

New Tourist Destinations | Madhya Pradesh | 21 Sep 2024

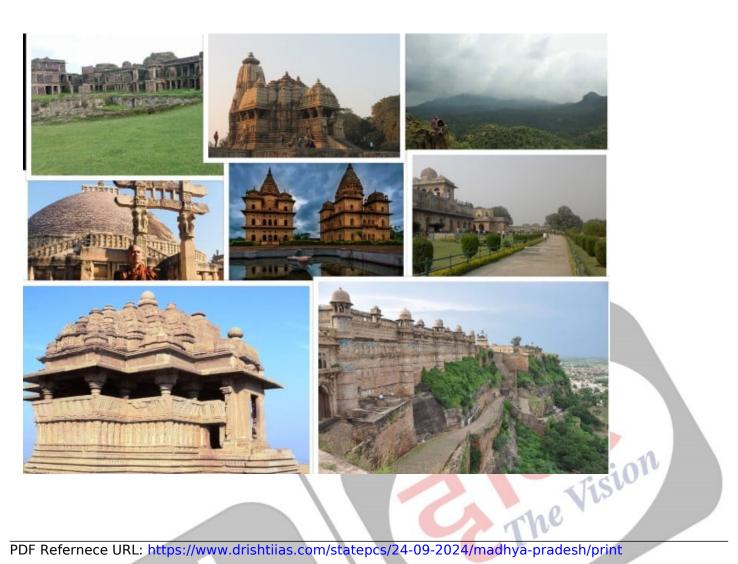
Why in News?

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.

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