

Tourism & Archaeology

Vision

To use the state's natural and heritage resources to foster the development of tourism as a viable sector of the economy.

Economic & Social Potential

- | | | |
|-----------------------|--|------------------------|
| i. Scenic Beauty | ii. Historical and Archaeological Assets | iii. Cultural Heritage |
| iv. Religious Tourism | v. Mountain Based Adventure Tourism | vi. Mountaineering |
| vii. Trekking | viii. Summer Camping & Hikes | ix. Water Based |
| Adventure Tourism | x. Para-gliding: | |

Strategy

- Departing from public sector led conventional mode of tourism development.
- Mainstreaming tourism planning, development and implementation.
- Providing air and construction of Road Links to the tourist destinations.
- Establishment of Hotels/ Motels/ Transport Services for Tourists.
- Promotion of Adventure Tourism/Resort development.
- Identification, Preservation & Protection of Archaeological / Historical Assets.
- Establishment of Publicity Network for publicity Promotion through electronic & Print Media.
- Up-gradation , extension and development of recreational facilities by fostering the Public Private Partnership (PPP).
- Privatization of the existing infrastructural potential in AJK.
- Incentives for local communities and their capacity building by inviting them to involve in tourist activities and Tourism Department providing them skills, soft loans, rebates on mark ups, basic facilities like phone, internet, electricity, roads and trainings etc.
- Institutionalizing the tourism training / education network by inducing the universities to establish Tourism Development Institutes / Departments.
- A warm and welcoming environment to greet tourist in AJK.
- Documentation and Interpretation of Tourism Potentials of AJK.

Salient Features of ADP 2013-14 & 2014-15

Tourism Sector's projected outlay for the year 2014-15 is planned as Rs. 115.00 million. Tourism schemes portfolio comprises of 16 schemes, out of which 4 schemes have been completed this financial year while 3 schemes are targeted for completion during 2014-15. Total Financial outlay of the sector from GoAJK is as under:-

| Source | Revised Allocation 2013-14 Rs. million | Allocation 2014-15 Rs. million |
|-----------------|---|-----------------------------------|
| Development | 116.508 | 115.000 |
| Non-development | 66.522 | 111.213 |

Main physical Targets and Achievements

| S.# | Description | Unit | FY 2013-14 | | FY 2014-15 |
|-----|--|-------|------------|--------|------------|
| | | | Planned | Actual | Target |
| 1 | Development of Tourist Resorts in AJK | Nos. | 8 | 75% | 100% |
| | Purchase of Land | Kanal | 35 | 2% | 100% |
| | Construction of Motels / Tourist Lodges | Nos. | 5 | 80% | 100% |
| | Tourist Huts/ Cafeteria/ Tuck Shops | Nos. | 54 | 50% | 100% |
| | SPA Resort at Tattapani | Nos. | 1 | 60% | 100% |
| | Tourist Information Centers/Welcome Booths | Nos. | 7 | 50% | 100% |
| | Tourism Complex | Nos. | 1 | - | 30% |
| | Repair & Renovation of Rest Houses | Nos. | 13 | 75% | 100% |
| | Parks/ Dormitory | Nos. | 8 | 80% | 100% |
| | Rest Places | Nos. | 35 | 10% | 80% |
| | Museum | Nos. | 1 | 10% | 100% |

**Completion Status of Projects
No. of Projects**

| Year | Planned | Actual |
|---------|---------|--------|
| 2013-14 | 05 | 04 |
| 2014-15 | 03 | - |

SUMMARY
ANNUAL DEVELOPMENT PROGRAMME 2014-15, AZAD JAMMU & KASHMIR

(Rupees in Million)

| Sector/Sub-Sector | No. of Schemes | Approved(Rev.)/ Estimated Cost | Financial Progress | | | Allocation 2014-15 | Expected Progress Upto June 2015 (%) | Throw Forward as on 01-07-2015 |
|--------------------|----------------|-----------------------------------|--------------------------------|---------------------------------|--|-----------------------|---|---|
| | | | Budget Estimates 2013-14 | Revised Estimates 2013-14 | Expected Expenditure Upto June 2014 | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| Tourism | | | | | | | | |
| a.) Tourism | | | | | | | | |
| On Going | 14 | 959.420 | 115.000 | 116.508 | 463.858 | 110.459 | 60% | 385.103 |
| New | 2 | 179.000 | 0.000 | 0.000 | 0.000 | 4.541 | 3% | 174.459 |
| Total | 16 | 1,138.420 | 115.000 | 116.508 | 463.858 | 115.000 | 51% | 559.562 |
| Tourism | | | | | | | | |
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ANNUAL DEVELOPMENT PROGRAMME 2014-15, AZAD JAMMU & KASHMIR

SECTOR:

Tourism

(Rupees in Million)

SUB-SECTOR:

Tourism

| Ser. No. Ref.# | Name of the Project with Status & Location | Date of Approval/ Completion App. Forum | Approved(Rev.)/ Estimated Cost | Financial Progress | | | Allocation 2014-15 | Expected Progress Upto June 2015 (%) | Throw Forward as on 01-07-2015 |
|-------------------------|--|--|-----------------------------------|--------------------------------|---------------------------------|--|-----------------------|--|---|
| | | | | Budget Estimates 2013-14 | Revised Estimates 2013-14 | Expected Expenditure Upto June 2014 | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| ONGOING PROJECTS | | | | | | | | | |
| 1 TOU-11 | Establishment of Tolipir Hill Resort, Districts Poonch & Bagh | 04 Jan 2006 03 Jan 2009 AKDWP | 36.000 | 7.570 | 0.920 | 29.350 | 6.650 | 100% | 0.000 |
| 2 TOU-12 | Establishment of Tourist Resort at Tattapani, Districts Kotli & Poonch | 04 Jan 2006 04 Apr 2014 AKDWP | 13.580 49.377 Revised | 15.000 | 15.800 | 34.862 | 14.515 | 100% | 0.000 |
| 3 TOU-14 | Development of Chikkar Sudhangali Hill Resort | 11 Sep 2007 10 Sep 2010 AKDWP | 65.513 | 8.790 | 11.450 | 51.219 | 14.294 | 100% | 0.000 |
| 4 TOU-100 | Additional Accommodation Facilities at Existing Tourist Resorts in AJK | 16 Jun 2007 30 Jun 2011 AKDWP | 39.000 72.000 Revised | 5.612 | 5.612 | 72.000 | 0.000 | 100% | 0.000 |
| 5 TOU-101 | Establishment of Publicity Network in A.K | 16 Jun 2007 15 Jun 2015 AKDWP | 40.000 83.000 Revised | 1.508 | 11.350 | 51.534 | 10.000 | 74% | 21.466 |
| 6 TOU-103 | Development of Dheerkot Tourist Resort | 11 Sep 2007 10 Sep 2010 AKDWP | 57.000 | 6.687 | 7.800 | 33.678 | 10.000 | 77% | 13.322 |
| 7 TOU-104 | Development of Tourist Resort Dao Khan District Muzaffarabad | 11 Sep 2007 10 Sep 2010 AKDWP | 49.335 | 5.492 | 6.800 | 25.534 | 10.000 | 72% | 13.801 |
| 8 TOU-105 | Development of Tourist Resort Areas in Azad Kashmir, Pirchinasi Hill Resort, (Phase-1) | 21 Sep 2004 20 Sep 2007 AKDWP | 26.770 23.813 C.C. | 6.167 | 3.210 | 23.813 | 0.000 | 100% | 0.000 |
| 9 TOU-111 | Development of Nagishower Tourist Resort District Sudhnoti | 05 Apr 2009 04 Apr 2012 AKDWP | 91.382 | 5.900 | 0.250 | 1.380 | 10.000 | 12% | 80.002 |
| 10 TOU-114 | Upgradation of Existing Tourist Facilities in AJ&K. | 04 Apr 2012 04 Apr 2015 AKDWP | 74.000 | 15.813 | 23.300 | 41.839 | 10.000 | 70% | 22.161 |
| 11 TOU-119 | Development of Road Side Facilities in AJ&K | 01 Apr 2010 31 Mar 2013 AKDWP | 95.000 | 5.000 | 7.755 | 11.349 | 10.000 | 22% | 73.651 |
| 12 TOU-133 | Construction of Tourist Lodge Khoiratta District Kotli | 09 Mar 2010 15 May 2015 AKDWP | 10.725 27.000 Revised | 16.275 | 16.275 | 27.000 | 0.000 | 100% | 0.000 |
| 13 TOU-135 | Construction of Tourism Complex at Muzaffarabad | 29 Mar 2013 28 Mar 2015 AKCDC | 177.000 | 10.000 | 0.800 | 1.300 | 15.000 | 9% | 160.700 |

ANNUAL DEVELOPMENT PROGRAMME 2014-15, AZAD JAMMU & KASHMIR

SECTOR:

Tourism

(Rupees in Million)

SUB-SECTOR:

Tourism

| Ser. No. Ref.# | Name of the Project with Status & Location | Date of Approval/ Completion App. Forum | Approved(Rev.)/ Estimated Cost | Financial Progress | | | Allocation 2014-15 | Expected Progress Upto June 2015 (%) | Throw Forward as on 01-07-2015 |
|-------------------------|--|--|-----------------------------------|--------------------------------|---------------------------------|--|-----------------------|--|---|
| | | | | Budget Estimates 2013-14 | Revised Estimates 2013-14 | Expected Expenditure Upto June 2014 | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| ONGOING PROJECTS | | | | | | | | | |
| 14 TOU-274 | Construction of Tourist Resorts in Neelum Valley | 28 Mar 2008 28 Mar 2011 AKDWP | 59.000 | 5.186 | 5.186 | 59.000 | 0.000 | 100% | 0.000 |
| Total On Going Tourism | | | 959.420 | 115.000 | 116.508 | 463.858 | 110.459 | 60% | 385.103 |

| NEW PROJECTS | | | | | | | | | |
|----------------------|--|--------|------------------|----------------|----------------|----------------|----------------|------------|----------------|
| 1 TOU-134 | Adventure Based Tourism Promotional Activities in AJ&K | Un-App | 80.000 | 0.000 | 0.000 | 0.000 | 2.000 | 3% | 78.000 |
| 2 TOU-277 | Repair and Ranovation of Red Fort Muzaffarabad | Un-App | 99.000 | 0.000 | 0.000 | 0.000 | 2.541 | 3% | 96.459 |
| Total New Tourism | | | 179.000 | 0.000 | 0.000 | 0.000 | 4.541 | 3% | 174.459 |
| Total Tourism | | | 1,138.420 | 115.000 | 116.508 | 463.858 | 115.000 | 51% | 559.562 |
| Total Tourism | | | 1,138.420 | 115.000 | 116.508 | 463.858 | 115.000 | 51% | 559.562 |