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**Ladakh Ecotourism Policy Framework**  
**By Ladakh Environment & Health Organization (LEHO)**

**1. Preamble:**

Ladakh was first opened to tourism in 1974 with a total of 527 visitors. Of them, 500 were foreign tourists, 27 domestic. Since then, the trend of foreign dominance in tourist arrivals has shaped the profile of Ladakh's tourism. However, the tourism industry of Ladakh has risen exponentially from the initial 527 arrivals to more than 300,000 in 2019 until the pandemic as the trend changed gradually with increase in disposable income of the domestic tourists and commercialization of Ladakh as a unique destination in mainstream national media. In 2021, domestic tourism has escalated further and taken a form of revenge tourism (wherein people wish to break free from the mundane routine from the "lockdown fatigue" of the coronavirus crisis).

While Ladakh has benefitted immensely from the growth in its tourism sector, it is also faced with challenges particularly associated with the substantial increase in the volume of tourists. The growth in the industry has also been accompanied with social, cultural, and environmental issues, which are anticipated to grow in the future. These developments and the absence of documented comprehensive policy framework have resulted in challenges relating to policy clarity, planning and coordination for the development, promotion and regulation of the tourism industry.

According to statistics, 90% of the 300,000+ tourists are visiting only to a few popular hotspots, namely, Leh, Hunder (Nubra Valley), Spangmik (Pangong Tso) along with some of the popular monasteries around Leh city every season. This trend disproportionately benefits only a minority involved in this trade, especially around Leh and Kargil cities, at the cost of the rest 90% of the population living outside of these hotspots. Also, with less than 0.01% of the tourist visiting rural areas, mostly only passing by or halting for a night, around 10-15% of the rural youth involved in handicrafts and other trades have limited options to earn a living income.

Thus, the uncontrolled increasing number of visitors has resulted in the following emerging issues:

- Wide income disparity among the population leading to a limited option to earn a living for the rural youth,
- Exceeding the carrying capacity of the mentioned hotspots with excessive consumption of water, electricity, packaged food, fuel, chemicals for cleaning, etc. creating immense pressure on land, water, environment, tradition and culture as well as social infrastructure,

- Growing waste and environment concerns,
- Congestion at Leh and major tourist sites,
- Increased vehicular movements resulting environmental degradation
- Quality of services provided including accommodation,
- Growth in non-certified tourist facilities,

Moreover, it has been found that 80% of the earning population of Ladakh is dependent majorly on tourism. Almost 99% of the population in Leh, the largest town of the Union Territory, have either sold their agricultural land for tourism businesses or converted it into large accommodation centres like hotels and guest houses. This abrupt transition has brought a big threat to the sustainability of the tourism industry of the region and the livelihood of its inhabitants in return. Therefore, a carefully designed sustainable model of tourism is the need of the hour for UT Ladakh.

The purpose of a tourism policy is rooted in the region's overall development philosophy of "Carbon Neutrality" and seeks to foster sustainable tourism that meets the needs of visitors and destinations while enhancing and ensuring opportunities for the future. Ladakh has consistently sought to ensure its growth through tourism industry and sadly majority of visitors, who arrive to experience the nature and landscape of the region, are not aware of its fragile ecosystem. Therefore, it is important that the next phase of this growth is within the carrying capacity of the region's physical, socio-cultural and environmental conditions.

## 2. Guiding Principles:

- 2.1. Green Ladakh** – Conserve nature and biodiversity of Ladakh;
- 2.2. Authentic Ladakh** - Preserve the culture and traditions of Ladakh – organic farming, handicraft, local cuisines, music, dance, etc.;
- 2.3. Carbon Neutral Ladakh** - Promote sustainable use of natural, cultural and local resources with an emphasis on the use of renewable energy;
- 2.4. Self-reliant Ladakh** - Generate livelihood sources to local communities through ecotourism activities, and encourage local entrepreneurs including women, such as homestay owners, handicraft unit and café owners, etc. from rural villages in the development of ecotourism infrastructures and promotion of ecotourism products;
- 2.5. Experiential Ladakh** - Encourage visitors to learn about biodiversity as well as respect local communities' culture and traditions

### **3. Vision:**

Establish Ladakh as a sustainable, carbon-neutral, self-reliant, inclusive and a high value **Ecotourism** destination

### **4. Objectives:**

- 4.1.** To establish and promote Ladakh as a unique Ecotourism destination in the next 5 years or latest by 2030 and foster sustainable tourism development within the region;
- 4.2.** To enhance rural livelihoods and generating incentives to local communities with the emphasis on marginalised group of people, thus prevent low-skilled migration from villages;
- 4.3.** To bring all stakeholders on a common platform of understanding of Ecotourism and empowering them to manage the same by also strengthening institutional structures, partnerships and collaborations.

### **5. Policy Suggestions:**

*With LEHO's current experience and expertise on creating model ecotourism villages, the organization is ready to extend its support for any kind of collaboration in the work.*

#### **Sustainable Tourism Development:**

**5.1.** Ladakh shall pursue a policy of **high value, low volume** tourism that will contribute towards socioeconomic development while ensuring the negative impacts associated with mass tourism are avoided or mitigated.

a. Adoption of appropriate pricing and other mechanisms such as "**Sustainable Development Fee (SDF)**", "**Minimum Daily Package Rate (MDPR)**" and "**Community Development Fee (CDF)**" could be one of the ways to pursue above.

- The Minimum Daily Package Rate will include Sustainable Development Fee, Community Development Fee and payment for the all-inclusive service package which includes accommodation, meals, guides and ground transport within Ladakh.
- The SDF shall be a separate tourism levy to compensate for the negative environmental impacts associated with tourism.
- The CDF shall be an amount collected and contributed to the local community residing in or near the ecotourism site/ village.

- The SDF, CDF and MDPR will be revised based on the need to manage the pressures on the local society, culture and environment.

**b. Conduct carrying capacity analysis**

- In order to mitigate potential negative impacts, **assessment of the absorptive carrying capacity** of selected sites and places which are vulnerable to negative social, environmental, cultural or other impacts associated with over-tourism should take place.
- Mechanisms should be developed to **prohibit development activities on agricultural land for touristic purposes** like construction of hotel and other commercial infrastructure within the Ecotourism sites/ villages.

**c. Improvement of standard and quality**

- **Strengthen the quality** of existing tourism infrastructure with standard mechanisms and monitoring. Managing should include **temporary shutdown** of sites that are in need of restoration due to mass tourism;
- o Example: Chumathang hotsping.
  - To enhance safety and security around vehicular movements, plan of **quick response teams** for an event of any kinds of accidents to introduce;
  - To ensure safety from weather changes or any form of natural disaster, plan of **well-trained disaster management team with telecommunication facilities and helicopter services** to introduce;
  - Establishment of standards and **certification systems to achieve excellence** in quality and sustainability.
  - o For ex. Certificate courses for nature interpreters and ecotourism guides for trekking, bird watching, fauna and flora photography and other activities
  - o Training and **certification programmes for safety and rescue operations** to all the tour operators, guides, tour agents whose clients may have accidents and injuries caused by the engagement of tourism activities;
  - **Constitution of committee** with members from LAHDC, local NGOs etc. to work on certification related to the ecotourism activities and encouragement to identify necessary certification items related to ecotourism activities such as renewable energy, organic farming, etc.;
  - o Ensuring the certification process to be transparent based on specific guidelines which are monitored through social auditing;
  - **Requirement of insurance** for touristic stake holders whose clients may have accidents and injuries during their trip, and require guides to carry first aid kit when they are in the field with their clients;

- **Creation of a more competitive market** to offer greater choices and improved services to visitors;
- **Conduction of annual tourism award programmes** to motivate the stakeholders for sustainable and better services.

**5.2. Encouragement of organic farming** and promotion of **local food products** by following mechanisms:

- a. Model ecotourism sites/ villages **should practice organic farming** as a part of the certification programme. Incentivisation with various agriculture tools and products, like seedlings, mulching materials etc. could be introduced.
- b. Every homestay owner should serve his/ her guests with **local vegetables grown** organically either by himself in his kitchen garden or by another family within the village
- c. Establishment of at least one **nursery unit in every model ecotourism village** that will grow and provide seedlings to the other villagers for their farming.
- d. Encouragement of **local food processing like jam, juice, pickle etc.** for the guests staying in the homestays. This can be achieved by conducting workshops and training programmes on the respective course.
- e. **Certification of local organic products by the govt.** to maintain the quality and standard as mentioned in **5.1. (c)**

**5.3. Preservation of local culture and tradition** by following mechanisms:

- a. Encouragement **on wearing traditional ethnic attire while hosting guests** at homestays
- b. Maintenance of traditional Ladakhi architectural aesthetics should be mandatory to establish a homestay or any ecotourism accommodation unit
- c. **Formation of cultural groups** with training in local music and dance to entertain guests whenever required
- d. **Formation of groups of artisans** especially skilled in local handicraft to make more of the items that can be sold as souvenirs
- e. Conduct **an annual running event or festival** in different ecotourism site/ village to promote the importance of culture and tradition. The event can be clubbed with the annual tourism award programmes that will be conducted to motivate the stakeholders for sustainable and better services.

**5.4. Conservation of nature and environment**

- a. To address environmental and safety concerns with regard to vehicular movements, **adoption and implementation of guidelines** for the regulation of vehicles including two-wheelers used for tourism purposes is necessary.

- b. **Promotion of electric-vehicles** and bicycles by providing subsidies to the locals. The residents of the ecotourism site/ villages can provide these vehicles on rent (with proper guidelines and rules) to their guests to explore around the nearby villages.
- Also, improvement of accessibility within Ladakh by upgrading and expanding road transport services. Introduction of electric buses connecting Leh & Kargil with remote villages could be considered.
- **Adoption of Vehicle Tax (VT)** on entering private or rented cars into the region.
- c. Mechanisms should be developed to promote and **incentivise the use of renewable source of energy**, like use of solar water heaters, solar panels, etc. in every site
- d. Enhance initiatives to **promote management of waste** produced by the tourism sector.
- Dustbins for dry waste should be installed by every road-side to maintain cleanliness and a penalty amount should be levied on littering any area within the region.
- Creating awareness against littering through workshops and broadcasting
- Appointing responsible locals as "**Ladakh Waste Warriors**", hence forming a group of them from every site/ area, to monitor the waste management activities could be considered.

#### **Rural livelihood generation:**

##### **5.5. Establishment of new tourism infrastructure**

- a. **Identification and development of ecotourism zones/ villages** across the region to promote coordinated and sustainable development of tourism products while supporting the local community.
- LEHO has already prepared a set of selection criteria for the model villages under its on-going Ecotourism project (attached in Annexures).
- b. **Establishment of homestays** in selected villages based on surveys to promote Ecotourism.
- LEHO has already prepared a set of selection criteria for the homestays (attached in Annexures).
- Mechanisms should be developed for the establishment of homestays in every village on the basis of its carrying capacity.
- c. **Establishment of handicraft unit cum souvenir shop** in every village/ site to display and sell local products.
- It will include organic food products, local art and craft items, etc. that will provide a livelihood to all local SHGs and individuals involved in the activity.

- d. **Establishment of a café cum museum** in every village that will act not just as a local information centre for the tourists but also a refreshment stop for the villagers passing by.
- A part of the museum will also have a “Praise Wall” or “Wall of fame” to display people’s achievements and good work (local, national, international) from the village.

#### **5.6. Improvement & development of tourism products and services:**

Emphasise on unique and traditional offerings from every village to improve tourism products (in quality and sustainability) and offerings to enhance visitor experience. The products can be categorised in to the following but not limited to:

##### **a. Experiential products:**

- Products that let the visitors experience local culture, nature etc. Examples are village tours, cultural festivals or trekking

##### **b. Purchasable products:**

- Products that are for sale and are addressed towards, and among others, tourists. Examples are woollens, carpets, traditional tables (choktse) or other souvenirs.

##### **c. Learning products:**

- Products that teach the visitors through participation in workshops and similar interactive programmes. Examples are workshops on local arts and handicraft, cooking of traditional recipes, traditional healing practices from Amchi, etc.

##### **d. Community awareness products:**

- Products that encourage the exchange of knowledge and information between locals and visitors on relevant topics, like sustainability. Examples are Village clean-up drive followed by an interactive session on waste management or awareness programme on the importance of menstrual health & hygiene, etc.

#### **5.7. Identification of stakeholders and supporting them for tourism activities:**

- a. Identification of local guides, cultural experts, artisan groups, story tellers, local food experts for providing authentic food experiences, many others
- b. **Formation and establishment of a local village level tour operator** who will manage the overall tourism activities within the village following the ecotourism guidelines with respect to the conservation of nature as well culture and tradition.
- This tour operator will function with the participation of multiple stakeholders, like local guides for village walks, treks, cultural programmes, farm tours etc. based on visitor’s interest in collaboration of the tour operators in Leh.

- c. **Identification of low season income generation activities** to complement ecotourism such as handicraft souvenirs, food and fruit processing, production, repairing and maintenance of adventure equipment
- d. **Motivate local stakeholders towards participation with funding and subsidies:**
  - Provide financial support/ incentives to encourage people to take part in new ecotourism ventures.
  - Provide small scale funding to community groups that want to engage in village-based ecotourism activities via grants from the government. This may include Homestay establishment, handicraft units, SHG formation, tools for organic farming, etc.
  - Encourage banks to provide loans at reasonable interest rates targeting the local people who wish to engage in ecotourism activities by providing government loan guarantees;

#### **Awareness and capacity development:**

Awareness programmes play a vital role in the creation of common ground for Eco touristic activities among the stakeholders.

#### **5.8. Human resource development and strengthening of inclusivity and integration**

- a. Encouragement and facilitation of development of professional and competent work force through appropriate skill development and training programmes at village levels.
  - The Training should include environmental education, home stay management, waste management, computing, finance, cooking local cuisine, guides for trekking etc.;
  - Preparing and providing of training materials including training manuals, text books and training courses etc.;
  - Providing of training and capacity building for relevant organizations, travel agencies, etc. as well as Tourism Department staff within the region to understand the clear meaning of ecotourism;
- b. Facilitation of self-employment opportunities for the women, youth and marginal group of people in ecotourism enterprises by forming SHGs and conducting skill development programmes for them;
- c. Encouragement of supply of goods and services to tourism enterprises by local communities;
  - For ex. Supplying local food products to big hotel chains and restaurants in Leh

**5.9. Generating of awareness and education on ecotourism, environmental conservation and waste management:**

- a. Awareness programmes on the concept of ecotourism, the policy contents, its guidelines and function of every stakeholder and local communities;
- b. Awareness and educational programmes for local communities and school children on environment conservation and waste management;
- c. Nature-based activities for local children managed by qualified ecotourism guides/ experts educating them on environmental issues.

**5.10. Strengthening of institutional structures, partnerships and collaborations:**

- a. Promotion of partnerships and cooperation on ecotourism on both national and international level;
- b. Development of a quarterly meeting with the Tourism Department to build more synergy between the department and stakeholders on the schemes of ecotourism;
- c. Development of partnership with local stakeholders and tour operators / tour agents to develop ecotourism business in a fair trade manner;
- d. Development of partnership with NGOs and local communities to manage ecotourism sites;
- e. Establishment and enhancement of networks with key stakeholders including research institutions, private sector associations, public agencies, and NGO's;
- f. Hosting of seminars and events to discuss and deliberate on ecotourism achievements with participation of key stakeholders including key government organizations;
- g. Hosting of annual meetings of ecotourism stakeholders, policy makers, LAHDC, Panchayat, NGOs, SHGs, private sector on a rational basis in each district.

**Marketing and Promotion**

**5.11. Promotion of Ladakh as a year round ecotourism destination**

- a. Promotion of village tourism through tour operators:
  - Example: Every tourist opting for package tours should spent one night in one of the model villages as a part of local experience
- b. Creation of an ecotourism marketing cell within the department;
- c. Creation of a common platform for marketing of ecotourism which includes ecotourism marketing cell, other government organizations, SHG, NGO etc.
- d. Development of appropriate packaging and branding of ecotourism destinations;
- e. Promotion of branding of Ladakh with tag line and brand ambassador for ecotourism;
- f. Participation in national and international tourism trade marts;

- g. Promotion through media such as, tie-ups with travel TV programs, magazines, travel books, internet portals etc;
- h. Promotion on ground level, such as at *Dragon Supermart* and other tourist attracting outlets like cafes and restaurants
- i. Planning of a transparent pricing system for the visitors and services providers;
- j. Establishment of a direct link between services providers and the visitors through electric online payment gateway;
- k. Development of websites along with search engine optimization;
- l. Increase quality visitations during lean season by adopting off-season marketing strategies. Identification, development and promotion of Ladakh special winter activities as tourism products to attract visitors to experience the winters in its traditional way is necessary

## **6. Implementation approach for the next 5-years as per the above suggestions:**

*Note: All skill development programmes must be a certificate training programme officially conducted/ supported by Govt. of U.T. Ladakh*

### **Sustainable Tourism Development**

- 6.1. Conduct a professional research on the carrying capacity** of at least two model villages (established by LEHO) and one existing tourism hotspot (ex. Spangmik village by the Pangong Tso) to practically understand and solve the issues related to sustainable livelihood and environmental impacts
- 6.2. Constitute an official Ecotourism Committee** with members from different departments, associations, organizations, individual researchers and others who have expertise on the subjects of ecotourism, environment and wildlife protection, sustainable livelihood, animal husbandry, agriculture and horticulture to plan and monitor any work related to Ecotourism and Sustainable Tourism Development for the region.
- 6.3. Release a set of official guidelines for Sustainable Tourism Development in Ladakh** in consultation with sustainable tourism experts

### **Rural Livelihood Generation and Training & Skill Development of the stakeholders**

- 6.4. Identification and establishment of 20 ecotourism model villages** following the guidelines (mentioned at 6.3.) in Leh and Kargil districts (10 villages per district) as pilot project.
  - LEHO has already worked on **03 villages** in **phase 01** and is planning to work on 16 more in the upcoming phase.

- Establishment work in those villages should include at least 100 homestays with sustainable facilities/ amenities, 10 cafes, 10 museums, 10 handicraft centres for the sale of souvenirs

**6.5.** Establishment of at least **20 nursery units** (2 per village) to produce and provide local vegetables to all the homestay owners as well as the villagers as a part of promoting circular economy within every village.

- These nursery units should also be able to produce and supply seedlings to its villagers in future.
- In case of excess production, facilitate these units to sell their yields to the neighbouring villages as well as Leh & Kargil through the SHG mentioned in 6.8.

**6.6.** Conduct training and skill development programme for all **homestay owners and stakeholders** mentioned in 6.4 and 6.5.

**6.7.** Formation and skill development of at least 10 **cultural groups** to perform for the guests on behalf of the entire village. They will be paid by the tourists through their travel agents and village tour operators for every performance.

**6.8.** Formation and skill development of at least 10 **SHGs comprising farmers and artisans** to produce their local products and sell those at the souvenir (handicraft) centres so as to enhance their livelihood and preserve the local culture.

- Training cum workshop programmes for the farmers should include local food and fruit processing techniques along with its sustainable benefits to health, economy and environment

**6.9.** Formation and skill development of 10 **village level tour operators** to promote their villages and manage bookings for homestays and village based activities in collaboration with the UT-level, national & international travel agents and tour operators

**6.10.** Formation and skill development of at least **15 groups** under **“Ladakh Waste Warriors”** who could take the responsibility of waste management across Ladakh including both the model villages and the existing tourism hotspots of the union territory.

**6.11.** Formation and skill development of **quick response and rescue teams to handle road accidents under every block level.**

- Also, introduction of emergency services and skill development of the medical staff in at least 10 block level medical centres.

**6.12.** Formation and skill development of a **professional disaster management team and allotment of walkie-talkies/ telecom. devices with provision and access to helicopter services as well as ground transport** like Jeeps for immense weather situations.

- Development of a dedicated map of trekking routes, with consultation with subject experts, to guide the ground rescue team through difficult terrains.

**6.13.** Conduct at least **10 extensive awareness and capacity development programmes** for all stakeholders including school children on sustainability and environmental issues like waste management, water conservation, negative

- impacts from tourism, importance of tourism carrying capacity, organic/ local food, culture and tradition, and other relevant topics.
- Also, competitions followed by workshops/ seminars along with award programmes to promote the concept of sustainable living on local individual level

### **Preservation of nature, culture and tradition**

#### **6.14. Identify at least 05 damaged or unsustainable tourist spots and start its restoration work.**

- The number of spots i.e. 05 is decided on the basis of different regions from Ladakh. For ex. Changthang, Nubra Valley, Zangskar, Sham Valley, Leh & Kargil
- With the help of respective departments and individual subject experts, the work should focus on the conservation and preservation of the flora and fauna living in and around the specific zones near the spots
- Mandatory limit in the number of visitors during the restoration work or even temporary closure of the site should take place, if needed. Example: Spangmik village (Pangong Tso) and Chumathang Hotspring.

#### **6.15. Provide training on organic farming to all model villages and officially certify those as “Organic Village” of Ladakh to motivate the farmers across the regions**

#### **6.16. Prepare a set of mandatory guidelines for all forms of architectural development related to tourism in order to preserve the traditional Ladakhi style of architecture**

- All accommodation units (homestays, guest houses & hotels) should have a sustainable sewage disposal unit approved by the experts of the Ecotourism Committee as mentioned in 6.2.

#### **6.17. Prepare a set of mandatory guidelines related to farming and agriculture for all kinds of accommodation units**

- All homestay units should have their own kitchen garden and farm to grow their own vegetables to serve the guests
- All guest houses and hotels should have collaboration with one of the model villages or its nursery units as mentioned in 6.5. for the supply of local and organic food items
- 80% of the food items served in the hotels and guest houses should be organic and locally procured from the collaborated villages

### **Promotion & Marketing**

#### **6.18. Introduction and organizing of at least 5 theme-based festivals/ events encouraging direct participation of every model villages in the festivals**

#### **6.19. Conduct a mega event in favour of sustainable tourism development in the year 2024 to motivate and appreciate the active stakeholders who are working towards Sustainable Tourism in Ladakh.**

**6.20. Conduct marketing campaigns at National level:**

- at least 10 television and radio broadcasts,
- collaborate with at least 01 domestic airlines to promote Ladakh as an ecotourism destination,
- distribute of brochures to tour operators
- encourage and facilitate participation in travel and trade events,
- Collaborate with at least 04 adventure sports centres and brands, example Decathlon Sports India, Royal Enfield, etc.

**6.21. International campaigns: collaborate with **at least 10 tour operators/ organizations that promotes and markets rural and ecotourism across various nations****

**7. Role of Stakeholders:**

A responsible collaborative approach can be taken to enable promotion of Ecotourism in Ladakh that is economically viable, environmentally sustainable and culturally acceptable. The implementation of the policy will be a shared responsibility of every stakeholder including the visitor to make it a successful model.

<b>Stakeholder Catagory</b>	<b>Role in promoting Ecotourism</b>
<b>UT Government &amp; Dept. of Tourism, Ladakh</b>	<ul style="list-style-type: none"><li>• Create enabling conditions to facilitate tourism development;</li><li>• Provide adequate budget provisions and human resource for tourism development and promotion;</li><li>• Uphold High value- Low volume tourism policy;</li><li>• Facilitate and support tourism development initiatives (both infrastructure and services);</li><li>• Regulate tourism in line with existing laws, rules and regulations</li></ul>
<b>Other departments: Animal Husbandry, Environment &amp; Wildlife, etc.</b>	<ul style="list-style-type: none"><li>• Facilitate development and implementation of tourism related plans and program in relation to the preservation of flora and fauna;</li><li>• Support strategic planning and development around the ecotourism sites;</li><li>• Capacity building and provision of expertise on the concerned topics, especially related to the conservation and preservation of nature and</li></ul>

	biodiversity
<b>Local Communities</b>	<ul style="list-style-type: none"> <li>Organise and take active participation in tourism</li> <li>Promote sustainable tourism development which enhances the local environment and culture of the area.</li> <li>Represent and communicate local community interests.</li> </ul>
<b>CSOs</b>	<ul style="list-style-type: none"> <li>Facilitate development and implementation of tourism related plans and program in partnerships and collaboration with other relevant organizations;</li> <li>Support strategic planning and development;</li> <li>Capacity building and provision of expertise</li> </ul>
<b>Tourists</b>	<ul style="list-style-type: none"> <li>Act in a manner that respects the local culture, values, laws, traditions and protection of nature.</li> <li>Support local economy.</li> <li>Be a responsible guest – follow village rules/guidelines</li> </ul>
<b>Individual Ladakhi</b>	<ul style="list-style-type: none"> <li>Respect and support the policy</li> <li>Be brand ambassador for Ladakh Ecotourism and uphold the objectives of the policy.</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>Tourism awareness program to the population at large</li> <li>Press reports on different places of tourist attractions</li> <li>Portray a positive image of Ladakh as an Ecotourism destination</li> </ul>
<b>Education and Training institutes</b>	<ul style="list-style-type: none"> <li>Knowledge gathering and dissemination</li> <li>Capacity building and training</li> <li>Create awareness on Tourism Policy</li> </ul>

<b>Tour operators, Hoteliers and other tourism service providers</b>	<ul style="list-style-type: none"> <li>• Support implementation of the policy, plans and programs.</li> <li>• Uphold High value Low volume tourism policy</li> <li>• Operate business according to appropriate standards and code of ethics</li> <li>• Ensure safety, security and health of all visitors</li> <li>• Involve local communities in the tourism industry by establishing partnership ventures</li> <li>• Integrate economic, social, cultural and environmental sustainability issues in business development and operation</li> <li>• Promote and conduct ethical business practices</li> </ul>
<b>Guides</b>	<ul style="list-style-type: none"> <li>• Support implementation of the policy, plans and programs.</li> <li>• Uphold High value Low volume tourism policy</li> <li>• Ensure safety, security and health of all visitors</li> <li>• Conduct oneself according to appropriate standards and code of ethics</li> <li>• Promote and conduct ethical business practices</li> </ul>

#### **8. Formulation, coordination, implementation, monitoring and evaluation:**

- LEHO requests UT Govt. to facilitate partnership for planning, implementation, coordination and monitoring the ecotourism activities with key stakeholders such as local communities, NGOs, government organizations, tour agents and tour operators

**Annexures:**

Village selection checklist is attached below:

**Village Selection Checklist (Survey form)****Village Name:****A. Activity checklist**

1. Adventure & Sports
  - a. Cycling
  - b. Trekking
  - c. Rock climbing
  - d. Ice Hockey
  - e. Bouldering
  - f. Horse Polo
  - g. Archery
  - h. Any other .....
2. Nature
  - a. Bird watching
  - b. Wildlife
  - c. Lake
  - d. Hiking
  - e. Stargazing
  - f. Scenery
  - g. Photography
3. Farming
4. History & Architecture
5. Crafts & Artisans
6. Public Transport facility
7. Network connectivity
8. Nearby famous spots:

**B. Village details:**

1. Name of the Village:
2. Total surface area of the village (approx.):
3. Block:
4. Tehsil:
5. District:
6. Pin Code:
7. Coordinates:
8. Nearest town/ city:
9. Population

- 10.No. of Households:
- 11.Altitude:
- 12.Distance from Leh:
- 13.Do buses run to and from village:
- 14.How many buses en-route the village and its timings and fares:
- 15.Nearest Hospital:
- 16.Availability of schools:
- 17.Nearest Market:
- 18.Nearest ATM/ Bank:
- 19.Religion:
- 20.Mobile Network availability:
- 21.Which service provider is available? Airtel, Jio & BSNL
- 22.Any prior visit of tourists?
- 23.If yes, what is the average count in 2021?

**C. List the tourist attractions/ landmarks/famous location within 5 km radius in the village:**

1. Ancient monastery + how old is it?
2. New monastery + age of it:
3. Rivers/tributaries nearby:
4. Mountain ranges: -
5. Waterfalls:
6. Lake/ water bodies:
7. Historic/heritage places (palace, fort etc.):
8. Treks:
9. Rock arts:
- 10.Nature reserve/ sanctuary:
- 11.Medicinal plants:
- 12.birds/ animals:
- 13.Others:

**D. Other details:**

1. Most popular crop:
2. Most popular fruits:
3. Any unique event/ festival celebrated in the village:
4. Any unique craft/ art practiced in the village:
5. Any SHG available:
6. If yes, when was it formed & what is area of interest:

Homestay selection criteria are attached below:

## **Homestay Survey Form**

### **A. Homestay Selection Checklist**

#### **a. Compulsory Criteria**

1. At least two rooms for guest in good condition.
2. A piece of agricultural land.
3. A functional kitchen garden.
4. 1 or more cattle for milk.
5. 2 or more family members living permanently in the village covering the age criteria.
6. Common/ attached bathroom for two rooms in good condition.

#### **b. Optional Criteria**

1. Language proficiency.
2. House should have local aesthetics with traditional kitchen
3. Minimum knowledge/ skill on social media handling & operations in the family. One person should know WhatsApp.
4. Local toilets must be good condition/proper.

### **B. Homestay owner & family details:**

1. Name of the owner:
2. Occupation:
3. Total no. of family members living in the house:
4. No. of adults (special mention if anyone is 65+):
5. No. of children:
6. Any special skill in the family (eg. Handicraft, wood carving, weaving, progressive farming etc.)

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7. If yes, since when are they practicing?
8. Do they go out sell the items outside the village?
9. If yes, what is their average income from it?
10. Have any of the members participated in any skill development workshop before?
11. Have they hosted guest before?
12. If yes, what is the average count?
13. Any experience in tour/ trek guiding?
14. If yes, which ones?

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15. Any unique history or achievement in the family so far?  
(eg. First in village to join Army, first female in any activity, etc.)

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17. Any family member part of the local SHG?
18. If yes, what is the expertise?