

Ladakh

Community-based Tourism

Partner: World Wide Fund

		Dec 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		Beneficiaries not taking initiatives for market linkage	Exposure trip to Leh 22 feb onwards and guided meet with travel agents for market linkage
	Conduct 5 homestay owners training workshops	Completed			Refresher Training 22 Feb onwards Exposure trip to 2 prime wildlife tourism locations for Homestay operation demonstration during the training

Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
	Conduct 3 cooking and hygiene workshops in Kargil	<p>Completed</p> <p>1 Refresher training provided in Drass</p>		<p>Despite multiple trainings, basic hygiene requires more attention</p>	<p>Refresher Training (Hygiene) 22 Feb onwards</p>
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	Conduct 1 homestay owners nature guide workshops	<p>Multiple Classroom sessions conducted</p> <p>One practical session conducted each at Drass and Sankoo</p> <p>Focus: Planning a trail, Biodiversity Knowledge, Hospitality, Short Stories and Telling, Safety etc</p>			
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	<p>All the eco-cafes completed</p> <p>Set to operate in the upcoming season</p>		<p>Beneficiaries not willing to operate outside tourist season</p>	<p>Exposure trip to Leh 22 feb onwards to visit some cafes and guided meet with travel agents for market linkage</p>

Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
	Conduct 4 cooking and hygiene workshops	Completed			Exposure trip to Leh for meeting experts 22 feb onwards
	Conduct 2 nature guide workshops for eco cafes	Classroom sessions done Exposure trip to 2 prime wildlife tourism locations practicals			Exposure trip to 2 prime wildlife tourism locations for practical training with expert guides and masters of local history
	Conduct 4 cooking and hygiene workshops	Completed			Exposure trip to Leh for meeting experts 22 feb onwards

Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
Objectives	Conduct 2 nature guide workshops for eco cafes	Classroom sessions done Exposure trip to 2 prime wildlife tourism locations practicals			Exposure trip to 2 prime wildlife tourism locations for practical training with expert guides and masters of local history
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	The team engaged with all the stakeholder over multiple one-on-one sessions, and conducted 3 collective workshops in Leh to list down environmental and cultural challenges each stakeholder witnesses at their end in the tourism market, and then performed participatory activities to list down the need for policies, resources, mechanisms and roles of stakeholders for responsible tourism model		Local stakeholders' resistance towards tourism giants like MMT Lack of stakeholders' proactiveness in responding to questionnaires	Additional 2 events to be organized to formally communicating the outputs to local authorities
	Conduct 2 nature guide training workshop	Will be conducted right before the opening of the next tourist season. Trainers are already onboarded.		Unavailability of willing candidates at desired sites	
Collaterals and marketing material	Develop awareness material, co-branded bags for use at locations and workshops	Several materials distributed Additional quantities being printed for fresh distribution right before tourist season		Significantly large number of players in the tourism market	Additional quantities being printed for fresh distribution right before tourist season