

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:1102  
ANSWERED ON:30.07.2010  
IMPACT OF ADVISORIES ON TOURISM  
Ramasubbu Shri S.

**Will the Minister of TOURISM be pleased to state:**

- (a) whether some countries have issued advisories to its nationals against visiting to India;
- (b) if so, the impact of the said advisories on the foreign tourist arrivals and foreign exchange revenues; and
- (c) the steps taken by the Government in this regard?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

(a) to (c): Various Countries issue travel advisories from time to time, advising their citizens to avoid travel or to take precautions while traveling to other countries.

The Ministry of Tourism through the Ministry of External Affairs, Indian Missions abroad and its overseas offices takes up the matter regarding lifting or softening of travel advisories as and when they are issued by other countries in order to minimise the adverse impact on tourist arrivals.

Besides, the Ministry takes several other steps to minimise the adverse impact of such advisories which include liberalizing the Marketing Development Assistance Scheme for service providers promoting India, organizing Road Shows in important tourist generating markets overseas to make the Tour Operators and local Media aware of the ground realities, arranging familiarisation tours to India for international travel trade and media representatives to keep them updated on safety/security conditions in the country.

Further, to create confidence amongst foreign tourists visiting India the Ministry of Tourism holds regular interactions with the international travel industry and media through the Indian Missions and India Tourism offices overseas.