

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.1398  
ANSWERED ON 05.03.2018**

**INDUSTRIAL TOURISM**

**1398. SHRI C. MAHENDRAN:**

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

- (a) whether the Government has any mechanism to promote industrial tourism in the country;**
- (b) if so, the details thereof;**
- (c) whether any of the State Governments has taken such initiative;**
- (d) if so the details thereof; and**
- (e) whether this will help to explore new avenues of income generation and tie ups and if so, the details thereof?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(SHRI K.J. ALPHONS)**

**(a) to (e): No, Madam. However, the Ministry of Tourism promotes India as a holistic destination and 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, to promote tourism products and destinations of the country. MoT also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time.**

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