

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:4264  
ANSWERED ON:22.03.2013  
INCENTIVES TO FOREIGN TOURISTS  
Dhruvanarayana Shri R. ;Rana Shri Jagdish Singh

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

- (a) whether the Government has any policy to promote tourism in domestic and international markets;
- (b) if so, the details thereof indicating the new incentives and subsidies provided therein;
- (c) whether the Government also has any incentive/special scheme to attract tourists of certain foreign countries;
- (d) if so, the details thereof indicating the names of such countries;
- (e) whether the Government proposes to give such incentives to some more countries for the purpose; and
- (f) if so, the details thereof and the steps taken by the Government in this regard?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) Yes, Sir.

(b) to (d) The Ministry of Tourism, as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line. In addition, the Ministry of Tourism through its overseas offices also organises Road Shows, Know India Seminars, Workshops; participates in various Fairs, Exhibitions and Events to promote various Indian tourist destinations and products.

As a facilitative measure to attract more foreign tourists to India, the Government launched a scheme of Tourist Visa on Arrival (TVOA) for the nationals of five countries, namely, Finland, Japan, Luxembourg, New Zealand & Singapore with effect from 01.01.2010. This scheme was extended to the nationals of Cambodia, Laos, the Philippines, and Vietnam with effect from 01.01.2011 and the nationals of Indonesia and Myanmar with effect from 28.01.2011. Presently, the scheme is available to the nationals of eleven countries. TVOA facility is presently, available at the international airports of Delhi, Mumbai, Chennai & Kolkata.

(e) and (f) An independent study was conducted by the Indian Institute of Tourism and Travel Management, which noted that TVOA scheme has a significant and positive impact on the decision to travel to India. Extension of TVOA is an ongoing process which is based on various parameters which include travel trends and security concerns.