

# Ladakh

## Community-based Tourism

Partner: World Wide Fund

		March 2022 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	Beneficiaries were taken on an 8 days exposure tour across Leh district, where multiple trainings & refreshers were conducted on different topics. The beneficiaries were also taken to similar establishments, which have been successfully operating for years now, to share knowledge, experience and learnings.	Activity on track	Beneficiaries' limited efforts for marketing	Handholding specifically for refreshers on Marketing, waste management and Documentation
	Conduct 5 homestay owners training workshops	Refreshers conducted during exposure trip at 4 different homestays, 2 in Leh city, 2 in Villages *Homestay operations *Book Keeping *Documentation *Market linkage strategies *Meeting with Travel agents in Leh *Diversifying income sources : Dry Felting workshops: Toy Making	Activity on track		

Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
	Conduct 3 cooking and hygiene workshops in Kargil	Dedicated trainings / Refreshers conducted during exposure trip *Waste Management *Housekeeping *Hygeine	Activity on track		
	Conduct 1 homestay owners nature guide workshops	Comprehensive training conducted on Exposure trip, both classroom and practical sessions *Lecture:Knowledge of biodiversity *Planning a hike *Guest engagement *Understanding wildlife signs and calls *Naturalists' gadgets and their usage *Safety & Security  Additional sessions on *Story Telling *Lectures: History of Ladakh	Activity on track		Mock Drills in Summers

Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
	Conduct 4 cooking and hygiene workshops	<p>Completed</p> <p>Additional sessions conducted during exposure trip in Leh</p> <ul style="list-style-type: none"> <li>*Café operations</li> <li>*Inventory management</li> <li>*Hygeine Management</li> <li>*Costing methods</li> <li>*Food Presentation</li> <li>*Book Keeping</li> <li>*Documentation</li> <li>*Market linkage strategies</li> </ul>	Activity on track		
	Conduct 2 nature guide workshops for eco cafes	<p>Comprehensive training conducted on Exposure trip, both classroom and practical sessions</p> <ul style="list-style-type: none"> <li>*Lecture: Knowledge of biodiversity</li> <li>*Planning a hike</li> <li>*Guest engagement</li> <li>*Understanding wildlife signs and calls</li> <li>*Naturalists' gadgets and their usage</li> <li>*Safety &amp; Security</li> </ul> <p>Additional sessions on</p> <ul style="list-style-type: none"> <li>*Story Telling</li> <li>*Lectures: History of Ladakh</li> <li>*Diversifying income sources : Dry Felting workshops: Toy Making</li> </ul>	Activity on track		Mock Drills in Summers

Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
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	<p>Completed</p> <p>Additional sessions to be conducted refresher trainings on usage of resource materials in April</p>	Activity on track		Refreshers on using resource materials
	Conduct 2 stakeholder engagement workshops	<p>Completed</p> <p>Additional session to be conducted in Kargil as a refresher in May</p>	Activity on track		Refreshers on using resource materials
	Conduct 2 nature guide training workshop	<p>Completed during the exposure trip</p> <p>Additional refresher program to be organized only for interested candidates in Summers, beyond this project</p>	Activity on track		

Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
Collaterals and marketing material	Develop awareness material, co-branded bags for use at locations and workshops	Resource Material development completed, target numbers fulfilled,  Additional quantity printed and transported to Ladakh for further distribution with saved money	Activity on track		