted on the website of GAD.
7. Joint Secretary, J&K, (Ministry of Home Affairs), Government of India, New Delhi.
8. Divisional Commissioner, Jammu/Kashmir.
9. Chairperson, J&K, Special Tribunal.
10. Director General, J&K Institute of Management & Public Administration & Rural Development.
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15. Secretary, J&K Public Service Commission/Service Selection Board/Board of Professional Entrance Examination.
16. Director Estates, J&K
17. Director, Archives, Archaeology & Museums, J&K.
18. Secretary, Legislative Assembly.
19. General Manager, Government Press, Jammu/Srinagar.
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23. Private Secretary to Advisor (B)/(BK)&(F) to the Lieutenant Governor.
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25. I/C Website, Tourism Department.
26. Government Order File (v.2.s.c).

(Waseem Raja) KAS  
Additional Secretary to the Government.

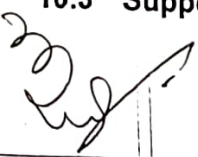


# Jammu and Kashmir Tourism Policy – 2020

2020

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## 1. Tourism Scenario

- Tourism is one of the fastest growing industries in the world as the number of tourists worldwide has been registering a phenomenal growth.
- Tourism contributed for 10.4%<sup>1</sup> of global Gross Domestic Products (GDP) and 319 million jobs, or 9.9% of total employment, in 2018.
- India ranked 8<sup>th</sup> in the world in 2017 in terms of absolute direct contribution of travel and tourism sectors to its GDP.<sup>2</sup>
- The Indian tourism and hospitality sector's direct contribution to GDP in 2017, was ₹ 5.94 trillion (US\$ 91.27 billion). This is expected to reach ₹ 12.68 trillion (US\$ 194.69 billion) in 2028, implying a CAGR of 7.23 per cent during 2012-28.<sup>3</sup>
- Tourism is the 3<sup>rd</sup> largest foreign exchange earner for the country.

## 2. Jammu and Kashmir Tourism

1. The projected estimates of GSDP for the year 2018-19 at current prices is ₹ 1.57<sup>4</sup> Lakh Crores.
2. Tourism sector contributes to 6.98 per cent of Jammu & Kashmir's GSDP.<sup>5</sup>
3. The Tourist arrivals in Jammu & Kashmir during last three years:

Year	Jammu Division	Kashmir Division	Total
2016	12.2	1.3	13.5
2017	13.3	1.2	14.5
2018	16.0	0.83	16.8

(in millions)

4. Jammu & Kashmir is endowed with topographic diversity, pristine natural beauty and several religious shrines. Besides its natural beauty, Jammu & Kashmir also offers many adventure tourism opportunities in the form of trekking, skiing, paragliding, camping, angling, rafting, mountaineering and rock climbing.
5. The policy envisages a dynamic long-term approach to achieve true growth potential of the tourism sector in Jammu & Kashmir. This policy proposes initiative, attractive incentives and necessary regulatory reforms that will help ensure large scale investment support through efficient management and private partnerships.

## 3. Vision

To make tourism in Jammu and Kashmir an enriching experience for the tourists and position Jammu and Kashmir as a leading all-season tourism destination of the country and thereby increasing the livelihood opportunities for people of Jammu & Kashmir.

## 4. Mission

<sup>1</sup> <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/india2018.pdf>

<sup>2</sup> <https://www.wttc.org/-/media/files/reports/2018/power-and-performance-rankings-2018.pdf>

<sup>3</sup> <https://www.ibef.org/download/Tourism-and-Hospitality-July-2019.pdf>

<sup>4,5</sup> Jammu and Kashmir Economic Survey 2017

To make Jammu & Kashmir - a destination that is natural in its environment, global in standards, modern in outlook, traditional in hospitality, entertaining in experience and thrilling in adventure.

## 5. Goals

Department of Tourism, through implementation of this policy aims to achieve the below targets:

1. To become most preferred all-season tourist destination for domestic and foreign tourists in India by 2025.
2. To achieve Compounded Annual Growth Rate (CAGR) of 8% for domestic and 5% for foreign tourist arrival over the next 5 years by 2025 and CAGR of 10% for domestic and 7% for foreign tourist arrival over the next 10 years by 2035.
3. To attract average investment target of ₹2,000 Crore per year for next 5 years.
4. To generate employment of approximately 50,000 people per year.
5. To impart training to 4,000 tourism service providers over the next ten years.
6. To promote all kinds of tourism across Jammu & Kashmir.
7. To promote city-wise events and festivals with a pre-defined calendar and promoting the same at national and international level.

## 6. Policy Period

This policy will remain in force for 10 years from the date of its issuance and projects started/ established/ expanded operationally during such period will qualify for benefits/ exemption/ concessions under the provision of this Policy. However, tourism projects established/ expanded before the issuance of this policy will be dealt with as per provisions of the then policy, if in vogue.

## 7. Framework to Promote Tourism

### 7.1 Strengthening Tourism Infrastructure

1. The Department of Tourism will carry out a detailed infrastructure gap assessment study at all major tourist destinations to prepare a comprehensive 10 years action plan for setting up tourism infrastructure facilities at all the major tourist destinations.
2. To ensure long-term expansion of major tourist destinations and newly identified circuits & trails along with enhanced connectivity.
3. The Government will proportionally increase budget in a phased manner every year for creation of tourism infrastructure in Jammu & Kashmir.
4. The Department of Tourism will upgrade the tourism infrastructure in a planned manner at identified areas coming within 2 km radius from major tourist destinations by providing standard facilities for drinking water, toilets, sewerage system, parking, paved roads, parks, street lighting, furniture and better communication to enable quality tourist experience.
5. The Department of Tourism will encourage private sector participation through PPP mode to develop infrastructure and facilities at identified tourist places in the Jammu & Kashmir.
6. The Department of Tourism will ensure better inter departmental coordination for tourism activities involved in Horticulture, Agriculture, Apiculture, Culture, Youth Services & Sports, Sericulture, Handicrafts and Forest.

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7. Sustainable Tourism: The department will ensure development of sustainable and eco-friendly Tourism by considering social & environmental aspects while developing Tourism in Jammu and Kashmir.
8. Waste Management: Scientific Methods of solid and liquid waste management will be adopted. Besides, high standards of sanitation and hygiene will be maintained in all tourist destinations.
9. All Pilgrimage sites located in ecologically sensitive zones, new structures and expansions in these eco-fragile zones will be taken up in accordance with Forest Conservation Act, Environment Protection Act and other Acts/ Rules governing the subject.
10. The Department will promote activities like water-skiing, rafting, aero-sports, sailing, canoeing, kayaking, water-scooter racing, ferry/ cruise/ shikara rides and speed boats.
11. The Department will ensure mapping of all potential water sport/ aero-sports sites in Jammu & Kashmir.

## 7.2 Promoting Investments

### 7.2.1 Development of Land Banks

The Department of Tourism, in consultation with the relevant authorities, will create land banks by taking over or acquiring land from other Government Departments including Forest Department or private sector to encourage creation of new tourist spots and strengthening and upgradation of infrastructure to meet needs of the tourism sector in Jammu & Kashmir. For this, the following actions are envisaged:

1. Further enhance the tourism land bank at prominent tourist destinations.
2. Development of new land banks at high potential and un-explored destination to ease out the tourism related stress at key destinations.
3. Private sector participation for theme-based development of suitable land parcels vis- a-vis. Business, Leisure, Ecotourism, Budget, Rural, Heritage, Adventure, Medical, Wellness and Ropeways.

### 7.2.2 Ease of Doing Business (EoDB)

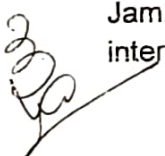
Department of Tourism will undertake various steps to improve Ease of Doing Business (EoDB) in the Tourism sector in Jammu & Kashmir for private investors. There will be Single Window Clearances for all the requisite approvals in a time bound manner for private investors to develop tourism infrastructure in Jammu and Kashmir. The Tourism Department will ensure bringing various procedural reforms in line with the guidelines issued by Government of India regarding EoDB.

### 7.2.3 Public Private Partnerships

Department of Tourism will identify suitable tourism projects to be awarded on PPP mode. Also, for optimal utilization of assets of Tourism Department, Corporations and Tourism Development Authorities, the Department will seek private sector participation. This will allow suitable cross-subsidization, achievement of economies of scale and time savings, both for the private developer and to the Department.

## 7.3 Promoting Jammu & Kashmir Tourism

The Department of Tourism endeavours to undertake the following actions to position Jammu & Kashmir and augment brand Jammu & Kashmir at the national as well as international level:



1. An integrated branding approach will be adopted by the Department to promote Jammu & Kashmir as a leading tourist destination. The Department will launch its marketing campaign with new marketing punchline, colour and theme to boost tourist inflow and better outreach.
2. Government of Jammu and Kashmir shall also consider the constitution of a Tourism Promotion Board for advising on policy framework and tourism promotion.
3. The Department, with the assistance of branding agency, will conduct promotional activities through conferences, road shows, fairs, festivals and develop ad films on the various tourism products and services.
4. The Department, with assistance of branding agency, will improve Jammu & Kashmir's image through strategic advertisement campaigns, pre-plan its content calendar for social media and ensure maximum use of social media viz-a-viz LinkedIn, YouTube, Facebook, Instagram, Twitter and other social media handles for tourism publicity.
5. The ad content and publicity calendar will be disseminated across all advertising and media platforms through aggressive media campaigns.
6. The Department will ensure the presence of Jammu & Kashmir Tourism in international and national tourism events/ marts, road shows & expos.
7. The Department will set up a Jammu & Kashmir Tourism database repository, publish an annual status report and organize annual tourism outlook conference.
8. Tourism mobile application and social media touch points will be revived to serve as one-stop-solution for all destination information.
9. The Department will engage with the online booking partners to provide special packages for attracting domestic and international tourists to ensure tourism inflow throughout the year.
10. The Department will set up four digits 24x7 tourism helpline number to provide instant help to tourists.
11. The Department will liaise with the mobile operators to ensure good connectivity for all tourism destinations in the Jammu & Kashmir especially in the far-flung areas.
12. The department in collaboration with Universities/Institutes of Jammu and Kashmir will conduct market research and survey on different aspect & dynamics of tourism sector in Jammu and Kashmir. There will be a mechanism to collect and manage data which includes total tourist footfall in Jammu and Kashmir, distribution of tourist footfall from different states, recent trends in tourist footfall which will provide suitable database for proper planning and implementation of tourism programmes & activities.
13. The tourism department will ensure safety and security of tourists by deploying tourist police in adequate numbers at Tourist places, life guards/ SDRF at rivers/ lakes along with equipment and having dedicated helpline with toll free numbers for tourists' facilitation. The tourist police personnel along with local police personal dealing with tourist will be trained through sensitization programmes to ensure cordial behaviour with tourists and better facilitation.
14. The Department will assess and regulate the annual number of tourists according to the carrying capacity and eco sensitivity of tourism destinations.

#### 7.4 Premium Tourism Transport

1. The Department of Tourism will leverage the Government of India schemes and Jammu & Kashmir Government schemes to further develop the air transport from major air heads to percolate to far flung corners of tourist interest as far as possible.
2. The Department of Tourism aspires to connect all major tourist destinations with quality roads by upgrading the current roads to double and four lanes wherever possible. The.





Tourism Department will actively pursue the matter with the National Highway Authority of India (NHAI), and the Jammu & Kashmir Public Works Department.

3. The Department of Tourism will increase its offerings of luxury tourist buses by creating tourism packages to major tourism destinations with the help of JKSRTC, Jammu & Kashmir Tourism Development Corporation & private sector. Hop-on/ Hop-off bus services and e-vehicles will also be introduced at major tourist destinations.
4. With an aim to attract tourists and to promote the Jammu & Kashmir as a leading tourist destination, the Department of Tourism will have strategic tie-ups with leading Airlines & Airports. The Department will also facilitate the construction of helipads and operation of Heli-taxi services in new tourist destination wherever necessary.

## **8. Promotion of different sectors / activities of Tourism in Jammu & Kashmir**

### **8.1 Adventure Tourism**

1. The Tourism Department will jointly organize annual events for promotion of the adventure tourism with the respective adventure sports associations for skiing, paragliding, river rafting, mountain biking, car rally, trekking, and endurance events.
2. Water sports activities in lakes & major water bodies.
3. Paragliding activities all ideal locations.
4. Skiing activities at all major ski destinations.
5. Trekking activities at potential trekking routes/ destinations.

### **8.2 Horti-Tourism**

1. The Department will promote Orchard Tourism in Jammu and Kashmir. Orchard tourism week will be organised in the Jammu & Kashmir twice every year during ripening cycle of almonds, apples, mangoes, plums, cherry, peach, pears, apricot and citrus varieties.
2. The Department will organize activities like introductory sessions about fruit cycles viz flowering, pollination, ripening as well as fruit plucking for the tourists.
3. The Department with the help of local Orchardists and tour operators, will develop special tour packages for promoting Orchard Tourism in the Jammu & Kashmir.
4. The Department will set up an interactive website/ interface containing all the details about the Orchard Tourism to cater the needs of the Orchard tourists and tour operators.

### **8.3 Saffron Tourism**

1. The Department will promote Jammu & Kashmir saffron farms for tourism activities like saffron plucking and showcasing saffron processing activities like harvest, stigma separation and drying.
2. The Department will create and expand auxiliary services, amenities and facilities like eco transport, well trained guides and folk music for entertaining the visitors and encourage Home stays near saffron fields.

### **8.4 Angling/ Game Fishing**

1. The Department of Tourism in consultation with concerned Departments will revive the sector by easing out the permit process involving other concerned departments like Forest, Irrigation and Fisheries.
2. The Department after consultation with concerned Departments will identify important water bodies/stretches that may be offered to private sector for the promotion of angling/ game fishing.

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### 8.5 Cultural Tourism

1. The Department of Tourism will form separate team with experts/ consultants to organize events, fairs and festivals to showcase the Jammu & Kashmir unique culture and traditions to increase tourist arrival. The department will encourage promotion of arts and crafts of Jammu & Kashmir as part of cultural tourism.
2. The Department of Tourism will be releasing annual calendar for all religious/ cultural events to promote cultural tourism. The dates of fairs/ festivals will be published in every calendar year, for the publicity of events of Jammu & Kashmir.
3. The Department will provide the financial assistance for organizing traditional fairs and festivals.
4. The Department will promote tribal tourism by highlighting nomad tourism circuits and incentivizing home stays in such areas.

### 8.6 Eco Circuit Tourism

1. The Department of Tourism in collaboration with the Forest, Ecology and Environment Department will facilitate PPP initiatives at identified locations compatible to ecology and environment.

### 8.7 Film Tourism

1. The Department of Tourism will provide incentives and appropriate facilitation to promote film tourism in Jammu & Kashmir as may be lay down in film policy of Jammu and Kashmir.
2. The Department will carry familiarization tours for major film production houses of India and abroad to showcase key tourist destinations of Jammu & Kashmir.

### 8.8 Golf tourism

To further promote Golf tourism, the Department will adopt following strategy:

1. Create awareness and market existing Golf courses like RSGC Srinagar, JTGC- Sidhra Jammu for domestic and International Golf tourists.
2. Augmenting existing Golf facilities to international Standards and bring the existing Golf Courses on Golf map of the world.
3. Develop comprehensive tour packages by improving online foot prints of available Golf Courses through strong marketing network with golf tour operators, corporate houses and other stake holders of tour and travel industry.
4. Upgrade and develop new Golf Courses at various locations as per the need assessment.

### 8.9 Heritage Tourism

1. The Department of Tourism in consultation with Department of Culture will promote heritage tourism by ensuring that any extension, improvement, renovation, change in the existing structures is in keeping with the traditional architectural styles and construction techniques harmonizing the new with the old.
2. The Department will ensure that the hotels provide good quality cuisine and beverages which provide a flavour of local traditions and heritage.
3. The Department will promote various heritage sites in Jammu and Kashmir through dedicated marketing channels, publicity material and Department's website.

### 8.10 MICE (Meeting, Incentives, Conferences & Exhibition) Tourism



1. The Department in collaboration with private players will set up convention centres for trade fairs, seminars, corporate off-sites and exhibitions.
2. The Department will engage and build corporate tie ups with the companies to organize such meetings in Jammu & Kashmir that will further enhance the earnings.
3. The MICE facilities in Jammu & Kashmir will be widely promoted and publicized.

### **8.11 Religious /Spiritual Tourism**

The Department of Tourism will take following actions to promote Religious Tourism in Jammu and Kashmir:

1. Identification and creation of spiritual circuits ensuring augmentation and strengthening of infrastructure and other requisite facilities.
2. Creation of Tourist Facilitation Centres to enhance the visitors' experience at these destinations.

### **8.12 Wellness Tourism**

1. The Department of Tourism in collaboration with the Directorate of Indian System of Medicine will jointly create a high value brand of accredited wellness and rejuvenation centres for operation of private players under the guidelines framed by the Government.
2. The Department of Tourism will promote "Panch Karma", "Yoga" and other therapeutic procedures to maximize tourist inflow interested in naturopathy and yoga. The Department will organize Yoga conclave to promote Jammu & Kashmir as a wellness Tourist destination.

### **8.13 Lake Tourism**

1. Tourism Department will take steps towards developing tourism in and around the lakes in Jammu and Kashmir like Dal Lake, Nigeen Lake, Wular Lake, Manasbal Lake, Anchar Lake, Manasar and Surinsar Lake or other lakes of Jammu and Kashmir.
2. The Tourism Department will also coordinate with other departments to develop and beautify wetlands and other water bodies for tourism purposes.
3. Water Sport activities like Rafting, Water-skiing, sailing, canoeing, kayaking, water-scooter racing, ferry/ cruise/ shikara rides & speed boat will be promoted.

### **8.14 Theme based Amusement Parks**

1. The department in collaboration with private players will set up theme-based amusement parks across Jammu and Kashmir.
2. These amusement parks will be designed on the lines of Universal Parks & Resort, Disney Parks, Experiences and Products, Merlin Entertainments.

### **8.15 Rural/ Village Tourism**

1. The department will focus on development of Rural/ Village Tourism to showcase rural life, art, culture and heritage locations in rural areas. Stress will be laid on development of home stay facilities for tourists.

### **8.16 Wedding Destination Tourism**

1. The department will focus on promotion & development of Jammu & Kashmir as prime location for destination weddings.

## **9. Recognized Tourism Projects:**

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Tourism Project will mean a tourism project approved by the Department of Tourism, Government of Jammu & Kashmir or by the Ministry of Tourism, Government of India. Following definitions would be applicable for this policy:

1. **New Tourism Unit:** A New Tourism Unit means a Tourism Unit which is set up and commences commercial operations during the operative period of this policy.
2. **Commercial Operations:** The date of start of commercial operations of Tourism Unit will mean the date on which the unit actually starts such Commercial Operations for which the unit has been registered with the Department of Tourism or any other concerned Authority.
3. **Eligible Tourism Unit:** New Tourism Unit or Existing Tourism Unit undergoing substantial expansion during the operative period of this policy would be considered as Eligible Tourism Unit.
4. **Existing Tourism Unit:** Existing Tourism Unit taking up expansion as per the Jammu and Kashmir Industrial Promotion Policy, 2020.
5. **Tourism Unit:** Tourism Unit means a legal entity under the relevant law, engaged or to be engaged in providing any service related to travel and tourism. Following units would be considered as 'Tourism Units':

- i. **Hotel:** A Hotel will have to conform to all existing laws and regulations and will have a minimum accommodation as following:

#	Category Area	Min No. of Rooms	Min No. of Beds	Min Investment (In ₹)
1	B	20	40	7 Crore
2	C	15	30	5 Crore

- ii. **Resort:** A Resort will include a minimum 30 rooms with minimum investment of ₹ 20 Crore and spread over a minimum area of 2 acres. It should have, on its plot, a minimum open space (unbuilt area) of 1000 sq. mts. It should have at least 3 of the following facilities:
  - a. Indoor games (example: Table Tennis, Squash, Billiards, Bowling Alley, etc.) with a minimum built up area of 30 sq. mts.
  - b. Conference room (minimum carpet area of 40 sq. mts.)
  - c. Swimming Pool
  - d. Tennis or Badminton Court or Golf or other outdoor games area
  - e. A Health Club (minimum built up area of 50 sq. mts.)
  - f. A Lounge (measuring at least 30 sq. mts.)
- iii. **Tented Accommodation/Hutments:** It should have tented accommodation/hutment facility of at least 40 persons. There should be minimum of 20 tents/ huts. The gross carpet area of tents/ huts should measure at least 200 sq. mts. All the tents/ huts should have attached toilets. The tents/ huts site should have adequate security. The site should have an eco-friendly common area admeasuring at least 75 sq. mts. for food, recreation, relaxation and lockers. It should have adequate electricity, water supply, sewerage disposal and drainage facility. The tented/ huts accommodation should be permanent in nature.
- iv. **Tourism and Hospitality Training Institute:** The institute will offer only tourism/ hospitality courses or allied courses related to tourism sector that are recognized/ certified by the regulatory authorities/ universities.
- v. **Tourism Service Provider:** Any proprietorship/ partnership firm or private limited company or public limited company or corporation, duly registered under the law and

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providing any service related to travel and tourism including Travel Agents, Tour Operators, Ticketing Agents & Tourist Guide or any service provider as designated by the Tourism Department.

- vi. **Theme Park:** It should be based on a single or series of themes on a piece of land measuring at least 5 acres with a minimum investment of ₹ 30 Crores pertaining to the cost of equipment alone. It may have amusement rides, water slides, restaurants, shopping area, activity area and theme areas. It is, however, not mandatory to have all these features.
- vii. **Adventure Tourism Projects:** Adventure sports should have requisite infrastructure, equipment and trained staff, along with appropriate safety and rescue set-up, that would provide tourists with an opportunity to undertake permissible adventure activities like mountaineering, river rafting etc with a minimum investment of ₹ 2 Crores. All requisite permissions from various competent/ regulatory authorities and comprehensive insurance cover will have to be obtained before the activity.
- viii. **Convention Centre:** A covered pillar-less, air-conditioned hall, with a minimum carpet area of 5000 Sq. Ft, that provides adequate space for meetings, conventions/ conferences and exhibitions, and can accommodate minimum 500 persons at one point of time.
- ix. **Wellness Tourism Unit:** A unit engaged in developing (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy) wellness centres with minimum 20 rooms and minimum investment of ₹ 1 Crore.
- x. **Sound and Light Show/ Laser Show:** Minimum investment in the equipment cost to the tune of ₹ 5 crore.
- xi. **Aerial Ropeways:** As defined in "The Jammu and Kashmir Aerial Ropeways Act, 2002" and will also include any transport mode that have cables and exclusively used for transporting tourists from one point to another point. The cable may be driven or passive, and items may be moved by pulling, sliding, sailing or by drives. The use of pulleys and balancing of loads moving up and down are the elements of ropeways. The types of ropeways are as following:
  1. Mono-cable Detachable Gondolas (MDG)
  2. Bi-cable (2S) & Tri-cable (3S) Gondolas lifts
  3. Pulsed Movement Gondolas Aerial Ropeway
  4. Detachable Chairlift
  5. Fixed grip chairlifts
  6. Tele mix: combined detachable chairlift and gondola lift
  7. Aerial Tramways
  8. Funicular railroads
  9. Sky Bus

## 10. Fiscal Incentives and Benefits

### 10.1 Fiscal incentives

Fiscal incentives to hotels, resorts, wellness Centres, houseboats and other tourism related units/projects will be considered for sanction as per the provisions laid down under relevant Jammu and Kashmir Industrial Promotion Policy 2020 and schemes of Government of India.

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In case of units/ projects falling in B and C Category areas, and not covered under the incentives provided under Jammu and Kashmir Industrial Promotion Policy, 2020, the same shall be considered for sanction of incentives at 15 % of the eligible capital investment subject to a maximum limit to be decided by the Tourism department as per the procedure laid down in the relevant guidelines to be issued by the Tourism department.

**Note:**

- Single unit will not be granted capital investment subsidy under more than one policy and a unit eligible for incentives under Jammu and Kashmir Investment Promotion Policy, 2020, shall in no case be considered for incentives under Jammu and Kashmir Tourism Policy, 2020.
- Capital investment subsidy will be granted post the successful start of commercial operations of the eligible Tourism Units.
- Maximum targets per year/ annual targets to be fixed by tourism department as per need assessment and availability of funds.

**10.2 Eligible Capital Investment**

The term eligible capital investment will include expenditure components as per the guidelines of the Ministry of Tourism, Government of India and as per the guidelines to be adopted by the Department of Tourism for the relevant Tourism Unit. However, the following heads of investments with respect to the unit will not be eligible for incentives:

1. Working capital;
2. Pre-operative expenses and preliminary expenses;
3. Second hand equipment's purchased or shifted from within or outside country;
4. Interest capitalized;
5. Consumable stores;
6. Inventories for maintenance or repairs;
7. Consumable spares, inventories, tool equipment's for maintenance or repairs;
8. Investment on land required for setting up the unit, inclusive of the cost of the Land;
9. Vehicles, furniture & fixtures, cutlery, crockery and utensils; and
10. Any construction which is in the nature of real estate transactions, e.g. shops, flat, offices, etc. meant for sale/ lease/ rent.

**10.3 Support for Sustainable Tourism (Sector Specific)**

1. Assistance will be extended to eligible Tourism Units up to 75 % of the cost of carrying out Energy Audit by a recognized Bureau of Energy Efficiency (BEE) certified Energy Auditor for BEE Star scheme for commercial building as follows:

Star Rating	1 Star	2 Star	3 Star	4 Star	5 Star
Max Assistance	40%	50%	60%	70%	75%

Max. reimbursement amount is ₹ 5 Lakhs per unit yearly. It will be disbursed once during the operative period of the policy subject to maximum of ten individual units per year post submission of BEE certificate stating Star Rating submission of certificate stating sustainability of the Tourism Unit. Moreover, such Tourism Units will be accorded special recognition by the Jammu and Kashmir Government.

2. Water Harvesting/ Conservation and Environment-friendly practices like Green Buildings, will be as per the Jammu and Kashmir Industrial promotion policy 2020.

3. Reimbursement of the capital cost of setting up effluent/ sewerage treatment plants will be as per the Jammu and Kashmir Industrial Promotion Policy 2020.

#### 10.4 Incentive for Promotion of Innovation

The incentives for promotion of innovation will be disbursed as per the provisions laid under the Jammu and Kashmir Industrial Promotion Policy 2020.

#### 10.5 Skill Development Allowance Scheme (Sector Specific)

Short time skill development course offered by various institutes recognized by Department of Tourism along with the association of National Council for Hotel Management and Catering Technology, Institute of Hotel Management Srinagar, Food Craft Institute, Jammu, FHRAI, HRANI, HAI, TAAI, IATO and TAFI for employment generation.

- This subsidy will be provided to the unit, which gives an undertaking to the effect that all such trained workers will continue to be employed by them after their training for a period of at- least 3 years. An amount equal to 50% of the actual cost of training with an upper ceiling limit of ₹ 10,000/- per trainee will be reimbursed, subject to a maximum of ₹ 50,000 per unit for one training Programme in a single year with an upper ceiling of 20 units per year. 30% subsidy will be released after completion of the training and remaining 70% will be released after employment of 3 years of the trained persons after successful completion of training.
- Training to tourist guides from local areas with one-time stipend of ₹ 5,000 registered with the Department. The reimbursement will be limited to training for 400 service providers for a single year and no repeat training is allowed for the same individual.
- Tourism courses would include courses for personnel working in hotels, resorts, wellness centres, cottages, tented accommodation, transportation booking, marketing, tourist guide, ticketing and any other related course as notified by the Jammu & Kashmir Government from time to time.
- The existing staff of tourism department will be trained to build their capacity for specific jobs under the skill development allowance for enhancing their performance.
- Third party skill assessment of trainees after completion of course will be a condition for the reimbursement of course fees.

#### 10.6 Assistance for Research in the Tourism / Hospitality Industry

Financial assistance up to maximum of ₹ 5 Lakh will be provided to recognized Travel Associations/ Hotel Associations/ Chamber of Commerce/ other Travel & Hospitality Bodies to carry out market research studies on travel and tourism/ hospitality sector in Jammu & Kashmir. The subject matter will be finalized as per the relevance and requirement of the industry. Not more than three such studies will be sanctioned each year. Preference to be given to reputed hospitality associations and recognized institutes like IIMs.

#### 10.7 Support to Eco Tourism

100% reimbursement on achieving the certifications and standards from the Eco Tourism Society of India up to a maximum amount of ₹ 1 Lakh for maximum of Five Tourism Units per year.

#### 10.8 Interest subsidy to eligible Tourism Units

The interest subsidy shall be as per the Jammu and Kashmir Industrial Promotion Policy, 2020.

#### 10.9 Power tariff

As per notification by Government of Jammu and Kashmir Electricity tariff order.

#### 10.10 Incentive for Information & Communication Technology (ICT)



- The Jammu & Kashmir Government will duly facilitate and support international and national level conferences, exhibitions and other events in Jammu & Kashmir for the promotion of the usage of ICT in the tourism sector. Financial assistance for conducting such conferences/ events will be provided to the maximum limit of ₹ 5 lakh per event to max 5 events per year, as may be approved by the Tourism Department.
- The tourist service provider providing audio/ video guide will be eligible for one-time assistance up to 25% of the cost of procuring the equipment / content creation or ₹ 2 Lakh, whichever is less. Incentive can be availed for two units per year during the operative period of the policy.

#### 10.11 Convergence of Different Schemes

Convergence among different schemes of Government Department including Rural Development Department, Forest, R&B, Transport, Lakes & Waterways Development Authority, Tourism Development Authority etc to synergise them for development of infrastructure and other facilities at various tourism destinations.

#### 10.12 Diesel Generator Set / Green Energy Option

As per the relevant provision of the Jammu and Kashmir Industrial Promotion Policy, 2020.

### 11. Proposed Projects (Proposed projects are only indicative)

#### 11.1 Outsourcing of Assets/Projects

- Tourism Department and its corporations will identify the properties to be outsourced or put to any mechanism as deemed appropriate by the Government/board of Directors

#### 11.2 Eco-Circuit Projects

- The Department will develop Eco-Circuit projects in Jammu & Kashmir with the active participation of the private sector.
- The list of the projects is tabled below:

S.No.	District	Eco-Circuit
1.	Srinagar	Hokarsar Wetland, Dachigam
2.	Jammu	Surinsar, Gharana Wet Lands
3.	Baramulla	Hygam, Ningli, upper belt Yousmarg & Rafiabab
4.	Budgam	Tosamaidan & Doodhpathri
5.	Udhampur	Patnitop, Chenanai, Sudhmahadev, Mantalai, DuduBasantgarh, Ramnagar, Pancheri, Keya, Mansar
6.	Ramban	Nathatop, Sanasar, Daggantop, Gool
7.	Kishtwar	Potato Farm, MarganTop, Marwah/Warwah, Sithan, Dacchan, Gulabgarh (Skiing and Snow adventure), Kishtwar High Altitude National Park
8.	Rajouri	Shakkermarg, Dera Ki Gali
9.	Poonch	Poonch, Loran, Chandimarh, Bafliaz, Noori Chamb
10.	Kathua	Bani, Sarthal, Siara Jasrota Wildlife Sanctuary, Machedi, sacred groves of Dhagger, Rhododendron trails of Banjal
11.	Kupwara	Sogam, Lolab, Bangas Valley, Limber, Dangyari, <b>Kalaroos</b>
12.	Shopian	Hirpur
13.	Kulgam	Ahrabal



### 11.3 Destination Development Projects

- To promote the unexplored tourist destination of the Jammu & Kashmir, the Department with the private sector participation will prepare destination tourism development plans.
- Suggested destination for the projects; to be notified separately, will have amenities like residential cottages, hospital, school, shopping area, parking, cobbled streets/path, movement through electrical vehicles, parks, club, entertainment centres etc.

### 11.4 Lake Tourism

- The Department in collaboration with the Boards/ Agencies intends to develop beautiful lakes in Jammu & Kashmir with active participation of the private sector to give boost to the local economy and overall upliftment of the area.
- The list of lakes is as under:

S. No.	District	Lake
1.	Srinagar	Dal/ Nigeen & Anchar Lake
2.	Jammu	Surinsar
3.	Baramulla	Wular Lake
4.	Bandipora	Manasbal Lake, Bandipora
5.	Kathua	Ranjit Sagar Dam/ Lake, Gati Dam, Ujj Dam
6.	Reasi	Salal Dam
7.	Doda	Baglihar Dam
8.	Rajouri/Poonch	Seven Pir Panchal Alpine Lakes, Nandan Sar, Sukh Sar, Neel Sar, Gum Sar, Akaldakshni, Chandan Sar, Baghsar, Smatsar Lake (Budhal)
9.	Kishtwar	Dool
10.	Udhampur	Mansar

### 11.5 Ropeway Projects

- The Department has planned ropeway projects at feasible locations near major tourist spots. Such projects will be developed with private sector participation.
- Possible sites for the new ropeway projects are tabled below:

S.No.	District	Ropeway Project
1.	Srinagar	Shankaracharya, Dara to Mahadev
2.	Reasi	Shiv Khori
3.	Budgam	Yusmarg
4.	Udhampur	Mansar, Pinglamata, Patnitop to Sudmahadev to Mantalai
5.	Doda	Bhaderwah
6.	Kishtwar	Chaugan - Kalamsatar
7.	Ganderbal	Amarnath

### 11.6 High Class Tented Accommodation

- The Department intends to provide tented accommodation/ hutments at various locations in Jammu & Kashmir through private partnerships

S.No.	District	Tented Project
1.	Ganderbal	Sonmarg, Naranag, Manasbal
2.	Baramulla	Gulmarg, Watlab
3.	Anantnag	Pahalgam, Duksam, Kokernag, Verinag
4.	Kathua	Purthu, Bani, Sarthal, Dhagger, Siara, Bani, Chatargala
5.	Udhampur	Pancheri, Patnitop, Mantalai, Dudu
6.	Ramban	Sanasar, Googlidhar
7.	Doda	Bhaderwah: Jai, Padri, Khellani Top, Gur Danda, Balote, Khani-Top, Chhatar Galah
8.	Kishtwar	Sinthan Top, Potato Farm, Gulabgarh to Machail (enroute), Brindavan, Chingam, Paddar, Bharnoi Marwah, Warwan, Dachhan, Vimal Nag
9.	Rajouri	DKG, Shakkermarg, Nangathub, KesriHall (Budhal), GirganValley, Budhkanari (Darhal)
10.	Poonch	Loran, Nandishool, Mandi, Noorichamb
11.	Kulgam	Aharbal
12.	Kupwara	Lolab, Dangyari, Bangas
13.	Bandipora	Gurez
14.	Srinagar	Dara

### 11.7 Star Category Hotels

- The Department intends to develop Star Category Hotels at various locations with the private sector participation

S.No.	District	Star Category Hotels
1.	Jammu	Jammu
2.	Srinagar	Srinagar
3.	Baramulla	Gulmarg including Ice Hotel
4.	Anantnag	Pahalgam including Ice Hotel
5.	Reasi	Katra
6.	Udhampur	Patnitop, Mantalai, Mansar
7.	Doda	Bhaderwah
8.	Budgam	Yusmarg
9.	Ganderbal	Sonmarg
10.	Kathua	Basoli
11.	Star category Hotels along with National Highway Lakhanpur to Uri	

30/10/20

### 11.8 Skiing Projects

- The Department intends to develop Skiing projects in the Jammu & Kashmir at various locations with the private sector participation

S.No.	Location	Facilities
1.	Patnitop, Nathatop, Sanasar	Skiing Resort
2.	Sinthan Top, Bhaderwah, Padri, Jai	Ski Resort/ Fun skiing Resort/ Snow bound Resort
3.	Sarthal, Chala, Dhagger	Skiing Resort
4.	Gulmarg	Ski Resort with ski-lift facilities, Winter Olympics Sports Training Centre, Summer Activities like camping, hiking, mountain biking etc.
5.	Pahalgam, Aru Valley	Snow and Ski Sports
6.	Padritop, Bhaderwah	Snow and Ski Sports
7.	Doodhpatri	Snow and ski sports

### 11.9 Adventure Activities

- The Department intends to develop Jammu & Kashmir as an adventure hub. The Department intends to promote following areas as adventure destinations with the activities tabled below:

S.No	Location, District	Adventure Activity
1.	Anantnag: Pahalgam	Paragliding, Trekking, Camping & Rafting
2.	Budgam: Yusmarg, Tosemaidan and Dodh Pathri	Trekking and Camping
3.	Ganderbal: Sonmarg	Trekking, Camping & Rafting
4.	Jammu: a) Aitham b) Surinsar c) Ambaran	Paragliding Water Based activities, Heritage tracks
5.	Kathua: a) Siara, Gatti b) Ranjit Sagar Dam c) Sarthal d) Macchedi e) Bani f) Basoli	Paragliding Water Based activities
6.	Doda: a) Sonbain to Bhaderwah, Manthla to College Ground Bhaderwah, Chattergalla to Sarthal	Paragliding Snow bound adventure activities Water Based activities



	b) Jai Valley, Bhaderwah c) Baglihar Dam d) Lal Draman e) Chinta Valley f) Pul Doda g) Badarwah	
7.	Kishtwar: Thakrai, Gulabgarh, Dul-Hasti Dam	Snow Bound Adventure activities Water Based activities
8.	Ramban/ Udampur: Patnitop, Sanasar, Mansar, Jug Dhar, Pancheri	Rock climbing, Zipline, Trekking, Camping, Cycling, water sports activities.
9.	Kishtwar, Rajouri, Poonch, Bhaderwah	Mountaineering Expedition
10.	Patnitop, Ramban, Rajouri, Poonch, Kishtwar	Trekking
11.	Reasi: a) Dhanwa Sallon b) Seri c) Salal Dam/ Thanpal d) Bukkal Bridge e) Baradri / Dera Baba	Paragliding Water Sports

### 11.10 Eco Parks

- The Department intends to develop Eco Parks in the Jammu & Kashmir at the following locations through private partnerships

S.No.	District	Eco Park
1.	Jammu	Mansar, Surinsar, Gharana Wetland
2.	Kathua	Basohli, Bani
3.	Udhampur	Pancheri, Mantalai
4.	Doda	Bhaderwah
5.	Kishtwar	Marwah, Warwan area
6.	Rajouri	Dera Ki Gali, PatliKila (Koteranka), Bag (Darhal)
7.	Anantnag	Sethar
8.	Baramulla	Upper belt of Rafiabad
9.	Shopian	Hirpur
10.	Kulgam	Ahrabal
11.	Kupwara	Lolab, Bangas
12.	Bandipora	Gurez

### 11.11 International Institutes

- The Department intends to set up International institutes in the Jammu & Kashmir with the private sector participation at the following locations,

S.No.	Location	International Institute
1.	Jammu/ Kashmir	International Institute of Adventure Tourism
2.	Kashmir	Food Craft Institute



3.	Jammu	Institute of Hotel Management
4.	Sanasar/ Sonmarg	School of Adventure Tourism
5.	Basholi Kathua	International Institute of Miniature Paintings
6.	Gulmarg	Skiing Institute
7.	Kishtwar	Mountaineering Institute
8.	Jammu/ Kashmir	Satellite Campus of Indian Institute of Tourism and Travel Management, Gwalior

### 11.12 Golf Projects

- To promote leisure sports in Jammu & Kashmir, the Department will identify new Golf destinations for their development through private partnership.

### 11.13 Health and Wellness

- The Department intends to set up Health and Wellness centres at the following locations through private partnerships

S.No	Location	District
1.	Sanasar, Mantalai, Kud	Ramban/ Udhampur
2.	Loran, DKG, Hilltak, Tatapani (hotsprings)	Poonch /Rajouri
3.	Bhaderwah	Doda
4.	Billawar	Kathua
5.	Uttarbehni/ Purmandal, Baba Chambiyal	Jammu
6.	Srinagar	Srinagar
7.	Pahalgam	Anantnag
8.	Gulmarg	Baramulla
9.	Yusmarg	Budgam
10.	Lolab	Kupwara
11.	Mantalai	Udhampur
12.	Sanasar	Ramban

### 12. Jurisdiction of Courts

- The courts within the territorial jurisdiction of Jammu and Kashmir shall have sole jurisdiction to try cases which may arise in connection with this policy.



## Annexure I

### Category A Categorization for Incentives (Highly Commercialized)

No	Tourist Spot	District
1	Gulmarg	Baramulla
2	Pahalgam	Anantnag
3	Sonamarg	Ganderbal
4	Patnitop	Udhampur
5	Katra Town (Municipal Limit)	Reasi
6	Srinagar (Municipal Limit)	Srinagar
7	Jammu (Municipal Limit)	Jammu

### Category B (Less Commercialized)

No.	Tourist Spot	District	No.	Tourist Spot	District
1	Mansar-Surinsar	Udhampur/Jammu	30	Ziyarat Noor Din Wali Sallar	Anantnag
2	Ransoo-Shiv Khori	Reasi	31	Ziyarat Sharief Jamoo	Anantnag
3	Shahdara Sharief	Rajouri	32	Ziyarat Amir Kabir	Anantnag
4	Bhaderwah Town	Doda	33	Ziyarat Amir Seer Hamdan	Anantnag
5	Basohli (Ranjit Sagar Dam)	Kathua	34	Imam Bada Sofipora	Anantnag
6	Kheer Bhawani (Tullumula)	Ganderbal	35	Kokernag village	Anantnag
7	Gagangir (Sonamarg)	Ganderbal	36	Verinag Village	Anantnag
8	Manasbal Lake	Ganderbal	37	Chatpal	Anantnag
9	Yusmarg	Budgam	38	Achabal	Anantnag
10	Tosamaidan	Budgam	39	Kungwatan	Kulgam
11	Doodpathri	Budgam	40	Hirpora	Shopian
12	Chari-Sharief	Budgam	41	Lam (Tral)	Pulwama
13	Zainuddin Wali (Aishmuqam)	Anantnag	42	Sharashali Khrew	Pulwama
14	Mattan	Anantnag	43	Narbal (Gulmarg)	Budgam
15	Aru Valley	Anantnag	44	Magam	Budgam
16	Daksum	Anantnag	45	Khag	Budgam
17	Aharbal Waterfall	Kulgam	46	Tangmarg	Baramulla
18	Peer Ki Gali (Mughal Road)	Shopian	47	Candilora	Baramulla
19	Wullar Lake	Bandipore	48	Ferozpora Tangmarg	Baramulla
20	Gurez	Bandipore	49	Sumbal Sonwari	Baramulla
21	Lolab	Kupwara	50	Watlab	Bandipore
22	Sanasar-Shankhpal Devta	Ramban	51	Reshwari	Kupwara
23	Pampore (Saffron Fields)	Pulwama	52	Dara	Sriangar
24	Shikargah	Pulwama	53	Faqir Gujri	Sriangar
25	Kud	Udhampur	54	Pandrethan	Sriangar
26	Drang	Baramulla	55	Kishtwar Town	Kishtwar
27	Nangali Sahib	Poonch	56	Chanderkote-Pul-Doda (Artificial Lake)	Ramban/Doda
28	Akhnour	Jammu	57	Batote	Ramban
29	Mathwar Dev Sathan	Jammu			

**Category C  
(Remote Areas)**



No	Tourist Spot	District	No	Tourist Spot	District
1	Sukrala, Bala Sundri, Dollah Mata Area	Kathua	35	Thein Village	Kathua
2	Kheer Bhawani Asthapan (Devibal)	Anantnag	36	Bilawar-Machadi	Kathua
3	Sinthan Top	Anantnag	37	Baradari, Bhimgarh Fort	Reasi
4	Sudhmaha-Dev, Mantalai	Udhampur	38	Thoru, Daggan Top	Reasi
5	Kounsarnag	Kulgam	39	Seven Lakes, Nanan Sar	Rajouri
6	Hygam	Baramulla	40	Dera-Ki-Gali	Rajouri
7	Padder, Machail	Kishtwar	41	Dani Dhar Kila	Rajouri
8	Purmandal, Uttarbehni	Samba	42	Loran, Nandi Chool, Jabhi, Toti	Poonch
9	Baba Chamliyal Shrine (Indo-Pak Border)	Samba	43	Dhana Satar, Ram Kund, Lohar Devta	Poonch
10	Bani-Basohli	Kathua	44	Mandi Rajpura (Buda Amarnath)	Poonch
11	Noori Chamb-Peer-Ki Gali	Poonch	45	Mughal Maidan Chatroo	Kishtwar
12	Sadhna Pass	Kupwara	46	Bimalnag	Kishtwar
13	Tulail	Bandipore	47	Dessa, Lal Draman, Dal Draman	Doda
14	Surinsar-Mansar	Jammu/Udhampur	48	Chiralla, Bhallessa	Doda
15	Nou Devian, Dera Baba Banda, Aghar Jitto, Baba Dhansar, Siar Baba	Reasi	49	Gool, Sangaldhan	Ramban
16	Krimchi, Mansar, Shankri Devta, Panchari	Udhampur	50	Mohu-Mangat	Ramban
17	Jawala Mukhi Temple (Khrew)	Pulwama	51	Pogal Paristan (Sunseri, Sargali, Sarvadar, Devlab etc.)	Ramban
18	Chinta, Jai, Padri, Khani Top, Bhal Padre, Chattargala, Seojdhar etc	Doda	52	Ukhral-Neel Top	Ramban
19	Jhiri Village (Baba Jitto), Baba-Ka-Talab)	Jammu	53	Aliabad Sarai	Shopian
20	Suchet Garh, Gharana Wetland	Jammu	54	Khankah Pinjoora	Shopian
21	Waseknag	Kulgam	55	Karnah	Kupwara
22	Sarthal Mata/Meadows	Kishtwar	56	Machil	Kupwara
23	Nilnag	Budgam	57	Tangdhar	Kupwara
24	Khalini Top	Doda	58	Pakherpora	Budgam
25	Awantipora	Pulwama	59	Saderkote Payeen	Bandipore
26	Khilanmarg	Baramulla	60	Parihaspora	Baramulla
27	Dudu Basant Garh	Udhampur	61	Rafiabad	Baramulla
28	Ramnagar (Dalsar Lake, Chountra, Marara & Pingla Mata)	Udhampur	62	Boniyar	Baramulla
29	Margan Top	Anantnag	63	Badra-Kali Mandir	Kupwara
30	Khankah (Tral)	Pulwama	64	Village Bajalta	Jammu
31	Aripal (Tral)	Pulwama	65	Village Pargalta	Jammu
32	Sangerwani	Pulwama	66	Village Malhori	Jammu
33	Jhaggar Kotli	Jammu	67	Pora Kotla Meadow's Ransoo	Reasi
34	Swankha Jard	Samba			

**Note:-** All other places which have potential to be developed as a tourist destination, to be certified by the Director Tourism, Jammu/Kashmir and do not figure in the list of destinations categorized as A & B will be the Category C destination under this policy.



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