

## New Tourist Destinations | Madhya Pradesh | 21 Sep 2024

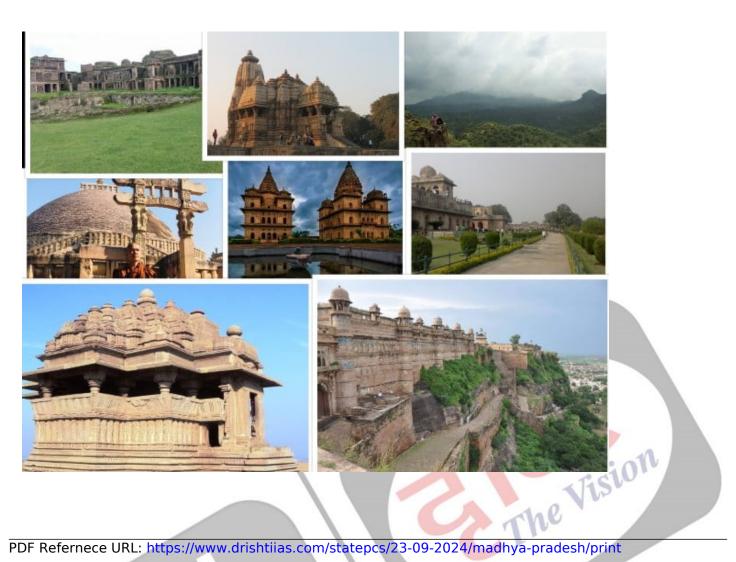
## Why in News?

**Madhya Pradesh Government** has recently been promoting lesser-known <u>tourist spots</u> to offer unique experiences and handle the increasing number of visitors.

## **Key Points**

- Development of Offbeat Destinations:
  - The state is developing 50 new offbeat tourist destinations to attract travelers seeking peaceful and less crowded places.
  - This initiative is aimed at dispersing tourism across the state, allowing visitors to explore hidden jewels and lesser-known areas of Madhya Pradesh.
- Focus on Sustainability and Responsible Tourism:
- Madhya Pradesh is building a sustainable tourism ecosystem with a focus on green, clean, and safe environments.
- The <u>Pachmarhi hotel</u>, entirely managed by women, reflects the state's leadership in responsible tourism and women empowerment.
- Boosting Employment and Women Participation:
  - Over 40,000 women are being trained for tourism-related jobs as part of this initiative, contributing to employment generation in the state.
- Heritage and Natural Beauty:
  - Known for its archaeological, geological, and cultural marvels, Madhya Pradesh is enhancing its tourism appeal nationally and internationally by promoting these offbeat destinations.

//



PDF Refernece URL: https://www.drishtiias.com/statepcs/23-09-2024/madhya-pradesh/print