GIS: Govt eyeing investment to boost tourism in state

TIMES NEWS NETWORK

Indore: Banking on the tourism policy and incentives, the state government is eyeing investments to give a fillip to Madhya Pradesh as a destination for film, wellness, religious and adventure tourism.

The state government has planned to showcase the state's tourism policy and highlight benefits to investors through special sessions on tourism in the GIS and talks with business delegations.

State's film tourism policy, newly introduced adventure activities and incentives for constructing hotels among other developments are expected to be shared with investors in the summit.

Madhya Pradesh Tourism principal secretary Sheo Shekhar Shukla said, "We are looking for investments across sectors in tourism. We have one of the best and diverse tourism policy with some unique features for investors. We are open for investments not only for resorts but in adventure, film and wellness tourism too."

Adding to the adventure segment, the tourism department is developing a cruise tour from Barwani in Madhya Pradesh to the Statue of Unity in Gujarat covering about 135 km, overlooking the sprawling Sardar Sarovar Dam on the Narmada River. The state has notified 22 water bodies spread across 3000 sq km for water sports and activities.

Sumit Suri, chairman, M P Committee, Hotel and Restaurant Association of Western India said, "There is a lot of scope for Madhya Pradesh to grow. Indore city requires at least 4000 more hotel rooms looking at the rising demand and events happening in the city. The government should come up with a policy and incentives to attract hotels."

Suri, who is also representing the sector to NRIs in the NRI Summit, said: India's culture is a key to attract tourism and the NRI summit is a platform to expand the reach of our culture and tradition across the world.

Another hotelier Gev Thanewala said, "Investors want ease of doing business and quick approvals. The state government should work on reducing bottlenecks in the chain by offering a single window mechanism."