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

### Why in News?

**Madhya Pradesh Government** has recently been promoting lesser-known [tourist spots](#) 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 [Pachmarhi hotel](#), 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.

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