

# Jammu and Kashmir welcome Arab Tourists

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India's stand at this year's ATM was one of the most active. During the main conference on Indian Tourism, I asked the Minister of State for Tourism & Culture about the best place for Arab Tourists this summer. She introduced me to Mr. Naeem Akhtar, the Secretary to Government in the Tourism Department in Jammu and Kashmir. Mr. Akhtar told me that Jammu and Kashmir is the best place for Arab tourists.

He invited me to attend the press conference and dinner at the Royal Ascot Hotel in Dubai to find out why. We watched a film about the area that shows lakes, green meadows and rivers. Mr. Naeem said after the film that these are the Jewels of the Himalayas. He added that Jammu and Kashmir is a unique land which has enamoured both travellers and local people with its multi-dimensional culture, geography and history, blended with unrivalled natural bounty in all three regions: Kashmir, Jammu and Ladakh.

## Kashmir

The very name conjures up images of snow-laden peaks, crystal lakes, rolling meadows, orchards and of course unparalleled beauty. The most famous landmark of Srinagar, Dal Lake, supports a vibrant aquatic life, comprising fishermen, house boats, shops, floating markets and even villages. Among the most famed winter haunts Gulmarg occupies the pride of place, with the Gondola cable car reaching up to 13,400 ft, making it one of the highest ski lift served resorts in the world.

## Jammu

Jammu is called the city of temples and each one is different in the experience it offers. Jammu is surrounded by places to visit to experience the heady delights of travelling. Among them are Patnitop, a picturesque plateau, Sanasar, a cup shaped meadow,



Ladakh

لادخ



Jammu

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Batote, overlooking the spectacular Chenab Gorge and Kud, a destination with panoramic views of the Shivalik hills.

## Ladakh

The creases of time have shaped the rugged

beauty of this land. Rocky terrains, turbulent rivers, enchanting valleys and picturesque lakes, all form a pristine backdrop, to some of the most magnificent and ancient monasteries and monuments. ■