

# Ladakh

## Community-based Tourism

Partner: World Wide Fund

		Oct 2021 update			
Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
1) Setup of home-stays under the Community-based Sustainable Tourism Program with basic amenities to create alternate source of livelihood. Total no# of homestays: 5	Setup 5 homestays in Kargil	All homestays are set up and functional	Activity on track		Provide support for enhancing establishment USP and for creating contacts with travel agents etc
	Conduct 5 homestay owners training workshops				
	Conduct 3 cooking and hygiene workshops in Kargil				

Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
	Conduct 1 homestay owners nature guide workshops	Update awaited			
2) Setup of Eco-cafes under the Community-based Sustainable Tourism Program with basic amenities to create alternate source of livelihood. Total no# of homestays: 6	Set up 6 eco cafes	Matayen(Bashir): Operational. Daily business of more than Rs.2000/- Drass (Women SHG): Construction of building completed with finishing touches underway. Mulbekh 1 (Lobzang) :Construction and setup completed. Operations to begin next season. Mulbekh 2 (Eshay) : Set up complete. Operational next season. Alchi (Sonam) : Construction complete, operational next season. Tangse: Delayed due to the untimely demise of the main beneficiary. We await the family's decision to run the cafe.			
	Conduct 4 cooking and hygiene workshops	Will be conducted right before the opening of the next tourist season. Trainers are already onboarded			

Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
	Conduct 2 nature guide workshops for eco cafes	Will be conducted right before the opening of the next tourist season. Trainers are already onboarded			
3) Engaging with local tour operators such as taxi drivers and travel agents to support responsible and sustainable tourism	Conduct 2 tour operators training workshop	Physical event in Leh and material handover (Bags, collats) scheduled for November-December during lean season			
	Conduct 2 stakeholder engagement workshops	Fixed in a series on 29th & 30th October. Update awaited.			
	Conduct 2 nature guide training workshop	Will be conducted right before the opening of the next tourist season. Trainers are already onboarded.			
Collaterals and marketing material	Develop awareness material, co-branded bags for use at locations and workshops	Design for most materials completed and sent for printing. Will be sent to the landscape from Delhi by August 1st week.			