



Madhya Pradesh gets Four Gold and One Silver Awards at ICRT Awards

Why In News?

- The MP Tourism Board won four gold and one silver at the International Center for Responsible Tourism (ICRT) Awards ceremony held at Kushabhai Thackeray Convention Center in the capital Bhopal on September 7, 2022.

Key Points

- Madhya Pradesh Tourism, Culture and Religious Trusts and Endowments Minister Usha Thakur has met Shiv Shekhar Shukla (Principal Secretary, Tourism and Culture and Managing Director Tourism Board) and Dr. Along with Harold Goodwin (Founder Director of ICRT and Managing Director of Responsible Tourism Partnerships) awarded the winners.
- These awards have been given for projects like Rural Tourism Project, Safe Tourist Places Project for Women, Responsible Sovereign Development Project, Project Humsafar etc. under the Tourism Board.
- A total of 26 awards were given in nine categories at the ceremony. Madhya Pradesh Tourism Board has won gold in the categories of Increase in Diversity in Tourism: How Inclusive is Our Industries, Growing the Local Economic Benefit, Contributing to Cultural Heritage and Increase Tourism Contribution to Natural Heritage and Biodiversity. Also, won Silver Award in Access for the Differently Abled - Age Travelers, Employees and Holiday Makers category.
- It is noteworthy that the ICRT Awards is one of the most prestigious awards in the world in the field of Responsible Tourism. It is organized annually by the International Center for Responsible Tourism (ICRT). The special thing is that this award was held outside London for the first time.

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