



Madhya Pradesh Tourism Gets Three International Awards

Why in News

- Recently, Madhya Pradesh Tourism Board's Rural Tourism Project was presented with three awards including the 'Best Project' award at the International level at the World Travel Mart (WTM) World Responsible Tourism Awards-2021 ceremony in London. The ceremony was held in London from November 1 to 3.

Key Points

- The International Responsible Tourism Center gave this award for 'Best Project' in the category of '**Best Post-Covid Tourism Destination Development**'.
- In the same category, Madhya Pradesh Rural Tourism was also given 'Gold Award' at the zonal level. In another category 'Diversity in Tourism', Madhya Pradesh's concept of 'Safe Tourism for Women' project was awarded for recognition of the best project.
- On behalf of the Tourism Board, Managing Director State Tourism Development Corporation S Vishwanathan and Deputy Director Tourism Board Yuvraj Padole received the award.
- Before conferring the World Responsible Tourism Award-2021, 'Gold Awards' are given at the zonal level in India, Australia, Europe and the Middle East by dividing all the countries into four zones at the international level. The 'International Award' is given by selecting the best project out of the 'Gold Award', which was given to Madhya Pradesh Rural Tourism for the year 2021.
- Under the Rural Tourism Project, 100 villages are being developed as tourism villages in the state. Tourism activities will be conducted in these villages with the participation of the community.
- In the project 'Safe Tourist Places for Women', the number of women working at 50 selected tourist places will be increased. Activities like infrastructure development for women tourists, capacity building of local stakeholders, creation of community based organizations and self-protection training for women etc. will be implemented.
- WTM is a world class organization of tourism, of which the International Responsible Tourism Center is an important part. The International Responsible Tourism Center has announced awards in six categories for 2021.
- Held every year in London, the World Travel Market, London (WTM London) is a major event in the field of tourism, in which organizations working in the field of tour, travel and tourism from around the world participate. **It is a big platform in the world, in which people working in the field of tourism get recognition**, as well as opportunities to increase the market and business.