

Madhya Pradesh- an offbeat multispeciality destination of first choice!

A bench mark in Indian Tourism through impactful Responsible Tourism



London, United Kingdom Nov 13, 2023 ([Issuewire.com](https://www.issuewire.com)) - Madhya Pradesh Tourism's proactive participation at the World Travel Mart London from the 6th to the 8th of November included a bespoke stall which showcased the State's rich heritage and culture, promoting Gond Art, an extraordinary art form, and Madhya Pradesh's unspoilt jungles and wildlife. Madhya Pradesh Tourism also initiated effective B2B, influencer and collaboration outreach at this global milestone event.

"Madhya Pradesh is in every way an explorer's paradise with multiple authentic experiential tourism choices which are unique and memorable," said Mr. Sheo Shekhar Shukla Principal Secretary, Tourism & Culture Govt. of M.P. and Managing Director of Madhya Pradesh Tourism Board. "Madhya Pradesh is often referred to as the cleanest and greenest State in India" He added

Madhya Pradesh, often referred to as the "Heart of Incredible India," is a land of unparalleled beauty and historical significance. It is home to numerous national parks and wildlife sanctuaries, including the renowned Bandhavgarh and Kanha Tiger Reserves, making it a prime destination for wildlife enthusiasts. The state's rich cultural heritage is reflected in the historic city of Gwalior a recently recognized UNESCO historical city of music, UNESCO listed prehistoric rock art caves of Bhimbekta, the magnificent temples of Khajuraho, and the UNESCO-listed heritage sites of Sanchi.

Madhya Pradesh proudly presents an immersive journey through a land that epitomizes the essence of India's culture, history, biodiversity, and rural heritage.

Madhya Pradesh Tourism also participated in a panel discussion chaired by the renowned Mr. Harold Goodwin, Professor of Responsible Tourism Management. “Madhya Pradesh is one of the first mover Indian States to create a ‘Responsible Tourism Mission’ with community empowerment and development at its centre.” Said Mr. Sheo Shekhar Shukla Principal Secretary, Tourism & Culture, Govt. of M.P. and Managing Director of Madhya Pradesh Tourism Board at this relevant thought leadership session.

Responsible Tourism in Madhya Pradesh also centres around homestays. Staying with a family and experiencing rural tourism first hand is a unique bespoke experience. Experiencing Madhya Pradesh’s warm hospitality first hand and living the experience of the ethos ‘Guest is God’. Experience local authentic rural cuisine and entertainment.

Madhya Pradesh Tourism Board

<https://www.mptourism.com/>

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