

Ecotourism Opportunities in Rural Ladakh



Workshop Report

May 2nd – 4th May 2001

LEDeG Centre, Leh, Ladakh

Organized by

**The Mountain Institute (TMI)
Ladakh Ecological Development Group (LEDeG)
Snow Leopard Conservancy (SLC)
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“If local people get benefit from tourists, then they will definitely help in the conservation process.” NGO staff

“Renewal of old handicrafts that do not cost much to make and are interesting.” Educator

“Rural people should be able to charge some kind of tax for grazing in their areas.” Villager

“The snow leopard is not always destructive, but can be beneficial in ways such as this workshop where people get together.” Retired Civil Servant

Acknowledgements

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This workshop would not have been possible without organisational support from the co-sponsor, the Ladakh Ecological Development Group (LEDeG), their Director, Mr. Sonam Dawa, and staff, especially Mr. P. Namgyal for his contributions, Mr. Sonam Gyatso for his oversight of the entire workshop and Karma for translation. Thanks are also due to the two recorders, Paro and Bidhya for their concise summaries. We would also like to thank Renzino Lepcha, The Mountain Institute, who undertook the initial design of the workshop, and its preparation.

We are grateful for the presentations given by workshop participants covering a range of topics from a history of tourism in Ladakh to personal experiences in the tourism sector. We greatly appreciated the presence and contributions of our Chief Guests, Mr. Thupstan Chhewang, Chairman and Chief Executive Councillor of the Ladakh Autonomous Hill Development Council, and Mr. Deeraj Gupta, District Collector, Leh and their support for sustainable tourism in Ladakh.

Finally, we would like to thank the workshop participants, and especially those who travelled to Leh to attend the workshop. Without their interest and active participation, this workshop would not have been as successful or as instructive.

Nandita Jain
The Mountain Institute
Kathmandu, Nepal
July, 2001

Executive Summary

Between the mountains of the Great Himalaya and the formidable Karakoram lies the high altitude kingdom of Ladakh. Ladakh lies at altitudes ranging from 2,750m to 6,670m, covering an area of 90,000sq.km. Today’s high altitude desert was once covered by an extensive lake system, the remains of which can be seen in the large

lakes in the south-east. The area's landscape and unique cultural heritage have been major attractions since Ladakh opened to tourists in 1974. Over the past two decades tourist visitation to Ladakh has increased from 527 in 1974 to over 22,000 tourists in 1998. In 2000, there were almost 18,000 visitors to the area.¹ The bulk of tourists visit during June to September for a variety of activities including trekking, rafting, and sightseeing. Tourism related activities have grown rapidly over the past two decades, especially in and around the capital Leh that serves as the base for most visitors.

In October 1999, local NGOs and tourism entrepreneurs in Ladakh requested help from The Mountain Institute in developing sustainable tourism. NGOs and entrepreneurs had read and/or heard about the Sikkim Biodiversity and Ecotourism Project implemented by TMI and Sikkimese partners, as well as other TMI tourism projects in the Himalaya. TMI staff also held discussions with the Ladakh Hill Council about the potential and support for sustainable tourism in Ladakh. Based on these requests and discussions, plus outcomes of the People-Wildlife training/workshop in Hemis National Park in 1999 where tourism could offset losses of livestock related to wildlife depredations, TMI and SLC in collaboration with LEDeG organised this workshop on "Ecotourism Opportunities in Rural Ladakh"

Workshop Objectives

- Increase awareness of ecotourism and its contribution to conservation and economic development in rural Ladakh
- Explore opportunities for ecotourism in and around Ladakh's protected areas, such as Hemis national Park
- Learn about ecotourism in India and other countries, especially lessons toward ensuring environmentally friendly and socially responsible community-based ecotourism (CBT)

Workshop Participants and Process

In order to achieve the workshop objectives it was critical that there was broad-based representation and active participation by all. With these overall guidelines, the workshop organisers sought and obtained representation from villages, local entrepreneurs, local government administrative units, political leaders, community organisations, NGOs and the private commercial sector (see Appendix for participant list). Furthermore, the entire workshop was designed to encourage active participation from those present. Group work, brainstorming and other facilitating techniques were widely used and greatly appreciated by all participants.

¹ Numbers are recovering after the conflict between India and Pakistan in 1999

Ecotourism in Rural Ladakh

Goal:

To maintain a balance in the unique cultural, social and environmental heritage of Ladakh

Objectives:

1. Conservation of natural and cultural heritage
 - Positive environmental benefits for rural people and their surroundings
 - Increased value for our own culture and strengths
2. Generate economic benefits for rural populations in ways that are environmentally and socially responsible
 - Greater income/revenue
 - More equitable distribution of benefits
 - More skilled ecotourism service providers
3. Enhance education and awareness of environment and culture among host and visitors to provide quality experiences for both
4. Strengthen participation and decision-making in tourism of rural Ladakhis, especially of marginal groups such as women
5. Influence and introduce policies/schemes that benefit the rural tourism industry, e.g. incentives, subsidies, regulations, site focus

After a process of brainstorming, discussion and prioritisation participants worked on the areas below and produced associated action plans.

- Alternatives for organising CBT in Ladakh, including how to minimise negative impacts, maximise beneficial effects (especially generation of income) for the rural Ladakh, funding and questions were also raised on these issues.
- Formation of a Pony Union and regulation of grazing areas, especially in Hemis National Park.
- Training needs for enhancing CBT development and management at specific sites, and access to financing for small-scale tourism development in rural areas.
- New sites and associated opportunities, but after some discussion, decided that they should concentrate on improving existing destinations and launching pilot demonstration projects and areas.

Pony Union and Grazing Management/Sites Plan –

- There were difficulties in identifying grazing grounds, given the conflict between local herders and the Wildlife Department, and issues relating to a livestock depredation compensation program. It was ultimately decided the best course of action would be for the involved parties to organize a meeting of stakeholders to come up with a solution and final decision.
- Requires Government endorsement, recommended agency would be the Tourism Dept.
- Clarify geographical coverage of union, suggestion was to start small perhaps in the Markha area and then expand to other sites later.
- Another issue raised was that concerning road or tourism development in fragile protected areas, such as the Changthang, where natural habitat and wildlife can be easily disturbed. The Wildlife Warden felt that the proposed new road alignment at Tso Morari would not be detrimental to the area's bio-diversity.
- Market research will be conducted during 2001 tourist season

CBT Organisation, Training and Village-Homestays

- The original plan for the organisation was stream-lined considerably, and emphasis given to starting in the Markha area
- Traditional Village Home-Stay concept along with recommendations for financing.
- In promoting vegetable growing as a source of related income-generation, we should be aware that not all sites are suitable for such activities.
- Again a market survey will be conducted during 2001 before investing resources into homestay development, along with working with tour operators.
- Since a village-homestay is a small-scale activity to benefit local people, it was felt that Rs1 lakh would be too much for a potential loan or subsidy. Instead a maximum of Rs.50,000 is more appropriate.

Other key issues that emerged from the final in which Mr. Thupstan Chhewang, the Chairman and Chief Executive Councillor of the Ladakh Autonomous Hill Development Council participated included:

- Tourism is sustainable when all participants can benefit, so broad-based participation by individuals, organisations and the private sector is important
- Tourism is important for both conservation and development, but there are not many development agencies working in this area who also focus on community benefits
- We must emphasise the need for action and commitment, and the delivery of the action plans, plus monitoring our progress
- The inclusion of the Panchayats is critical for rural ecotourism
- Starting this year, there would be a collection of \$10 and \$20 (for only restricted areas) from foreign tourists to be deposited into a revolving fund to protect the environment, wildlife, monuments, education, etc.

At the end of the workshop, it was decided that workshop participants would meet in early October 2001 to review the Action Plans, and plan further.

Introduction and Background

Between the mountains of the Great Himalaya and the formidable Karakoram lies the high altitude kingdom of Ladakh. Ladakh lies at altitudes ranging from 2,750m to 6,670m, covering an area of 90,000sq.km. Today's high altitude desert was once covered by an extensive lake system, the remains of which can be seen in the large lakes in the south-east. The population of eastern and central Ladakh is predominantly of Tibetan origin and follows Buddhism. Further west people are Muslims of more mixed origin. The area's landscape and unique cultural heritage have been major attractions since Ladakh opened to tourists in 1974. Over the past two decades tourist visitation to Ladakh has increased from 527 in 1974 to over 22,000 tourists in 1998. In 2000, there were almost 18,000 visitors to the area.² The bulk of tourists visit during June to September for a variety of activities including trekking, rafting, and sightseeing. Tourism related activities have grown rapidly over

² Numbers are recovering after the conflict between India and Pakistan in 1999

the past two decades, especially in and around the capital Leh that serves as the base for most visitors. In 1999, there were over 150 hotels and guesthouses, and almost 1,100 travel agents raising concerns over their long-term financial viability.

The primary destination for trekkers and other nature-based visits is Hemis National Park (HNP). In 1999, about 4,000 tourists trekked through the National Park during the summer months. The park is located south of Leh and covers 4,400 sq.km., with 15 villages and a population of agro-pastoralists that share the area's natural resources with the wildlife. The Park is divided into three valleys, namely Rumbak, Markha and the Shang valley that remain cut off from each other during winter by the Gandala pass (4,900m) and Kongmurula pass (5,150m) to the south. There are 12 villages with approximately 100 households in these valleys. Apart from the unique landscape and harsh beauty, the mountains support a high altitude ecosystem with rare and endangered flora and fauna.

Issues in conservation and tourism

Primary threats to continued conservation of the area's resources (with implications for the entire region of Ladakh) are habitat loss and degradation, poor economic returns to local people from tourism, unsustainable economic development, and lack of active policy support for conservation and sustainable tourism development. In the absence of effective and efficient conservation management, there is increased competition from tourism-related activities for grazing and other resources and poor compensation terms for livestock losses due to predators. As a result local people have little value for wildlife that kill livestock and thus are unwilling to support government conservation efforts. The lack of effectiveness is primarily due to inadequate resources and little or no meaningful participation and benefit sharing by resource users in protected area management. With local people (and to some extent Leh-based operators) receiving relatively low revenues from tourism, the incentives to participate in the conservation of the resources on which tourism depends are weaker. Most tourists come on organised treks that are catered for by a team of camp staff belonging to either local or non-local (Delhi-based) companies. These trekking groups are accompanied by pack-horses carrying their food and camping equipment. Other more budget-conscious visitors may still use pack-horses, although some manage by carrying their own loads. Unfortunately, most villages that fall on the routes receive little or no benefit from tourism as city-based operators run most of the treks and tours.

Finally, policies that support sustainable tourism and meaningful participation are critical. At present Ladakh, like much of India, has little in place to support such efforts. In an industry where the private sector is responsible for generating the bulk of economic returns, it along with the non-government sector is often not a part of mainstream policy development. The result is that change is often achieved only through expensive processes of litigation or conflict.

As in other tourist areas, government investment in tourism development has generally resulted in a polarised pattern of development, both geographically and socially. People with access to credit have tended to invest in urban areas drawing human and other resources away from rural areas. Additionally, there has been little support of loans with necessary training in environmental and visitor management, marketing and general operations. The result is a large turnover in businesses, uncontrolled growth and destinations that have unreliable reputations. Furthermore,

Ladakh is hampered by a lack of funding for responsible tourism development. Finally, as a border region Ladakh has always been affected to varying degrees by the impacts of border conflicts, most recently in May 1999.

Opportunities

In October 1999, local NGOs and tourism entrepreneurs in Ladakh requested help from The Mountain Institute in developing sustainable tourism. NGOs and entrepreneurs had read and/or heard about the Sikkim Biodiversity and Ecotourism Project implemented by TMI and Sikkimese partners, as well as other TMI tourism projects in the Himalaya. TMI staff also held discussions with the Ladakh Hill Council about the potential and support for sustainable tourism in Ladakh. Based on these requests and discussions, plus outcomes of the People-Wildlife training/workshop in Hemis National Park where tourism could offset losses of livestock related to wildlife depredations, TMI and SLC see considerable potential for developing and implementing participatory ecotourism in Ladakh, with further applications to communities living in high arid ecosystems.

The opportunities for positive change in conservation and tourism development have their basis in new directions in good and decentralised governance, participatory conservation management and more participation by non-government and private sectors in economic development. Furthermore, tourism development has become a topic of public discussion with clear concerns about its sustainability (Leh Public Hearing). More specifically in Ladakh, there are opportunities in the following areas:

- a) Promoting participatory approaches that recognise the role communities, NGOs and the private sector can play in improving the efficiency of conservation management, especially when governments are facing declining budget allocations;
- b) Working with local Ladakhi organisations such as LEDeG and SECMOL;
- c) Promoting a destination that is as attractive as Tibet (China) in terms of cultural attractions
- d) Attracting more domestic visitors by making use of the direct flight from Delhi and road access from Himachal Pradesh;³
- e) Generating economic benefits from local services and enterprises that promote a conservation and social ethic as part of product development and marketing, for example marketing snow leopard sites, applying Codes of Conducts, standards of operation such as ISO 14,000 and so on;
- f) Seeking long-term financial support for conservation and tourism through non-traditional sources such as funds created through fees, royalties, etc.
- g) Learning from other sites such as enterprise approaches in Kyrgyzstan, and refining the ecotourism model to operate in Ladakh and other arid mountain ecosystems.

Workshop Objectives and Process

Workshop Objectives

- Increase awareness of ecotourism and its contribution to conservation and economic development in rural Ladakh

³ Surprisingly, visitor numbers do not seem to be as adversely affected as neighbouring Kashmir. There is a tendency for fluctuations, but not a general pattern of decline.

- Explore opportunities for ecotourism in and around Ladakh's protected areas, such as Hemis national Park
- Learn about ecotourism in India and other countries, especially lessons toward ensuring environmentally friendly and socially responsible community-based ecotourism (CBT)

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Summary of Workshop Presentations and Discussions

A brief summary of the workshop presentations and discussions follows. Also see the appendix for more details including written papers which were submitted during the course of the three- day workshop.

Day I: May 2nd

The participants were welcomed by Mr. Sonam Dawa, the Executive Director of LEDeG, after which Dr. Nandita Jain of The Mountain Institute introduced the purpose of the workshop, while Mr. Sonam Gyatso of LEDeG noted that this was an excellent time to look back on the last 20 years since Ladakh was opened to tourists.

Mr. Lobzang Thinles, Deputy Director of J&K Tourism, Ladakh, discussed local tourism development and opportunities, noting how tourism has grown over the years but remains greatly influenced by the regional political situations. Questions from participants centered around whether rural people should be provided with subsidies for developing facilities, how different accreditation policies give hotels a distinct advantage over guest houses (despite the fact that in total, they offer more beds than do hotels), and how commercialization has influenced development within the Ladakhi context.

The Director of the Leh Nutrition Project (LNP), Mr. Samphel, was unable to attend at the last minute, but his speech was read by Mr. Ahmed Khan of LEDeG. It related his experience and observations based on the past 25 years of tourism within Ladakh. He emphasized the importance of actions stressing beneficial effects to rural people and communities, notably income generated from Community Based Eco-tourism or CBT, and toward this end he offered several recommendations on how CBT benefits could be improved or extended to more remote areas in Ladakh.

Following the tea break, Nandita Jain presented a slide show in which she described what is meant by Community-based Tourism, using examples from Sikkim, Nepal, India, and Thailand. After defining CBT, Nandita reviewed the rationale behind linking tourism and biodiversity conservation.

Rationale for Community-Based Tourism

Related to the increased sense of environmental and social responsibility in tourism plus sustainability, CBT is gaining popularity as part of strategies for conservation and development. Over half of the 20 projects supported by the Biodiversity Conservation Network (BCN) to implement community conservation-enterprises in Asia/Pacific region had a tourism component. Many organisations and agencies working in tourism have staff assigned to developing small-scale tourism programmes that benefit local communities and natural habitats. The current interest in community-based approaches to tourism emerges from the following areas of concern.

- The search for more effective strategies for conservation and development. Policies based on strict enforcement and protection to conserve natural resources have not always been successful, and neither has topdown centralised decision-making and management of the development process. From an environmental and economic perspective, if local people are not involved, it is likely over time that resources on which tourism depends will be destroyed and the investment lost.
- A moral perspective that argues that management by local people accompanied by devolved decision-making is more preferable since it can be more accountable and sustainable in the long-term.
- In the case of tourism, another related issue that supports the interest in CBT is the commercialisation, monopolisation and accumulation of benefits from tourism among relatively small numbers of beneficiaries. There has been and continues to be increasing concern that benefits be more widely distributed, especially since the costs are often borne by local communities in the form of restricted or loss of access to resources at the sites.

Finally Nandita reviewed the range of objectives associated with CBT initiatives across the region and the world (Table 1).

Table 1: What is CBT?

Community-Based Tourism – A working definition
Visitor-host interaction that has meaningful participation by both and generates economic and conservation benefits for local communities and their environments
Rationale for Community-Based Tourism
<ul style="list-style-type: none">▪ Offers effective strategies for integrating conservation and development – top-down approaches and strict enforcement have not always worked in conservation and development efforts▪ Local management is more accountable and sustainable▪ Desire for more equitable distribution of benefits from tourism, especially given that it is the largest industry in the world.
Community-Based Tourism – Objectives
<ul style="list-style-type: none">▪ Generate conservation benefits▪ Generate economic benefits that serve as incentives to conserve▪ Participation by stakeholders▪ Provides a quality experience for the visitor

The morning session closed with a welcome speech by Mr. Dheeraj Gupta, the D.C. of Leh, who made the following points:

- Tourism in Ladakh needs to be diversified to include different regions and localities.
- Sustainable use of other natural and environmental treasures of Ladakh.
- Stressed the importance of CBT.
- Promised to look into the recommendations and try to modify existing policies related to tourism in Ladakh.
- Requested to enlighten the rural people about CBT and come forward with proposals.
- Encourage domestic tourists rather than focussing only foreign tourists (as numbers of FTs would stabilise).
- Agreeing with Dr. Jain, he said that management is a vital issue in tourism whether it is a large or a small volume of tourists.

After lunch, Mr. Ahmed Khan and Mr. Jorgais of LEDeG presented a case study of tourism effects along the Markha Valley trekking route in Hemis National Park. The main objectives of the study were to determine how livelihoods may have changed or diversified over the past few decades, and what behavioural changes there have been since the introduction of trekking tourism. Their paper focussed on a cost-benefit analysis of packhorse rental (see Appendix). They identified a number of constraints, including high entry and risk costs imposed by the high market purchase prices of horses, risks due to accidents or disease, and predation by snow leopard and wolf, and the lack of any insurance policy or effective depredation compensation program. The presenters suggested that the costs outweighed the benefits, but one person disagreed with the economic data used in the computations. For example, lack of men during the summer crop season, with its resultant labour shortage, cannot be entirely ascribed to pack horse rental and operations, as many households take outside employment to supplement their income.

Mr. Kunzang Namgyal, the President of Travel Agent's Association of Ladakh (TAAL) spoke on the private sector perspective. After introducing TAAL and its objectives, he reviewed the main constraints and opportunities relating to tourism development. He "guestimated" that tourism earnings totalled Rs. 21 crore in 2000, or 50% of the government budget for Ladakh. Then Mrs. Dolma Tsering, Director of the Women's Alliance spoke on the community's perspective in tourism, drawing from the widespread practice of Ladakhis operating small guesthouses during the brief summer tourist season. She noted that the experiences were both positive and negative, and she suggested ways in which the local community could benefit more from this sector. Among the positive aspects she cited were:

- Interaction with visitors which provided Ladakhi's valuable insight into the outside world and other cultures
- The visitors almost universal appreciation of the Ladakhi way of living
- Rejuvenation of Ladakhi traditional culture and rituals due to tourism appreciation
- Preservation of local culture and customs
- Opportunities for locals to learn about hybrid vegetable and crop seeds, the drawbacks of non-biodegradable wastes (especially discarded batteries and polythene bags), and the effects of pesticides and herbicides.
- Importance of preserving the co-operative system of Ladakh, as this is one of tourism's attractions.

On tourism's downside, she cited the recent loss of respect for elder citizens and changes in dress code and attitudes among the youth.

The last speaker was Mr. Sonam Wangchuk, Director of Students Educational and Cultural Movement of Ladakh (SECMOL). While he gave a more critical perspective of tourism impacts to the environment and effects on Ladakhi culture, he felt that carefully designed and implemented activities could benefit rural Ladakhis. There is a need to diversify tourism away from Leh, and to avoid negative impacts that result from mismanagement of the sector by government and entrenched interests in the private sector. Overall he felt that the people of Ladakh have learnt more from tourism than they have lost, but that the blind acceptance of norms needs to be discouraged. Mr. Wangchuk urged initiatives and policies aimed at improving the quality of tourists over promoting numbers or quantity of visitors (Ladakh gets 0.79% of the total tourists in India whereas its own population is around 2 lakh). Facilities should be simple and clean rather than super deluxe. Subsidies are needed to enable rural people to build guesthouses, and NGOs could play a key role in developing a sound CBT environment.

- Networking of CBT, like standardized lodges, with hygienic and clean sanitation.
- Improvement of basic facilities should be focussed on and around Leh city (like cleaning up of Skalzangling area, the entrance of Leh, proper public convenience and garbage disposal areas) instead of making Foreign Media Publicity with the money saved from the Ladakh Festival as mentioned by the TAAL President.

Participants then engaged in the first group exercise, that of identifying objectives for CBT in Ladakh. Participants were given guidelines and asked to write their CBT objectives for Ladakh on cards (one objective to a card), responding to the following questions:

- What positive impacts should community ecotourism generate?
- Who should benefit and how?
- What types of benefits should tourism generate?
- How will things change for the better?

Cards were collected and clustered or grouped into several common themes, which were presented and discussed the next morning.

Day 2: May 3, 2001

After a brief summary of the first day's proceedings, Nandita presented a summary of the objectives identified the previous day by the participants, along with a unifying goal or theme (Table 2).

Participants had a lively discussion of the objectives that were then strongly endorsed. In the next group exercise, they were asked to form three groups and to come up with the main issues related to CBT development and management. Four key themes emerged: Group I-CBT organisation; Group II-Pony Union & Grazing Ground Management; Group III-Training Programs for Stakeholders; Group IV-New Sites and Opportunities.

The rest of the day was devoted to this exercise. These issues formed the basis for developing an action plan the following day, in which recommendations and actions

were prioritized for implementation over a Five Year time-frame (see Action Plans, Day 3).

Table 2: Recommended Goal and Objectives for Rural Ecotourism in Ladakh

Goal:

To maintain a balance in the unique cultural, social and environmental heritage of Ladakh

Objectives:

1. Conservation of natural and cultural heritage
 - Positive environmental benefits for rural people and their surroundings
 - Increased value for our own culture and strengths
2. Generate economic benefits for rural populations in ways that are environmentally and socially responsible
 - Greater income/revenue
 - More equitable distribution of benefits
 - More skilled ecotourism service providers
3. Enhance education and awareness of environment and culture among host and visitors to provide quality experiences for both
4. Strengthen participation and decision-making in tourism of rural Ladakhis, especially of marginal groups such as women
5. Influence and introduce policies/schemes that benefit the rural tourism industry, e.g. incentives, subsidies, regulations, site focus

Guidelines for Group Work

- Use the questions as discussion points
- Record key points in the discussion
- Record recommendations and actions needed for the next five years
- Encourage participation by all members
- Watch the time

Identifying key issues in achieving community ecotourism objectives

- Opportunities
- Constraints
- Problems

Types of Issues to Consider:

- Environmental
- Social
- Policy/Regulations
- Institutions
- Resources
- Economic

Instructions for Posters:

- No more than two charts per group
- Capture and show:
 - Theme, key points in the discussion, recommendations, actions to be taken
 - Be creative *&@!
 - Be clear

Day 3: May 4, 2001

Following a review of the previous day's proceedings, the four groups presented their issues and action plans to the full forum (see boxes).

Group I – Discussed alternatives for organising CBT in Ladakh, including how to minimise negative impacts, maximise beneficial effects (especially generation of income) for the rural Ladakh, funding and questions were also raised on these issues.

Group II – Deliberated on formation of a Pony Union and regulation of grazing areas, especially in the national park. They had difficulty in identifying grazing grounds, given the conflict between local herders and the Wildlife Department, and issues relating to a livestock depredation compensation program. It was ultimately decided the best course of action would be for the involved parties to organize a meeting of stakeholders to come up with a solution and final decision.

Group III – Discussed training needs for enhancing CBT development and management at specific sites, and access to financing for small-scale tourism development in rural areas. The group finally presented a Traditional Village Home-Stay concept along with recommendations for financing.

Group IV – were asked to look at new sites and associated opportunities, but after some discussion, decided that they should concentrate on improving existing destinations and launching pilot demonstration projects and areas.

A general discussion followed in which the following points were raised:

- In promoting vegetable growing as a source of related income-generation, we should be aware that not all sites are suitable for such activities.
- Another issue raised was that concerning road or tourism development in fragile protected areas, such as the Changthang, where natural habitat and wildlife can be easily disturbed. The Wildlife Warden felt that the proposed new road alignment at Tso Morari would not be detrimental to the area's bio-diversity.

Group I: CBT Organization

Issues in Achieving Objectives

A) Structure

B) Composition

Recommendations:

Population should have proportional representation

1. Village – panchayat member, member from each other Tsogspa and touristic related member
2. Block – member elected of each village
3. District – E.C. (Tourism), members from each block (two each)

Advisory board – Tourism dept, NGO, Govt., experts and wildlife

C) Functions and Recommendations

1. Management:

- Set-up and upkeep of infrastructure; roads, communication; transport; guesthouses; sites, etc.
- Health, hygiene, water and sanitation
- Standardization of rates and rules
- Effective networking and coordination between government, NGOs, Army and locals
- Effective promotion
- New tourism opportunities

<ul style="list-style-type: none"> • Rescue operations and emergency planning • Attract potential tourists • Decentralised decision-making and empowerment • Information technology application <p>2. Culture</p> <ul style="list-style-type: none"> • Preservation of cultural and natural heritage • Promotion of local talent, artisans and artifacts • Organise cultural programmes • Organise education and religious camps <p>3. Funding Sources</p> <ul style="list-style-type: none"> • Tourism tax • Local funding from travel agency, pony operators, guest houses, etc. • Percentage allocation of the state tourism budget • Local income generation and equitable distribution of revenues <p>4. Training</p> <ul style="list-style-type: none"> • By experts/NGOs, especially for specialised training • Educational, environmental and cultural awareness initiatives • Technical assistance for entrepreneurialism and loans • Garbage disposal management • Alternative energy and water management • Need Skilled ecotourism service providers • Natural biodiversity, flora and fauna and culture guides <p>5. Monitoring and Evaluation</p> <ul style="list-style-type: none"> • Periodic meetings and reviews • Emphasis on transparency and accountability • Feedback and appraisals
<p>Action Plan for CBT Organization:</p> <ol style="list-style-type: none"> 1. District level body and advisory board for effective implementation and monitoring 2. Constant appraisals and follow-up 3. First year pilot project in 25 villages 4. Subsequent four years project implementation in remaining villages in multiples of 25 villages 5. Regular training and upgrading

Group II Pack Horse and Grazing Management

Issue: Formation of Pony Organisation

Trekking Route Community-Based Union Formation

Functions

(1) Linkage between pony And Travel Agents (2) Rate Fixation (3) Management and Training

Communication
Facilities

Good facilities and
pony organisation
Rotation System

Proposed Action Plan:

1. Pony owners will form the union immediately
2. The union will do necessary registration and other legal procedures
3. Pony owners seek help from NGOs

Issue: Management of Grazing

Fixation of grazing fees

Community-based programme of pasture and fodder development

Unsolved problems

- Protection of grazing rights of villagers
- Conflict between Wildlife Dept. and community people regarding rights
- Needs discussions – villagers will hold meetings and discussion with Wildlife Department

GROUP III - Design of a Village-based Home-stay

Guideline Norms

- Maintain traditional style way of life
- Simple Ladahki food
- Maintaining traditional cultural environment
- Based on eco-tourism concepts
- Having minimum capacity of 2-beds

Training for Home-stay Owner:

- HS management (cleanliness, cooking & service delivery)
- Host and guest relations
- Support agents joint training of ponyman, guide etc

Incentives

Do they require it? Yes/No Why?

We assume that the Beneficiary is a Marginalised Individual. Therefore to start a Homestay Facility, s/he requires Basic Funds

For What:

This will facilitate Renovation of his/her existing home in the village to accommodate tourists

Process:

Subsidy, grant or loan easily available at District Level

Range of Incentives: Rs 1,00,000 (Chief Councillor says no more that 50,000)

Fixing of regulated rate:

- Beds & Meals = Rs 150/- per night per person
- Beds & Meals = Rs 300/- per double

- Single bed with meal = Rs 75/-
- Double bed only = Rs 150/-

Rate as fixed by village committee

Training Plan for CBT Stakeholders

Type of Training	Who receives	Who trains	Time	Location
Village planning and awareness meetings	Villagers	NGOs and Tourism Dept	Winter	Identified villages
Home-stay development and management	Home-stay Owner	NGO, Experienced guesthouse operator (professional)	Winter	Identified villages
Campsite management and development	Campsite operators and owners	NGO and Tourism Dept	Winter	Identified Villages
Trekking guides	Youth (boys), villagers	NGO, Tourism, Health and Wildlife Depts,	March/April	Leh and field sites
Culture and Monastic guides	Youth (boys and girls)	Gompa Association	March/April	Leh and sites
Wildlife-Flora guides	Youth (boys and girls)	NGO, Wildlife Dept	March/April	Leh and sites
Travel Agents /CBT Awareness	TAAL members, and others	NGO, Tourism, Dept, Wildlife expert, and Gompa Association	March/April or May	Leh

Group IV: New Sites and New Opportunities in Community Ecotourism

Types of Sites:

Adventure – Padum- Neemo, Markha Valley, Winter Trekking in Zaskar, Digar-Tangyar, Leh-Nubra, Leh-Tsomoriri, Manali-Zaskar

Wildlife Sites – Pangong Lake, Tsomoriri, Hemis-Shukpachan, Markha Valley- Hemis National Park

Other Sites – Chilling Handicrafts, Chumathang and Panamic – Hot Springs

Cultural Sites – Dha-Hanu, Alchi, Rezong, Likir, Basgo, Lamayuru, Temisgam, Wanla, Lingshet, Nubra Valley

Criteria for choice of sites

Wildlife, Volume of tourists, Specific cultural sites, monasteries, festivals, hot springs, Presence of local community, Eco-sensitive sites

Key common activities for all chosen sites –

- Market research (willingness to pay, duration of stay, facilities desired, other need based questions)
- Community-based tourism
- Village level tourism plans
- Sensitizing tour operators
- Developing guidelines for eco-sensitive areas

The approach should be to initiate activities on a pilot scale and then expand based upon the success of these initial efforts (incremental, targeted growth)

Plan for New Sites

Recommendations	Actions
<i>Markha Valley</i>	
Guest house/home stays Local guides for wildlife Information dissemination <ul style="list-style-type: none"> • About the place • Seasonal wildlife viewing Consumption of local vegetable and dairy products Developing and improving campsites	<ul style="list-style-type: none"> ▪ Flexible tourism policy; training for quality service ▪ Training and communication skills for local guides ▪ Brochures ▪ Local production ▪ Providing hygienic basic facilities
<i>Tsomoriri</i>	
<ul style="list-style-type: none"> ▪ Guesthouse/home-stays ▪ Grassland management ▪ Rebo Experiences ▪ Involvement of local youth ▪ Preservation of wildlife and area conservation 	<ul style="list-style-type: none"> ▪ Replication from Tsokar ▪ Yak hair tent and yak rides ▪ Cultural programmes ▪ Coordination with the Army/Paramilitary ▪ Legal status of are determined
<i>Cultural sites – Lamayuru, Alchi, Likir, Wanla</i>	
<ul style="list-style-type: none"> ▪ Guesthouse/home-stays ▪ Local guides and lama guides ▪ Gompa conservation ▪ Local food and dairy products 	<ul style="list-style-type: none"> ▪ Improve existing ones and training in quality service ▪ Training in improved cultural interpretation ▪ Community participation ▪ Local food and vegetable production

Suggested Indicators – host and visitor satisfaction, Economic benefit to villagers, wildlife and better gompas.

Conclusions

Action Plans (see below) – Key Discussion Points

Pony Union and Grazing Management/Sites Plan –

- Requires Government endorsement, recommended agency would be the Tourism Dept.
- Clarify geographical coverage of union, suggestion was to start small perhaps in the Markha area and then expand to other sites later.
- Market research is necessary before activities begin

CBT Organisation, Training and Village-Homestays

- The original plan for the organisation was stream-lined considerably, and emphasis given to starting in the Markha area
- Again a market survey is considered important before investing resources into homestay development, along with working with tour operators.
- Since a village-homestay is a small-scale activity to benefit local people, it was felt that Rs1 lakh would be too much for a potential loan or subsidy. Instead a maximum of Rs.50,000 is more appropriate.

The Chief Guest Mr. Thupstan Chhewang, the Chairman and Chief Executive Councillor of the Ladakh Autonomous Hill Development Council participated in the final discussion

Key points from the CEC's presentation included:

- Tourism is sustainable when all participants can benefit, so broad-based participation by individuals, organisations and the private sector is important
- Tourism is important for both conservation and development, but there are not many development agencies working in this area who also focus on community benefits
- We must emphasise the need for action and commitment, and the delivery of the action plans, plus monitoring our progress
- The inclusion of the Panchayats is critical for rural ecotourism
- Starting this year, there would be a collection of \$10 and \$20 (for only restricted areas) from foreign tourists to be deposited into a revolving fund to protect the environment, wildlife, monuments, education, etc.

At the end of the session, it was decided that workshop participants would meet in early October, 2001 to review the Action Plans, and plan further.

ACTION PLAN FOR PONY UNION AND SITES FOR CBT

1-2 Years	3-5 years
Pack-horse priorities: 1) Village meeting Awareness Planning 2) Formation of Pony Union . 3) Registration 4) Training for Pony Operators 5) Market Research SITE SPECIFIC: 1) Village level Micro Plan 2) Cultural Program. 3) Army Coordination Meeting and Awareness. 4) Gompa Restoration Meeting Villagers-Lamas. 5) Guides Training 6) Local vegetables & Dairy products. 7) Specific Brochures on Wildlife & Environment.	Fixed Grazing Fee by villagers

ACTION PLAN TILL SEPTEMBER 2001

What	Where	Who is Responsible	When	Resource Needed
Pony operators Meeting	Leh	Gyalson & Largyal	15 th May 5, 2001	LEDeG & Tourism Dept
Pony Union	Leh	Pony owners	June	
Registration	Leh	Union	-	Tourism Dept
Training	Leh	Union	September	Experienced Pony Man
Fix Rates	Leh	Union	June	Discuss with TAAL
Wireless Set	Leh & Markha	- do -	-	Pony Fund
Market Research	Leh & Sites	LEDeG & Wildlife Dept.	Summer Season	Questionnaire
Village Level CBT Plan	Villages	Panchayat	May	
Army Coordination	Tsomoriri	LEDeG & WWF	June/July 2001	

TRADITIONAL HOME-STAY PLANNING AND CBT ORGANISATION

1-2 yrs	3-5 years
1) Formation of CBT Organisation 2) Village Planning and Awareness 3) Training in Home Stay , Trekking/ Camping 4) Develop One Home Stay Model - To be approved by Hill Council 5) Travel Agent/ CBT awareness Workshop 6) Monitoring and Evaluation 7) Inauguration of Home Stay by LAHDC, Tourism Dept And Wildlife Department.	Expansion of Home Stays in other areas Training in H/S Management Expansion of Training in Management and Skills

ACTION PLAN TILL SEPTEMBER 2001

Activity	Where	Who	When	Resource Needed
CBT Org in Markha	Sku Kaya	Villagers and key members	First Tibetan Month 2002	Local Commitment & Funds
CBT Planning & Implementation	Sku	-do-	2002	Responsible people & Funds
Training in Hygiene for Camping and Home Stay	Sku	Tourism NGO	2 nd Month 2002	-do-
Develop Home stay Model	Sku	Villagers & LEDeG	4 th month 2002	Funds
CBT awareness to Travel Agents	Leh	LEDeG and TAAL	3 rd month 2002	Funds and Resource People
Market Survey	Sku-Markha	NGOs	July/August	Expert Interviewer
Monitoring	Sku	Villagers & LEDeG	June	Funds

APPENDICES

1. Workshop Outline

Day 1 : 2nd May 2001

- 10:30 : Arrival and registration of participants with tea
11:00 : Welcome and Introduction to the workshop
11:10 : Tourism Development & Opportunities in Ladakh – Mr. Tinlas, Deputy Director-Tourism
11:40 : Lessons from 25 years of Tourism in Ladakh - Mr. Samphel, Leh Nutrition Project
12:20 : What is Community Based Tourism – Experiences in Community-Based Tourism.
(Presentation with slides – Dr. Nandita Jain, The Mountain Institute)
1:10 : Address by the Chief Guest – District Commissioner, Leh
1:30 : *Lunch Break*
2:30 : Other Presentations (15-20 minutes each)
- Sustainable Tourism in Ladakh – S. Jorgyes & A. Khan, LEDeG
- Private Sector Perspectives – TAAL President
- Community Views of Rural Tourism – Community representatives
- Presentation by SECMOL
3:30 : *Tea Break*
3:45 : Develop overall Community Ecotourism Objectives for Rural Ladakh
5:15 : Conclude the day

Day 2 : 3rd May 2001

- 10:30 : Brief summary presentation of the first day's outputs.
10:45 : Identification of key issues in plenary for group discussion
11:30 : *Tea Break*
11:45 : Divide participants into groups
12:00 : Groups work on identified topics. (Each topic with set of questions as guidelines – participants have group discussions and produce recommendations and actions)
1:00 : *Lunch Break*
2:00 : Continue working in groups.
3:00 : Wrap up the final recommendations/actions
3:15 : *Tea Break*
3:30 : Key findings/recommendations/actions – Prepare posters for next day.
4:00 : Conclude the day

Day 3 : 4th May 2001

- 10:30 : Brief summary and outputs of the second day.
10:45 : Presentation of the key findings/recommendations/actions
11:30 : *Tea Break*
12:00 : Clarification of any confusing issues or points, Question & Answer Session.
1:00 : *Lunch Break*
2:00 : Prioritising activities for immediate action and follow-up by concerned agencies.
3:15 : *Tea Break*
3:30 : Final Action Plan with responsibilities and tasks clearly identified for further action
4:30 : Concluding address by Chief Guest -
4:45 : Vote of Thanks - LEDeG

2. List of Participants

S.No	Name	Designation	Organisation: Name, Address, Tel, Fax, Email.
1.	Lobzang Khatup	Range Officer	C/o Wild Life Officer Leh
2.	R. Namgyal	Travel agent	Footprint Leh Fort Road Leh
3.	P.T. Kunzang	President	TAAL Hotel Ibez Leh.
4.	Dolma Tsering	Director	Women's Alliance
5.	Yangchan Dolma	Sr. Receptionist	Tourist Office Leh
6.	L. Thinles	Tourist Officer	Tourist Officer Leh
7.	J.Dadul	Programme Manager	SLC
8.	P.Namgyal	Director	LEDeG
9.	Rinchan W	Programme Associate	SCC
10.	S.Namtak	Coordinator	LEDeG
11.	K.Ahmed	-do-	-do-
12.	P. Wangtak	-do-	-do-
13.	S.Jorgyes	-do-	-do-
14.	Tashi G	Member	Markha
15.	T. Wangchuk	Travel agent	Explore Himalayas
16.	Chamba Rahub	St	Lamdon
17.	Nawang Namgyal	LEDeG	Ecological Centre, Leh
18.	Rodney Jackson	SLC Director	SLC
19.	Abdul Rauf	Range Officer	Wild life deptt. Leh
20.	Rauf Zargar	Wild life warden	Deptt of Wild Life Protector Leh
21.	Ap.Qayoon		
22.	Rinchan Tundup		All India Radio, Leh
23.	P.Wangchuk	PEX	AIR.
24.	P.Wangtak		Shey, Leh
25.	R. Dolkar	Guide	
26.	Phunchok Angchuk	Guide	Leh-Ladakh
27.	Sonam Wangchuk	Secretary	SECMOL
28.	Thupstan Paldan	Cultural	
29.	Nawang Tsering	Cultural Officer	J&K Cultural Academy Leh
30.	Tsering Angchuk	Range Officer	C/o Wild Life Warden Leh
31.	Anshuman	Editor	SECMOL
32.	Becky		SECMOL
33.	Tashi	Student	SECMOL
34.	Mythili	Consultant (Disability)	H/40 South Extension I New Delhi - 110049
35.	Sonam Tsetan	Agricultural	Otsal Guest house Changspa Leh Ph. 52816
36.	Sonam Wangdus	Councilor	Sumoor Nubra
37.	N.Abass	Ranger	Forest
38.	Pankaj Chandan	Project Officer	WWF India
39.	Phuntsog Tashi	A.P.O	
40.	Abdul Hakeem		Skampari Leh
41.	B. Deldan	Rtd. Ex. Engineer	Karakoram Hotel
42.	Razia Sultana	Director	LEHO
43.	Vidhya Kalyani	Programme Coordinator	NIPWD – NIRAC
44.	Stanzin Norphal	Range Officer	Forest Deptt. Leh.
45.	T.D. Daya	-do-	-do-
46.	T. Namgyal	Student	Mahabodhi Choglamsar

47.	T. Namgyal	Student	-do-
48.	R. Angchan	-do-	-do-
49.	Tsering Dawa		Chiling
50.	G.r. Malik	Solar Manager	LEHO Himalaya shopping complex
51.	Phunchok Dolma	Asstt. Edu. & Inf. LEDeG	LEDeG
52.	Tashi	Member	Markha
53.	Thabkas	-do-	-do-
54.	Dheraj Dupta	Deputy Commissioner Leh	DC Leh
55.	S. Dawa	Executive Director	LEDeG
56.	P.Dorje Steno	Steno	-do-
57.	T. Dorje	Student	Leh
58.	Sonam Dorje	-do-	-do-
59.	Padma Tashi	Managing Director	Rural Development and You
60.	Phunchok Ldawa	Student	Delhi University.
61.	Dorje Gyaltsan	Member	Kaya
62.	Tashi Tsephal	Member	Hangkar
63.	Ishey		
64.	Stobdan	Goba	
65.	P.Angmo	President	Gya
66.	S.Gyaltsan	President	Spituk
67.	Tundup Dorje	Tour operator	Overland Escape Raku complex Foot Road Ph. 53072.
68.	Regzin Angchuk	Representative	
69.	L.Nyantak	President	Leh
70.	Nurboo (Martsey)	RA Cultural Academy, Leh	Cultural Academy, Leh
71.	Tsewang Renchan	Councillor Markha	Sku-Markha
72.	Nandita Jain	Regional Manager	The Mountain Institute

3. Presentations

Tourism Policy and Development In Ladakh, by L. Thinles, Deputy Director Tourism, Leh.

Introduction: The primary generating areas for international tourism were the developed countries, where population enjoys affluence and leisure time, but with passage of times the bulk of international Tourism involves travel to developing Countries to explore the rich cultural heritage and the unique natural environment. In view of these factors, a new type of adventure tourism has emerged within the international tourism agenda drawn beyond the standard tourism sites to seek exotic and unknown places, primarily in the developing countries. The adventured tourism industry places such a people directly into remote cultural and natural environments, which include mountaineering, trekking, bicycling, river rafting, wild life viewing and sight seeing to the historical monuments like places and monasteries.

There is probably no other economic activities which involved so many sectors, levels and interest as Tourism ranging from the Private Sectors, to Govt. departments,. These sectors can be broadly grouped into 4 categories, namely, the host Country, Tourists, Tourism Organisations and the natural environments. An examination of these 4 major Sectors indicates, at its sight, that they have mutually re-enforcing aims in ensuring sustainable tourism development.

1) Host Country: Firstly, the prime interest of the host Country is centred around their needs in terms of tourist potential and standard facilities. The potential for promotion of Tourism in Ladakh is also outstanding not only by national standard but even comparable with the tourist destinations of the world.

The substantial differences of tourists potential, tourist inflow, nationality wise composition, average daily expenditure of tourists and the duration of stay make Ladakh, a completely distinct tourist destination of the world.

Tourist Attractions: Ladakh offers a variety of tourist attraction mainly the colourful landscape with Wild Life and cultural including monasteries and some of these r are monuments were previously in a very poor maintenance condition but with the coming of tourist of Ladakh, the maintenance condition and the historical importance was revived as the monasteries start getting income from the tourists. Fro preservation of these historical monuments, the Govt. of India as well as State Govt. have various schemes under which funds to the tune of Rs. 76.04 lacs was released by Central Govt. for re-furbishing the 3 monuments i.e. Hemis monastery, Pethub monastery and Mahabodhi International Meditation Centre and the State Govt. has also spent Rs. 106.19 lacs for re-furbishment of 7 monuments like, Hemis monastery, Shey Mosque, Chokhang Vihara, Matam Sarai, Deskit Monastery, Shanti Stupa and Thiksay monastery.

From this year, the Central Govt. Financial Assistance is also available for preservation of Buddhist Culture and Arts which cover not only maintenance, repair, restoration and renovation of ancient monuments but it also cover scholarship to the novices studying in the monasteries including purchase of books and documentation, construction of hostel building and salary for teachers. The Govt. of India has also provided funds for constructing modern two toilet facilities to all the monasteries.

2) Tourist: Secondly, in order to fulfill the potential for enhanced standards of facilities, it is necessary to continue to attract the international tourists to bring in foreign exchange. It is, therefore, essential to carefully match the demand of a growing number of tourists with the characteristics of a destination in order to ensure visitors satisfaction. The overall growth-rate-in tourist arrivals world wide in 2000 was 3.2. percent, with the fastest growth destination region being South East Asia and the pacific with an average growth rate of 8% in tourist arrivals between 1999-2000. In our Country, tourism is the 3rd biggest industry and 24 lacs tourists visiting India annually with increase of 6.2% and Ladakh receive 0.79% of the total tourist arrivals in the Country and also earned an income of Rs.14.43 crores from Tourism. As per the tourist figures maintained by this department, the increase of tourist arrivals in Ladakh is recorded to be 5.6 percent. Now Tourism in Ladakh is 26 years old and during these periods, total 364243 tourists visited Ladakh out of which 2,94851 are foreign tourists and 69092 are Home tourists.

3) Tourism Organisation: Thirdly, the successful operation of Tourism Organisation by Public and Private undertakings will result in increased foreign exchange earnings, employment generation, tax revenues and increased in revenues and profits, but however they depends on successful mediation of two previous sets of interests.

Tourism has created demands for a home away from home, which means conventional hospitalities. As regarding accommodation in Leh we have 3300 bed capacity in Private Sectors hotels and guest houses with the tariff ranging from Rs. 2,070/- in sophistic hotels to Rs. 100/- in simple paying guest houses. In order to have the required different standard of accommodations, Govt. has granted financial assistance in the form of loan & subsidies.

The break up of accommodations: -

<u>Category</u>	<u>No.</u>	Bed Capacity
a) <u>Hotels</u>		
A-Class	32	1311
B-Class	16	463
C-Class	8	180
D-Class	11	173
b) <u>Guest House</u>		
Upper Class	14	190
Medium Class	11	143
Economy Class	52	578

Besides the above, 42 cases of hotels and guest houses have already been approved and the bed capacity of 354 will be added in 4&5 years. As regarding occupancy in Private Sector hotels and guest houses in Leh district, it is recorded to be 23.64% as compare to 40.50% at the national level and other facilities available to the tourists are 483 Private taxis, 112 Private Buses, 92 Restaurants, 150 Antique shops, 70 Tourist Guides and 180 horses registered with Tourism Department, Leh.

Employment Opportunities: With the growth of fastest communication system in the world, Tourism has become a tool for economic development of the region. It provides direct income to the hoteliers and guest house and restaurant owners and indirect income to the shop keepers and man dealing in antiques, food stuff, vegetables, fruits and multipliers income to the employees and the labourers. As per the standing norms for a hotel, one hotel room created 3 direct jobs and 6 indirect jobs on an average.

4) Natural Environment : The final interest, that of the environment is the essential corner stone, unless the environment is safe-guarded Tourism is in danger of being a self destructive process. Destroying the very resource upon which it is based. It can be seen, therefore, that the major role players in tourism all have a stake in sustainable tourism and that their present and future interests are in many ways tied to one another and to sound environmental practice. The protection of environment is an essential part of tourism development without adequate environmental protection, Tourism development in particular and development prospects in general are undermined, compromising the present and future prospects of tourism organization, tourists and host Country alike.

Ecotourism Opportunities in Rural Ladakh by Mr. Tsering Samphel, Leh Nutrition Project

We have been experiencing tourism in Ladakh for the last 27 years which Certainly can be termed the biggest industry of Ladakh, In a latest estimation, the income out of tourism during the year 2000 was about 21 crore of Rupees, Now, Ladakh has become a famous and distinct tourist destination world widely, Ladakh has become a destination for those whom travel means learning, experience and something new which they find in Ladakh's landscape, monuments, history, customs, traditions, religion, culture, and way of life, a heritage in uniqueness, packages of cultural tours, mountaineering, river rafting and trekking attracted thousands of foreigners to Ladakh. Of late, Ladakh is attracting domestic tourist also. The rapid and sustained growth in numbers of foreign visitors since its opening in 1974 from 500 to 13,104 in 1980 works out a growth rate of 25% as against the growth rate of 10.5% for India as a whole during corresponding period and 1.37% of the total tourist to India visited Ladakh in 1980. Similar tempo of the growth was seen till 1989 in which year 16,079 foreign tourist visited Ladakh, Unfortunately, the militancy in Kashmir brought down numbers of tourist to Ladakh as low as 6342 in 1990 and whole strategy had to be reviewed afresh by all those who are involved in Ladakh tourism. It was then a turning point in Ladakh tourism from where its promoters stressed towards adventure tourism particularly in trekking and mountaineering and the number of tourist to Ladakh picked upto 15299 foreigners and 6767 domestic in the year 1998 showing a rapid growth of 30% between 1992-2000. Therefore, tourist activity extended in rural Ladakh largely after 1990 only. The quantum of benefits being shared to the rural areas out of tourist around them have never been questioned as the innocent rural folk have very little awareness of the potentialities of income out of tourism. As per records of the Tourism Department of Leh, there are 65 Hotels, 111 Guest Houses 92 Restaurants, 483 Taxis, 180 registered guides and 150 tourist shops concentrated in Leh city only and the rural people constituting 80% of the District population have very little share in the above income generating sources out of tourism. The theme of today's august gathering i.e. "Ecotourism Opportunities in Rural Ladakh" will go a long way in enabling the rural Ladakh to earn from tourism and improve their economy. The tourism largely monopolised and concentrated by urban folk will start flowing towards rural areas, which will ultimately avert a point at which the majority population having no direct benefit out of tourism might have opposed it resulting clashes between them. The benefits from tourism to rural Ladakh have been very negligible and limited to camping fee, horses/ponnies charge and grazing fee, etc. All trekkers carry everything with them even those items, which are readily available in rural areas as milk, some green leaves onions and butter etc. Therefore, a vision is needed which can be translated into a comprehensive plan that balances as much as possible, the interest of rural people and their ecology with those of the visitors and the organisers. Such a vision must reflect respect for the rural asset and maintain its integrity also. This is fundamental not just

conservation of natural environment viewpoint but also for a sustainable development of tourism in rural Ladakh. Nothing that is done for tourism in Ladakh should be out of keeping with the style, scale and mood of the culture and environment of the area. Tourism activity should not be allowed to cheapen the area too, which cause damage to the personality and dignity of the culturally rich rural areas. Planning needs to be comprehensive and include all the stake-holders. They should be involved in the development, implementation and subsequent management of the plans, such as those who are concerned with the environment, cultural heritage and wild lives etc. It has also to be taken care that entrenched interest for the sake of making quick money do not organise too much tourist at a time which is out of capacity to the environment of the area.

Some of the opportunities, which will benefit the rural area in Ladakh will have to be stressed in marketing by tour operators, of students groups, who spend more time in villages and expect less luxury but want to study and experience Ladakhi village life, their culture and nature. Organising mountaineering expedition to various peaks to various age groups can route more tourist towards rural areas.

To boost more trekkers for longer period in rural areas, marketing have to be more attractive targeting specific interest groups who can collaborate study of geology, metrology, medicinal herbal plants, wild lives and village lives etc. while on trekking in Ladakh. Some of the opportunities for rural people to enhance their stakes in earnings out of tourism in Ladakh can be in the following way :-

- i) Improving one or two room out of their houses for tourist stay as guest rooms,
- ii) Growing different varieties of vegetables,
- iii) Enhancing diary products and availability of milk, curd and cheese in abundance.
- iv) Increase in horses/ponnies holding for hiring in trekkings and mountaineering expeditions,
- v) toilets and bath rooms at camping sites constructed and developed in conformity to local environment to be income generating sources.
- vi) Environment and ecology of the village to be common concern of the community and garbage disposal and sewage system to be an attraction of donations from tourist.
- vii) Rural cultural troops to organise at village level for presentation of cultural dances and songs on demand, and
- viii) Unemployed rural youths to train in cooking, culinary and mountain guides etc.

Sustainable Tourism in Ladakh by S. Jorgyes and A. Khan, LEDeG

Eco-tourism is defined as: “Tourism that involves travelling to relatively undisturbed natural areas with the specified object of studying, admiring and enjoying the scenery and its wild plants and animals , as well as any existing cultural aspects (both of the past or the present) found in these area.” *Source:* World Tourism Organisation

The Tourist in Ladakh: History of tourism in Ladakh is relatively recent, it goes back about two and half decade. Ladakh was opened for tourism in 1974. Since then, the number of tourist arrival has grown from 527 in 1974 to 18042 in 2000. 80% of the tourists were foreigner and rest was domestic.

Case Study Of Markha Valley: A team of LEDeG staff conducted a detail survey of two villages in the Markha valley, where we tried to find out the impact of tourism on the culture, tradition, living standard and gender issue. Since, Markha valley is one of the few trekking routes, which was open for the tourist from the beginning. It is said that 60% of the tourist who visits Ladakh go for trekking in the Markha valley through the four major trekking routes. They are:

1. Spituk Rumbak
2. Stok Markha
3. Youru Chilling Markha
4. Martselang Shang Markha

Effect of tourism on people's life.

- Primary occupations are on the decline through out the region, there is a major in shift in domestication from the dairy animal to horse and donkey.
- Importance of agriculture is also declining because male folks of the village are engaged in tourist related activities.
- Transformation of traditional to so called development activities in the building structure, dress codes, behaviors and food habits.
- Gender issue: - During the tourist season male folk are engaged in trekking in the mountains of Ladakh. The female folk of the village are engaged in agricultural and social activities, they have to perform all kinds of activities in the village. During this four month there is no communication system between the male and the female because male are away on their job.
- Last year there was a major flood in Markha valley and their main irrigation canal was destroyed by flood and women folk of the village had to construct the canal for irrigation. So we notice that a male job had to be performed by the female folks.

Cost analysis of a horse

Market price of horse	=Rs.10, 000/-
Belongings needed for a horse	
Saddle	=Rs.2000/-
Hatter	=Rs.600/-
Ropes two pair	=Rs.200/
Total	=Rs.12, 800/-
Trekking period	4 months per year
One season earning	=Rs.12, 000/-
Average earning	= Rs.100/- day

Expenditures:

One day fodder cost	=Rs.37.50/-
4-month fodder cost.	=Rs.4500/-
Two-month horses are grazes in the alpine	
Rest 6 month expenditure	=Rs.18.75/- day
6 month fodder expenditure	= Rs3555/-

Therefore:

Total expenditure on one horse =Rs.8055/year

Risk involvement in horse rearing:

- No insurance policy
- Diseases
- Accidents
- Threat from snow leopards
- Threat from wolves

Total income in 4 month from one horse = 12,000/-

Expenditure in fodder = 8055/-

Income from one horse in a year =3945/-

Labour cost for one horse @ Rs.12.50/day in a month = Rs.375/- .

4 month labour cost of one horse = Rs.1500/

Net income of a horse in one season is Rs.2445/

Name of village	No. of families	No. of male	No. of female	Edu. Status M/F	Drop out M/F	No. of non agri-culture employment M/F	Handicraft male	Handicraft female	Total No. of livestock	Butter production/year in kgs	No. of Family with no butter production
Sku-kaya	24	87	72	40	17	9/1	14	20	Dzomo 14 L cow 32 Demo 10 Goat 1309 Horse 51 Donkey 34	66	14

Name of the Village	No. of families	No. of male	No. female	Edu. Status	Drop out M/F	No. of non agriculture employment M/F	Handi-craft male	Handicraft female	Total No. of livestock	Butter production/year in kgs	No. of family with no butter production
Markha	20	53	81	21	13	3/1	10	13	Dzomo 13 L cow 31 Demo 3 Goat 566 Horse 78 Donkey 64	82	Nil

4. Workshop Organisers

Snow Leopard Conservancy

The Snow Leopard Conservancy (SLC) is dedicated to demonstrating innovative, “grass-roots” measures that lead local people to become effective stewards of the endangered snow leopard, prey and its habitat. SLC operates under the Cat Action Treasury (a US-based nonprofit charity), which supports projects of the Cat Specialist Group, World Conservation Union - IUCN.

Ladakh Contact: Rinchen Wangchuk, IBEX Hotel Complex, Leh 194 101
Tel: (1982) 50953; fax 52735; e-mail: rwangchuk@vsnl.com

US Office: 18030 Comstock Avenue, Sonoma, CA 95476
Phone: 707-935-3851; Fax: 707-933-9816
Contact: Dr. Rodney Jackson; e-mail: rodjackson@mountain.org
www.snowleopardconservancy.org

Ladakh Ecological Development Group

LEDeG is an NGO registered in Jammu and Kashmir, based in Leh. LEDeG works to promote ecological and sustainable development that harmonizes with and builds upon the traditional culture of Ladakh. Its programs include information, education and cultural preservation; agricultural development; appropriate technology and handicrafts development.

Tel: 91-1982-53221, Fax: 91-1982-52284
Email: ledeg@vsnl.com
Leh –194101, Ladakh, India

The Mountain Institute

The Mountain Institute’s goal is to conserve mountain environments and cultural heritage while improving the livelihoods of mountain people. The Mountain Institute (TMI) brings 25 years of scientific, field-based experience to address challenges and opportunities facing mountain cultures, communities, and conservation. The Mountain Institute programs operate in the Himalaya, Andes, and Appalachian mountain ranges. TMI provides active advisory support to mountain programs around the world.

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