



**THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
TOURISM & CULTURE DEPARTMENT
CIVIL SECRETARIAT, UT LADAKH**

Telephone: 01982-255786, Email: comsecytourismutl@gmail.com

Subject: Inviting Suggestions/Feedback on the Draft Tourism Vision Document for Ladakh.

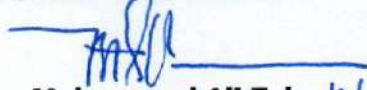
NOTICE

The Ministry of Tourism, Government of India has drafted a tourism vision document for Ladakh titled **"A Tourism Vision for Ladakh"**. The draft vision document has been put in public domain for inviting suggestions and feedback from the tourism stakeholders and the general public.

The suggestions and feedback may be sent to the Secretary, Tourism and Culture through mail at the e-mail address comsecytourismutladakh@gmail.com by 15th February, 2022.

The subject of the e-mail may be noted as **"Suggestions/Feedback for A Tourism Vision for Ladakh"**.

The draft vision document can be accessed on the official website of the Administration of Union Territory of Ladakh <https://ladakh.nic.in> and official websites of Leh and Kargil districts <https://leh.nic.in> and <https://kargil.nic.in>.


Muhammad Ali Tak, 10/02/22
OSD with Secretary,
Tourism and Culture,
UT Ladakh

NO: Secy-(Trm)/Vision/UTL/2022/77/554-58

Dated: 10-02-2022

Copy to the:

1. Technical Director/Scientist-E NIC Ladakh for information with request to upload the notice on the UT Ladakh Website and District Website of Leh and Kargil.
2. OSD with the Lieutenant Governor Ladakh for kind information of the Hon'ble Lieutenant Governor.
3. Private Secretary to Advisor to the Hon'ble Lieutenant Governor Ladakh for kind information of the Advisor.
4. Assistant Director Information, Leh/Kargil for information with the request to give wide publicity to the notice through electronic and print media.
5. Office file.



Ministry of Tourism
Government of India

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A Tourism Vision for Ladakh



Map of Ladakh



- - Country Boundry
- District Headquarters
- National Highway
- UT Capital
- 👤 Major Tourist Destinations
- ✈ Airports

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Glossary

ATR	Aerei da Trasporto Regionale
BRO	Border Roads Organisation
CAGR	Compound Annual Growth Rate
DOD	Department of Defence
FTAs	Foreign Tourist Arrivals
GDP	Gross Domestic Product
IMF	Indian Mountaineering Foundation
ITAs	International Tourist Arrivals
LNG	Liquefied Natural Gas
MGNREGA	Mahatma Gandhi National Rural Employment Guarantee Act
MHA	Ministry of Home Affairs
OTA	Online Travel Agency/ Online Tour Aggregator
PPP	Public Private Partnership
PRASAD	Pilgrimage Rejuvenation and Spiritual Augmentation Drive
PWD	Public Works Department
UDAN	Ude Desh ka Aam Nagarik
UT	Union Territory
WEF	World Economic Forum



Vision and Objective

Vision

Our vision is to promote Ladakh as a high-value, low-impact tourism destination that fosters sustainable and inclusive growth for the local community.

The vision captures the expectations of the stakeholders of the tourism industry as well as the local population, considering their economic and social needs. By integrating best practices to improve convenience and experience, the goal is to create tourist experiences in Ladakh that are comparable to the best places of the world. Suggestions in the document assure little to no negative effects of tourism on the local ecology and population through regulated and monitored tourism. Through the promotion of tourism in Ladakh, we aim to create employment for the locals and promote Ladakh's culture and products to tourists from India and the rest of the world.

High-value low-impact tourism destination

The principle of 'High-value, Low-impact' will promote sustainable tourism in Ladakh by marketing it as a 'unique and exclusive experience' to boost tourism while simultaneously curbing adverse ecological and social impacts on the region. This core value seeks to ensure a meaningful experience for travelers and educating them about Ladakhi culture and values at the same time.

Foster sustainable and inclusive growth for the local community

Local communities' benefit from sustainable tourism through economic development, job creation, and infrastructure development. Tourism revenues bring economic growth and prosperity to attractive tourist destinations, which can raise the standard of living in host communities. Thus, the goal is to involve local communities to build sustainable tourism practices in Ladakh.

Benefits of tourism reaching the last mile

Currently, tourism in Ladakh is concentrated in a few major places, thus benefiting only a portion of the population leading to the development of only prominent cities. Despite a rich cultural heritage, the remote communities are overlooked. Our vision entails dispersing tourism to these unexplored places so that tourism revenue can ensure direct welfare of each segment of the population, the last mile. Tourism fees collected would fund the medical, economic, and social needs of the local population.



Objective:

The objective of these recommendations is to promote quality tourism to foster sustainable, competitive, and inclusive growth; to enhance the industry's contribution to build Ladakh and at the same time, balance environmental sustainability of this unique geographical location.

A major problem being faced by the region is rural to urban migration. These indicative measures aim to create opportunities within rural regions and spread tourism throughout Ladakh, including remote border villages, and unexplored towns, instead of concentrating on the already overburdened cities.

The actionable and achievable vision and objectives can be realized by focusing on-

- Creating unique and niche tourist experiences
- Focusing on increasing inflow of international tourists
- Regulating activities to protect the environment

Tourism disbursement

Overcrowded tourist hotspots like Leh city and Diskit create an adverse impact on the ecological, social, and cultural balance of the region. Our objective is to disburse the large inflow of tourists from these overrun zones to other untraveled and unexplored areas that have a bountiful to offer, thus creating an equitable and sustainable balance.

Use of greener fuels

A large increase in the number of motor vehicles and great rush of tourists have contributed to the menace of vehicular pollution in Ladakh. Usage of greener fuels and adoption of renewable energy will curb the dilapidation of ecology in Ladakh, an important milestone for sustainable and green tourism.

Promotion of carbon neutral activities

With increasing environmental consciousness, tourists must aim at minimizing the carbon footprint from their travel. With an emphasis on ecolodges, recycling and waste management, greener transport, and construction, Ladakh can be promoted as a responsible and environment-friendly tourist destination. Screening activities like motorized vehicle tours that generate heavy pollution and enhancing low-carbon emitting activities will be the key to ensuring sustainable tourism.



This report provides a comprehensive insight on the issues and current scenario of the tourism sector in Ladakh and suggests courses of action for the future. It is intended to act as a guide for future projects. As next steps, respective government departments should form “Action Committees” and detailed project reports to implement the suggested actions.

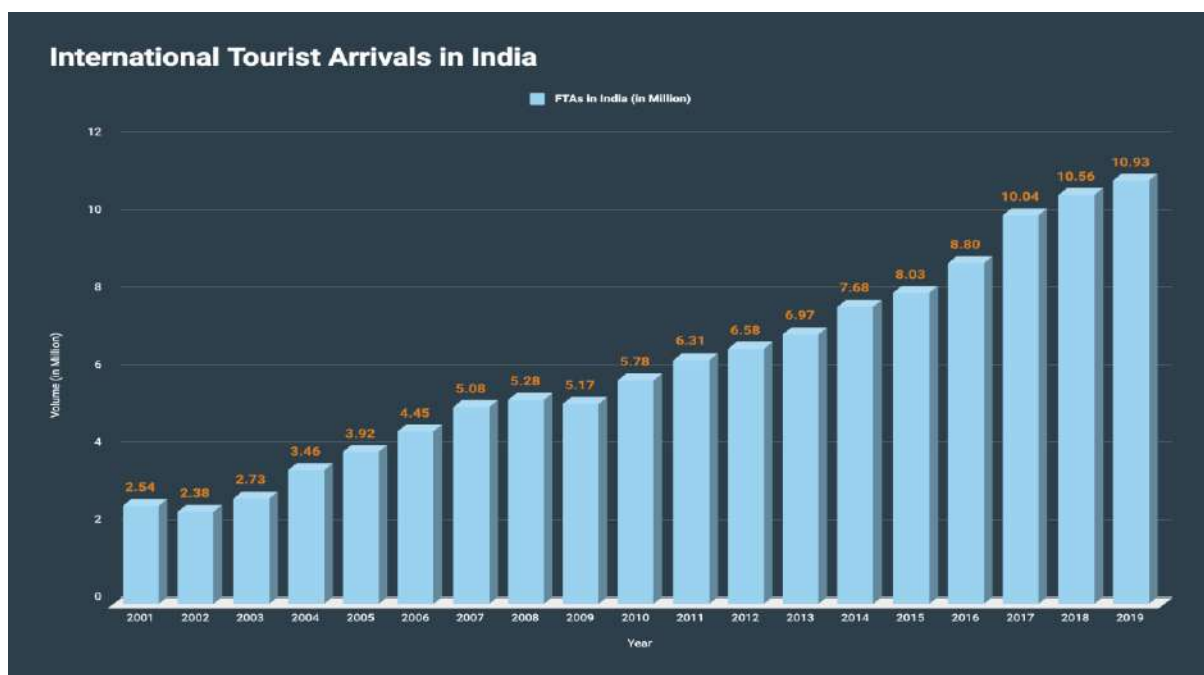
The suggested action points have been based on a phased approach:

Phase	Years
Short Term	0-3
Medium Term	4-7
Long Term	8-10



India Tourism Overview

From affordable luxury to unique backpacker stays, from deserts of Rajasthan to lofty peaks of the Himalayas, from tiny green villages of South India to bustling cities of Delhi and Mumbai, India has something for every kind of traveller. The country is ranked 34th in the World Economic Forum's Travel and Tourism Competitiveness Index 2019. The WEF report called out India as the majority stakeholder of South Asia's Tourism GDP with the country attracting almost 11 million foreign tourists in 2019. As the graph shows, the foreign tourist arrivals in India are constantly on the rise, increasing from 2.54 million people in 2001 to 10.93 million people in 2019 with a CAGR of 8.4%.



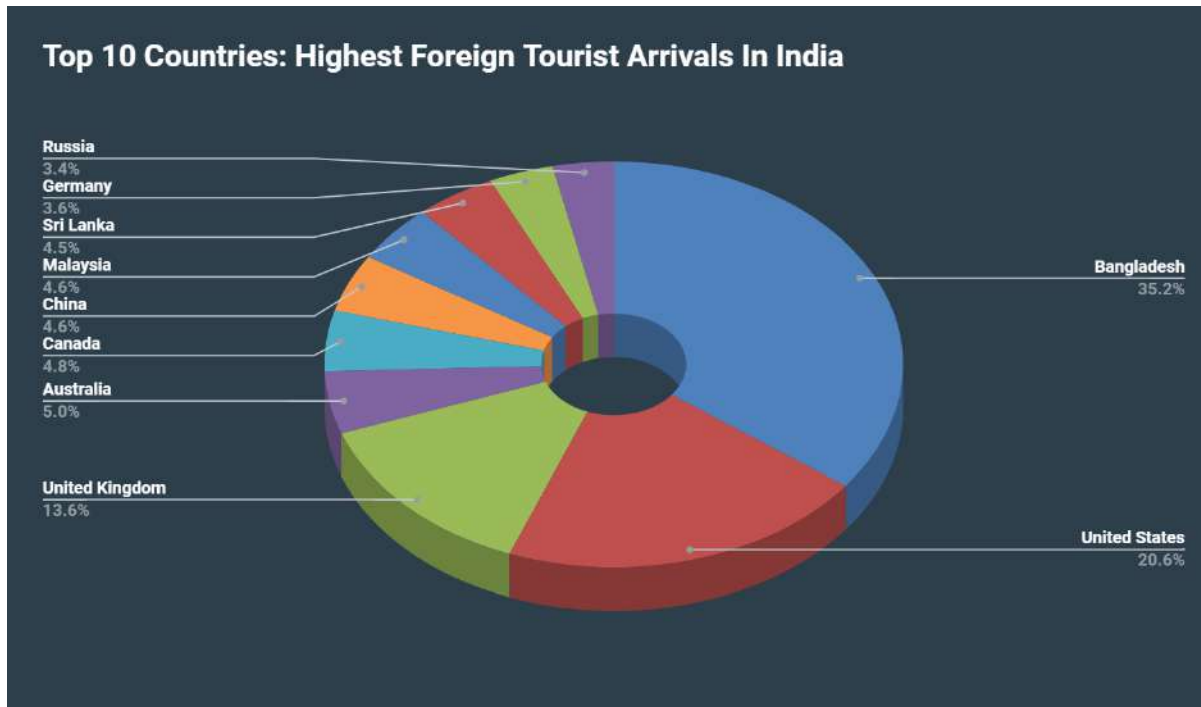
Source: Ministry of Tourism

India is also one of the most digitally advanced traveller nations in terms of digital tools being used for planning, booking, and experiencing a journey. The rapid spread of digitalization creates an ecosystem that allows deeper integration of technology in daily lives, and India has proved its merit in developing a progressive approach towards a technology-led tourism industry. The application of technology in tourism is displayed on ground through "India Cultures" various web portals and through QR Code installation at monuments to facilitate the purchase of entry tickets.

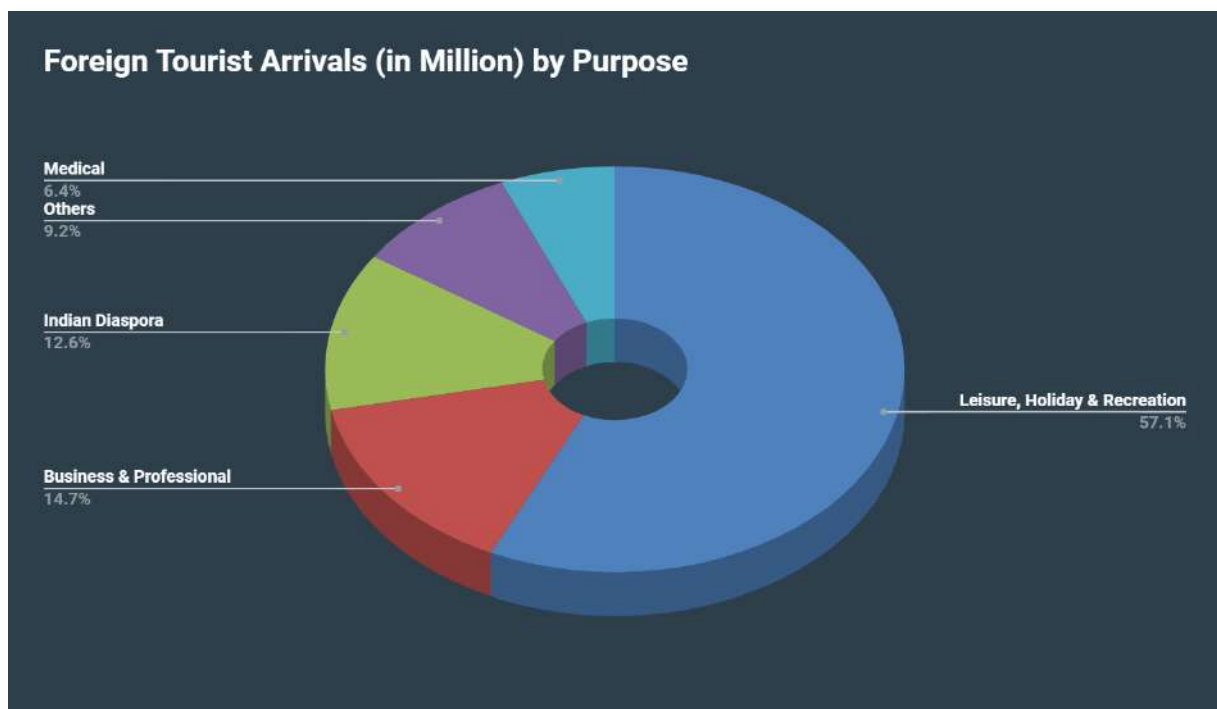
For tourism infrastructure development in the country, the Ministry of Tourism has two major schemes, viz. Swadesh Darshan, a scheme for integrated development of theme-based tourist circuits and PRASHAD, Pilgrimage Rejuvenation and Spiritual, Heritage



Augmentation Drive. Identification, diversification, development, and promotion of niche tourism products in the country is the Ministry's initiative to overcome the aspect of 'seasonality' and promote India as a 365-days tourist destination. A new category of e-Tourist Visa for five years with multiple entry in addition to the existing e-Tourist Visa for one year, and a new category of e-Tourist Visa valid for one month with double-entry has also been introduced.



Source: Ministry of Tourism



Source: Ministry of Tourism



Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains, and places of natural beauty spread across the country. The government of India has taken many initiatives to leverage the potential of the tourism industry in India. The Ministry of Tourism promotes India as a holistic destination covering various tourism destinations and products across different states/union territories. The Ministry continually works towards augmenting tourism infrastructure, easing visa regime and assuring quality standards in services of tourism service providers.



Ladakh Tourism Overview

Ladakh, the roof of India, is one of the country's most unique destinations, offering a blend of nature, spirituality, and adventure sports. The union territory is nestled between the Karakoram Mountain range to the north and the Himalayas to the south. The tourism sector in the region contributes to 50 percent of Ladakh's GDP and employs many people in related sectors like transport, hotels, catering services, and the cottage industry. As of 2020, the tourism industry in Ladakh was worth INR 600 crore. The natural beauty and picturesque locations have made it a favored destination for tourists across the world.

Situated at an altitude of over 10,000 feet, Kushok Bakula Rimpochee Airport in Leh connects Ladakh with the rest of the country. The new terminal of Leh airport is expected to be ready by the end of 2022. The Hon'ble Prime Minister Narendra Modi in 2019 laid the foundation stone of the new terminal building of Kushok Bakula Rimpochee (KBR) Airport in Leh. The new terminal will provide seamless passenger movement with all modern amenities.

Ladakh has also developed world-class roads with 96 roads and 2 bridges completed under the Pradhan Mantri Gram Sadak Yojana to provide connectivity to unconnected habitations. In addition to this, the construction of 45 more bridges in Ladakh will be completed by Border Roads Organisation (BRO) in the next two years.

The Zojila tunnel – at a length of 14.15 kilometers, will be India's longest road tunnel, and Asia's longest bi-directional tunnel. The tunnel is being developed to provide all-weather connectivity between the Srinagar valley and Leh (Ladakh) plateau on NH-1. As it will open up possibilities for tourists and travelers to move between these two terminal locations all year round, it will allow for more tourists to go by road.

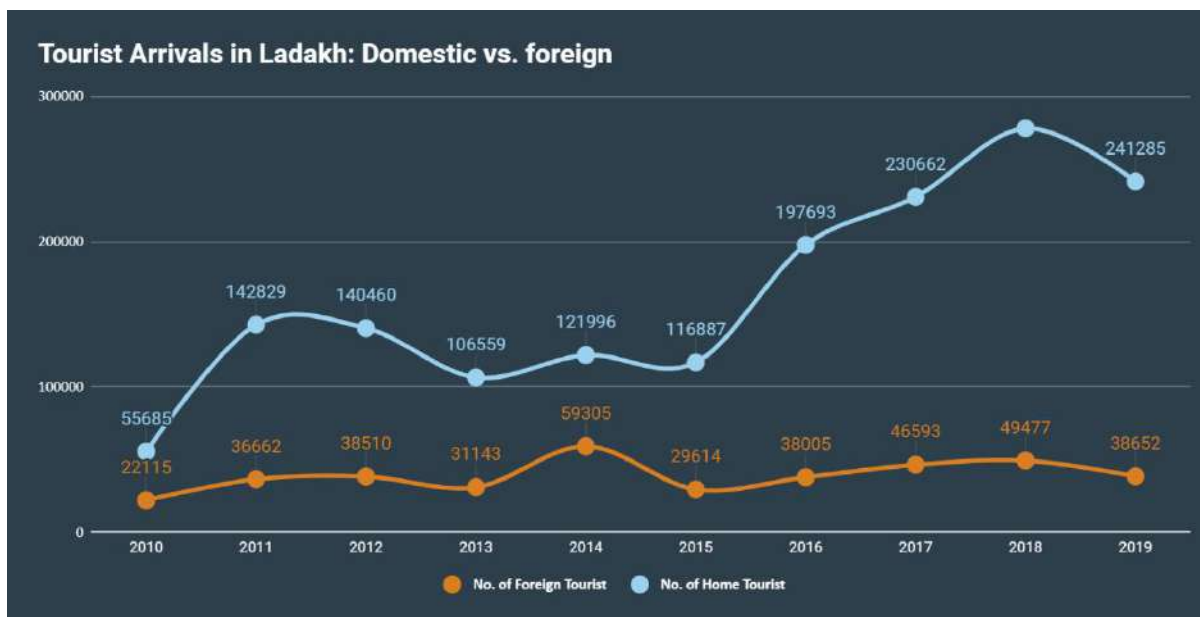
Until now, the Zojila Pass that connected Srinagar and Leh was accessible for transport only for six months every year. As the pass was in mountainous terrain prone to heavy snowfall and inclement weather, the road stretch was inaccessible and risky to go through during cold months of the year. On some parts of the stretch, only single vehicles could move at once.

The completion of the tunnel will drastically reduce travel time for passengers currently commuting by the Zojila Pass. The current travel time of about three hours will come down to 15 minutes. The project is also expected to lead to the integrated development of Jammu & Kashmir and Ladakh.



It is also poised to bring about all-round economic development and socio-cultural integration of these regions that remain cut-off from the rest of the country during winters due to heavy snowfall and lack of connectivity as the tunnel will provide access all throughout the year.

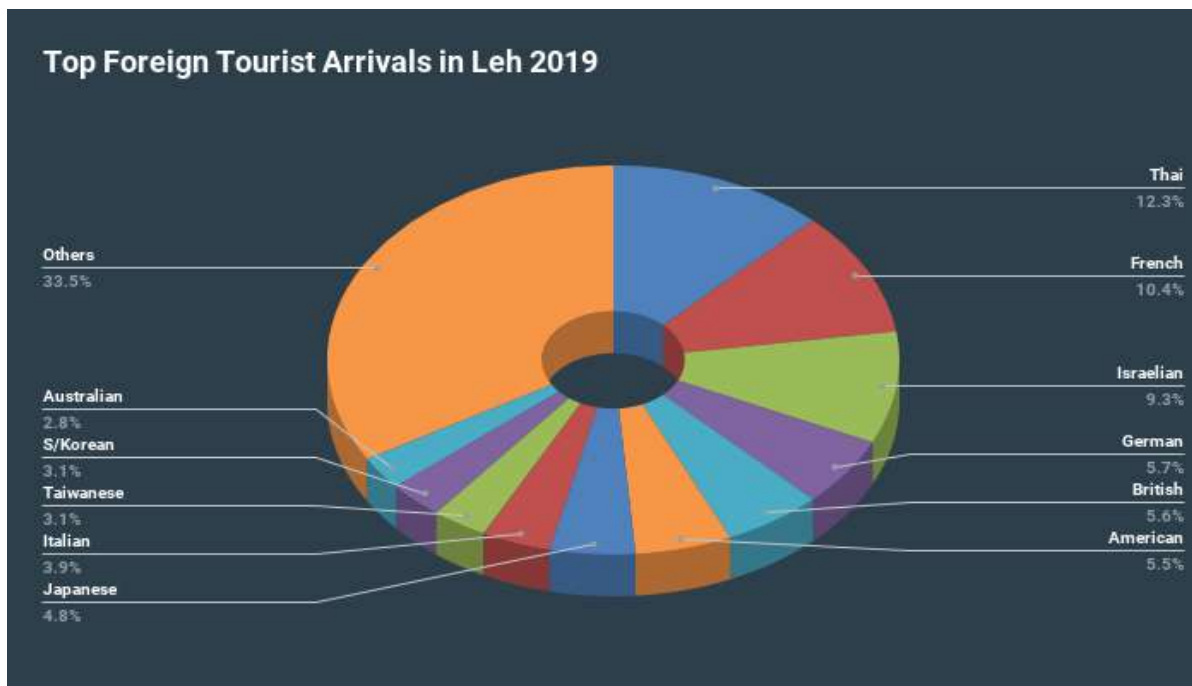
The Indian Himalayan Region has experienced continued growth and increased diversification in tourism over the last few decades and has become one of India's fastest-growing economic sectors, and Ladakh proves a classic example. A traveler's paradise, Ladakh attracts people from far and wide for its awe-inspiring nature, rural simplicity, and spiritual intensity. Leh, the capital and the largest town in Ladakh, has been open for tourism since 1974 and has registered an increasing number of tourists who are attracted to its landscape, culture, and traditional environment. Leh regularly features on the international tourist map and attracts a large inflow of tourists from abroad. A major hotspot for trekkers, Ladakh is a global adventure tourism destination with attractions like Khardungla pass, the world's highest motor-able road along with Nubra valley, Tsomoriri lake, and several beautiful glaciers, and majestic peaks.



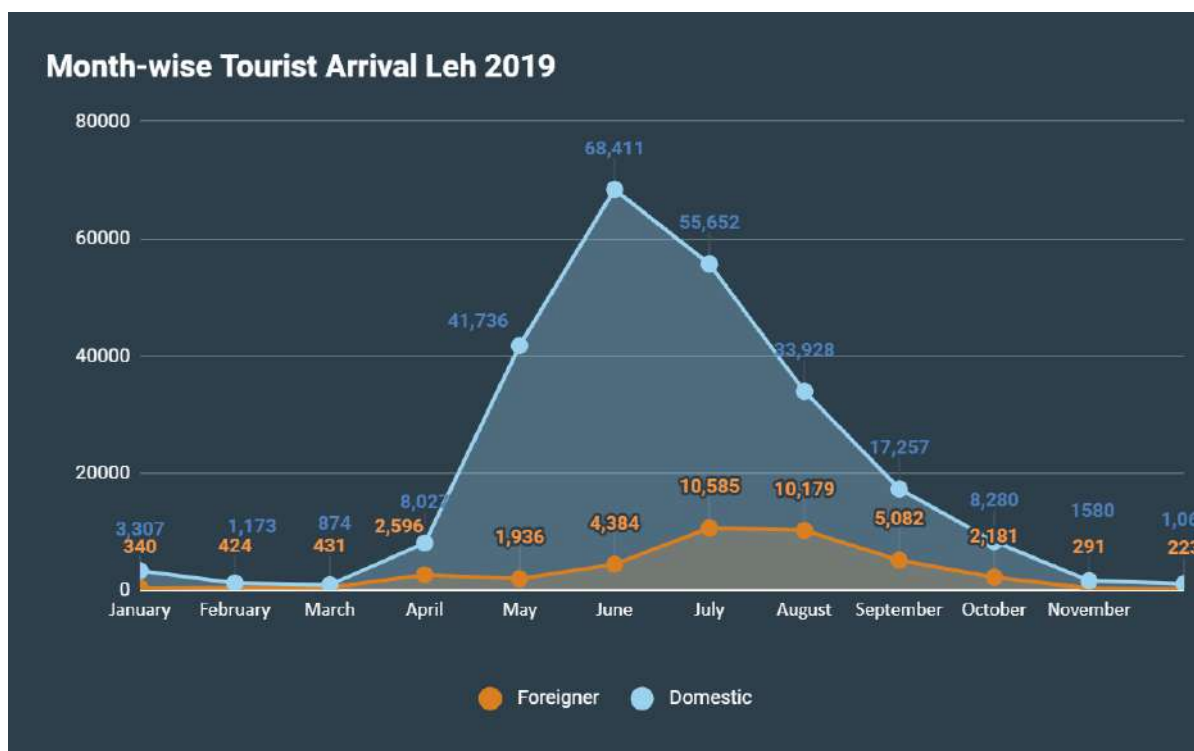
Source: Ministry of Tourism

Domestic tourist arrival has been on the rise with 55,685 travellers visiting in 2010 to 241,285 in 2019 showing the compounded annual growth rate of 17.69% while foreign tourist arrivals show a growth rate of just 6.40%. As the domestic tourists' arrivals increased, the FTAs started declining. In 2019, highest number of tourists arrived from Thailand closely followed by tourists from France and Israel. Significant number of tourists also arrived from various Asian countries and from Europe and America.





Source: Tourism Department, Leh District



Source: Tourism Department, Leh District

While the region gets a fair number of tourists in all types of weather conditions, the summer months from May to August are the most popular. Domestic tourists visited most in June while the foreign footfall was most in the month of July. A substantial slice of the tourism pie in Ladakh comes from trekkers and hikers, who travel to areas with very limited fodder and fuel resources. This opens employment opportunities for Ladakhi youths as trekking guides. They can be trained on ecologically friendly trekking practices



and can then encourage trekkers and hikers to adopt the same. The major attractions include trekking, mountaineering, rafting, motorcycle tours, cycling, camping, and safaris.

Promoting, restoring, and conserving the region's natural landscapes and heritage is being implemented in full force post the global pandemic. Ladakh administration resumed tourist activities post-global pandemic with its 'Zaskar Youth Festival 2021'. During the 13-day festival, visitors were given a serene and isolated environment to practice yoga in, along with trekking over the frozen Zaskar river and experiencing local cuisine, culture and festivals. Union Minister of State for Tourism and Culture inaugurated the National Tourism Day 2021 at Ice Hockey Rink Biamathang in Kargil district of Ladakh.



Source: Tourism Department, Kargil District

The above graph shows a comparison between the number of domestic and foreign tourists arriving in the Kargil region of Ladakh. The year 2017 saw a massive jump in foreign tourist arrivals and 2018 had the highest number of total tourists arriving in the region. There has been a dip in arrivals since 2019 but this is expected to reach higher numbers again powered by the UT government's first ever tourism policy and the recent opening of Ladakh's tourism activities after the pandemic.



The state also got its first-ever “Tourism Incentive Policy” in September 2020, backed by the full support of the central government. Some of the government's key initiatives include sanctioning 104 mountain peaks in the Leh-Ladakh region for adventure tourism, approving mega projects to promote Ladakh as a spiritual and wellness destination, directing capital and interest subsidy for investment in the tourism sector, and creating ice hockey rinks under MGNREGA scheme. The central government also recently announced the 'Tangible Cultural Heritage Conservation Fund' listed as an integral part of incentive policy in Ladakh.

The Ministry of Tourism, under its Swadesh Darshan and PRASHAD schemes, also provides INR 595 crore financial assistance to state governments and union territories for the development of tourism infrastructure. Ministry of Tourism launched the 'DekhoApnaDesh' webinar series in April 2020, which provides information on the country's rich culture and heritage and shared the depth and expanse of the destinations in India. As part of the ongoing series, the Ministry of Tourism conducted its 5th webinar on the rich heritage of Ladakh titled 'Ladakh: Explore the Unexplored'.

The tourism demography has changed drastically over the past few decades. Initially, in the early 80s and 90s, almost 90% of the tourists were foreigners, the late 2000s started attracting an influx of almost 50% domestic tourists to now catering to more than 80% domestic tourists with the total tourist arrivals increasing from 14,282 in 1982 to 2,79,937 in 2019.



Carrying Capacity

Carrying Capacity in terms of urban/suburban planning can be defined as the maximum population size that can sustain an environment through optimum utilization of available resources. In 2019, 38,652 foreign and 2,41,285 domestic tourists visited Ladakh, exceeding its own population, thus, making the calculation of carrying capacity an essential factor in developing Ladakh more sustainably and protecting its fragile ecosystem. With such a high demand for tourism, infrastructure interventions are required to minimize tourism's adverse environmental, social, and cultural impact.

In the absence of carrying capacity and impact assessment data, it is difficult to say if the current rate of tourist influx is sustainable. In popular destinations around the world, overtourism is being visualized as a potential threat as the dynamic forces that power tourism often inflicts unavoidable negative consequences if not managed well. In fact, in some areas, this may result in a decline in tourism as a sustainable framework is never put into place for coping with the effects of tourism. Consequently, the impact on local residents is expected to be very high.

Threats to the socio-cultural heritage, intense use of scarce resources, and negative externalities could have other negative impacts including the replacement of traditional eco-friendly and aesthetic architecture with resource-intensive and non-environment friendly construction, inadequate solid waste management, increased air pollution, decline of water sources, and the loss of biodiversity.

The mass tourist arrivals during the peak season have already caused a huge challenge for adequate availability of civic services. Traffic jams, lack of regular water supply, poor waste management, and increasing pollution are causing enormous difficulties to the tourists and locals alike. If this goes unabated, Ladakh may not remain a preferred destination, particularly for those tourists who are looking for a unique eco-experience. Therefore, in the context of tourism development, Ladakh currently is on crossroads of the opportunities emanating from its unique landscape elements and cultural heritage, and the challenges largely posed by 'overtourism'.

As per latest data, there are a total of 291 hotels in Leh having a capacity of 8,865 beds whereas total number of guest houses are 807 having a bed capacity of 7,842. In Kargil, there are a total of 43 hotels excluding the Zaskar district with a bed capacity of 1,503 and a total of 86 guest houses with a bed capacity of 773. The total number of taxis available in Ladakh are 3,646; out of which 1,422 are more than 10 years old. In peak



tourist months (May-July), there will be a shortage of beds in A+ category hotels in Ladakh.

We recommend that there should be a thorough assessment of the carrying capacity of ecological environment, sociodemographic & economic dimensions to manage tourism and the region sustainably.

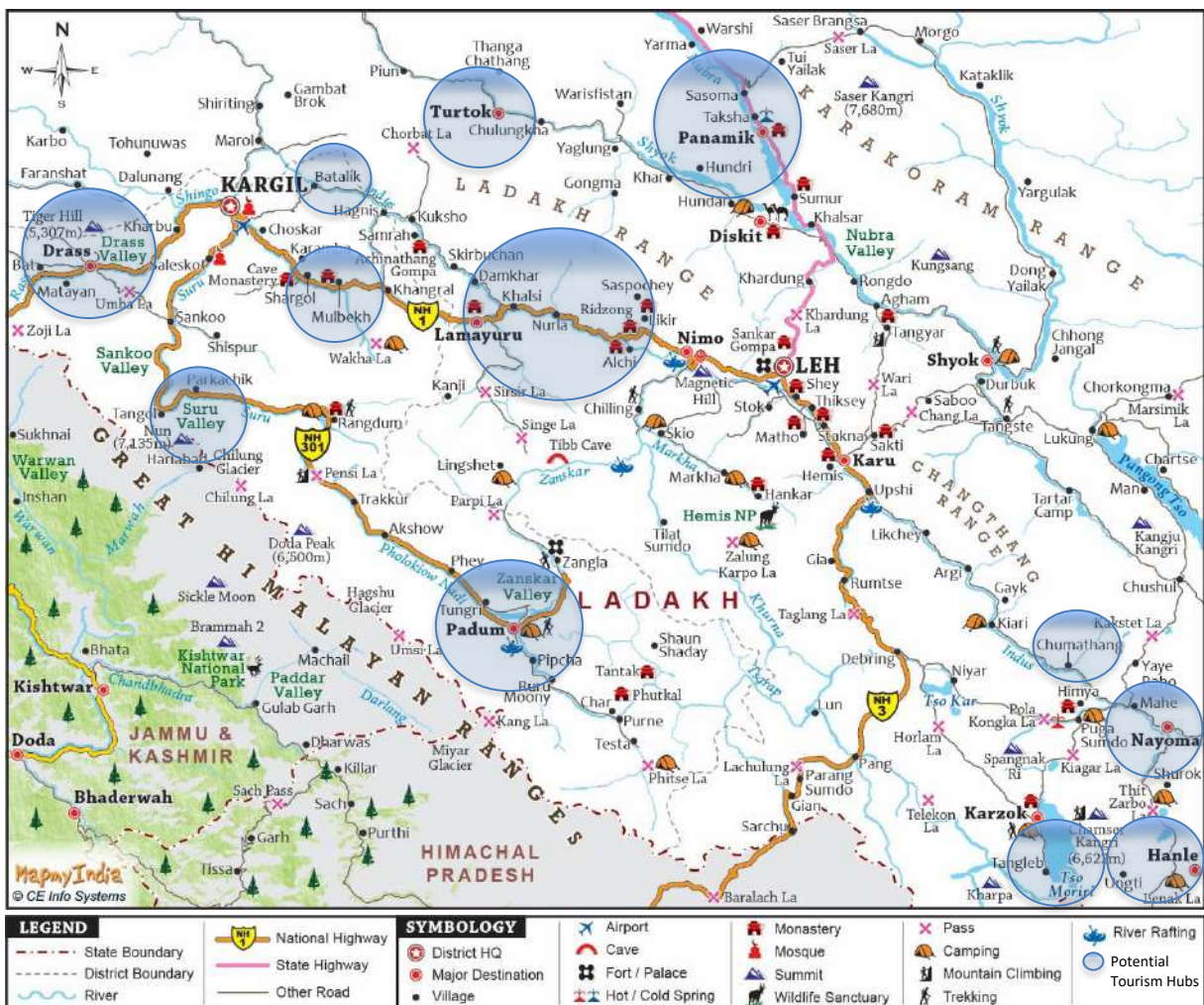
Ladakh	Population (Census 2011)	Growth in 2011	Growth in 2001	Area (in sq km)	Population Density (persons per sq km)
Kargil	140,802	13.87%	30.15%	14,036	10
Leh	133,487	18.02%	33.55%	45,110	3

Source: Department of Tourism, Leh District



Tourism Opportunity

There is an immense opportunity to plan tourism in Ladakh right now as the region is still in a nascent stage. Tourism needs to be disbursed throughout the region in order to benefit the last mile. If tapped in a sustainable manner with the support of a proper marketing initiative, the tourism industry could transform Ladakh's fortunes with unprecedented economic prosperity. The challenge is to enhance the infrastructure facilities that support tourism in this region such that the full potential of the sector can be harnessed. In this regard, the provision of road connectivity to remote regions is important, as is the setting up of facilities in fields such as telecommunications, medical help, and emergency evacuation services. There is also a great requirement to set up an institute for professionally training locals in hospitality management. The UT administration needs to create detailed sustainable development plans at a district and community level by focusing on air and road connectivity, quality homestay development, wayside amenities, tourism circuit mapping, waste management systems, signages, and training and skill development of locals.



Leh District

Leh is connected via National Highway 1 to Srinagar in the southwest and to Manali in the south via the Leh-Manali Highway. These roads are only open from May to November, but local roads remain open throughout the year. Leh airport has flights to Delhi, Srinagar, Jammu, and Mumbai. The resident population in Leh drops down by 15–20% from summer to winter as many residents travel to warmer places.

Leh district is divided into 12 wards. Almost 70% of the tourist population is concentrated in 4 wards- Changspa, Tukcha, Shenam, and Leh main market. These wards have the highest number of hotels and guesthouses. The city is overcrowded with tourists during the peak season. In terms of development planning, Leh city needs better roads, signages to tourist attractions, tourist facilitation centers, and a solid waste management system, especially for the hotel industry.

Diskit is a village and headquarter of the Nubra tehsil and the Nubra subdivision in the Leh district of Ladakh. The region already has an abundance of campsites, hotels, and guesthouses. The area between Hunder and Diskit is well developed with effective accommodations and road connectivity. The area has acquired fame for its sand dunes, cold desert, and Bactrian camels.

The area between Hunder and Turtuk is still undeveloped in terms of tourism but has huge potential for eco-tourism, adventure tourism, heritage tourism, and rural tourism. Hunder village sits in the middle of a cold desert in Nubra valley and is 7 km from Diskit which is known for its Monasteries. Turtuk is a little village flanked by Nubra on one side and Baltistan on the other, sitting along the shores of Shyok River. Various attractions like Brokpa Fort, Turtuk Waterfall, Mosque, and the Balti Heritage House Monastery make the village a good tourist spot. Bogdang is the largest settlement between Hunder and Turtuk. The development of tourism infrastructure and wayside amenities can boost tourism in this region. Similarly, the Saspol Mangu belt may be promoted for adventure tourism. Saspol is a small village in Leh with Buddhist caves famous for its Alchi and Likir monasteries. The rock-cut temples of Saspol caves are in the vicinity of the village itself. Trekking and river rafting in Alchi, and the Alchi cultural festival are some of the major attractions in Saspol. Homestays and adventure activities may be promoted here.

Panamik, a village in Nubra valley, is famous for its hot springs. It is also the final frontier village of India close to the Indo-Tibetan border. There are a few guesthouses and accommodations in Panamik with efficient infrastructure set-up, but the area is overcrowded with tourists. From Panamik, the road continues up the entire length of the Nubra, ending where the river emerges from the Karakoram glaciers, including the Siachen Glacier. Even further north-east is Aksai Chin and Karakoram Pass. Beyond



Panamik, the road is firmly closed to all but military vehicles. Authorities need to identify areas for development beyond Panamic which can be opened up to tourists.

The Chumathang and Nyoma belt also has huge potential for eco-tourism and wellness tourism. Chumathang is situated on the bank of Indus River, 138 km southeast of Leh and 41 km northwest of Nyoma. It is famous for hot Sulphur springs which evolve from the ground near the Indus River. Chumathang has few homestays which offer accommodations to guests. Nyoma village, situated in the Leh district on the banks of the Indus River has a huge Yak population and many small Buddhist monasteries. The Village is known for its peace and tranquility. It is well connected from Jammu (857 km via NH44), from Leh (180 km via Leh Manali Highway), and from Srinagar (594 km via NH1). In order to boost tourism in this belt, there is a need to set up more tourist accommodations (homestays), restaurants and eco-tour packages, and other supporting infrastructure.

Hanle in the Changthang region of Ladakh is home to about 1000 people. It also houses the Indian Astronomical Observatory which is the world's highest observatory at a height of 4500 m. Hanle has the potential to be the hub for Astro-tourism in Ladakh. Community based Astro-tourism and nomadic experiences may be promoted in this region.

Kargil District

Kargil is one of the two districts of Ladakh region and is the second largest town of Ladakh, situated roughly at equal distance of 200 Km from Srinagar, Leh, Padum, Zaskar and Skardo, Baltistan. Kargil has always been an important trade center in the past. Traders from China, Central Asia, and different parts of India used to trade in tea, wool, carpets, silk, and precious stones in olden days and Kargil was known as a historical meeting point.

Kargil regained its importance when the area was opened for tourists in the year 1974 with other parts of Ladakh and a considerable number of tourists, trekkers, and mountaineers started visiting Kargil.

Besides its historical importance, unique landscape, and number of heritage sites, Buddha statues, forts, palaces, ancient rock carvings, mosques, monasteries, pilgrim sites, and war memorials are found all over the district.

Kargil has also been bestowed with great potential for adventure tourism and winter sports such as mountaineering (as Kargil is the seat of world-famous Nun-Kun peaks) trekking, river rafting, snow skiing, border tourism, and religious Tourism. Emphasis



needs to be given on developing quality tourist infrastructure at places with tourism potential like Drass-Umba valley, Suru Valley, Kargil, Mulbek, Panikhar, Rangdum, and Padum, Zaskar.

In order to take tourism to the next level in Kargil, air connectivity needs to be improved. In the short term, small fixed-wing aircraft can be operationalized under the UDAN scheme. Even if these aircraft cover Kargil, Nubra, and Leh, it will become easier for tourists visiting Leh to visit Kargil. This way, Kargil may be accessible throughout the year.

The most important step in diversifying the spread of tourists throughout the district is the need to develop rural tourist destinations and provides them due marketing promotions. Kargil may be developed as an infrastructural hub and a center for coordinating various sports, and tourism activities.

Drass has the potential to be developed and marketed as a winter sport, eco, and patriotic tourism destination. Mushkoh Valley in Drass has a population settled in a highland village surrounded by the mountains and meadows on all sides. There are many other attractions like the Tiger Hill, Tololing, Marpo La and Kargil War Memorial. There is no tourism infrastructure available in Drass. Homestays, A+ category hotels, and ski resorts may be setup.

Zaskar is the biggest region rich in culture and traditions and has huge potential in almost every tourism field. It is world-renowned for its monasteries. It has connecting roads to Himachal Pradesh as well. Thousands of Europeans already visit Zaskar for cycling and trekking. Tourism units, wayside amenities, and roads need to be set up.

Padum is the main town and administrative center of Zaskar and is located at the intersection of two major valleys, with the Zaskar river passing through and heading north. Padum is a small town with basic amenities for travelers including a few restaurants, snack shops, and tour agencies. For many years, Padum has sat at the end of the only road that enters the valley. However, major construction has begun on roads connecting Padum to the Leh-Manali Road at Darcha to the east and to Leh in the north. There are a few guesthouses scattered around Padum town. Padum has the potential to become the next Leh in terms of tourism. It is ideal for adventure sports like skiing and trekking, and Buddhist tourism. Phuktal, Dzongkhul, Sani and Stongdey Monasteries along with the Zangla Palace are major attractions around Padum.

Batalik, Aryan Valley is known for its apricots, grapes, deep gorges, and Indus River. There are many unique cultural traditions and festivals in this region. Heritage tourism, religious tourism and eco-tourism can be promoted. Lalung, Silmoo, Batalik, Darchik,



Hurdass, Sinikcey, and Gark villages have been plugged into the national electricity network through the Srinagar-Leh line. The link will facilitate 24X7 supply, helping boost tourism, and exploit the area's food processing potential. Developing tourism and homestay infrastructure and mapping new tourist sites and treks should be the focus in the short term.

The Mulbekh Wakah cluster is ideal for setting up infrastructure for skiing. Development of large hotels should not be promoted in this area. There are plenty of homestay options for tourists to choose from. There are many Buddhist sites in this region that may be mapped and promoted. Mulbekh (40kms), Apati (20 Kms), and Kartsey (50 kms) which are in close proximity to Kargil city could be developed as a Buddhist circuit.



Tourism Products

Adventure Tourism

The topography of Ladakh, spotted with Himalayan mountains, fast flowing rivers, and high passes makes it ideal for adventure tourism. Characterised by its ability to provide high sensory stimulation, it is popular amongst the young, and allows for the tourists to get out of their comfort zones. Major attractions include trekking, mountaineering, rafting, cycling, paragliding, skiing, and ice climbing. Adventure tourism needs to be developed sustainably by focusing on local community engagement, improving local infrastructure, upskilling operators along with a strong management and monitoring policy. Niche activities like Ice Hockey, Ice Stupa making, and ice climbing should be a focus points in order to promote winter tourism.

S. NO.	ACTION POINTS	TIME FRAME	DEPARTMENT RESPONSIBLE
1.	Ancient trekking routes may be avoided while constructing new roads or installing electric poles, cables, and mobile towers	Short Term	Tourism Department, PWD, BRO
2.	Expedition briefings to be decentralised from Indian Mountaineering Foundation's (IMF) Delhi office to local branch in Leh and Kargil. Revenues generated may be reinvested in training guides and maintaining cleanliness of the region	Short Term	IMF, Ministry of Defence, LAHDC
3.	Institutionalised training for locals may be pursued at premier institutions like IISM. Financial support may be provided by UT of Ladakh for induction	Short Term	Tourism Department, UT administration
4.	New ski slopes to be identified and mapped in Kargil, Drass, and Zaskar ranges	Short Term	Tourism Department, IMF, IISM
5.	International level ice climbing, and skiing events may be planned and promoted through tourism department channels	Short Term	IMF, Tourism Department



S. NO.	ACTION POINTS	TIME FRAME	DEPARTMENT RESPONSIBLE
6.	Heli skiing facilities may be setup in Kargil and Zaskar to cater to international level skiers	Short Term	Tourism Department
7.	Gondolas may be set up in Kargil between: Sherbagh and Kurbathang Shilikchey and TikTikmo Hill Baroo-Zbichu and Kurbathang	Short Term	Tourism Department
8.	Umba La and Lalung La in Kargil district may be explored as summer skiing sites	Short Term	Tourism Department
9.	Trainings and incentives may be provided for assistance in revival of local porters and horse rearers	Short Term	Tourism Department
10.	Online single window system to be setup for checking availability and booking peaks for climbing	Medium Term	Tourism Department
11.	Provisions to be made for income security and expedition insurance for Ladakhi guides	Medium Term	Tourism Department, Empanelled Insurance Providers
12.	Ski lifts, gondolas, and ice hockey rinks may be setup at identified locations	Medium Term	Tourism Department, UT administration
13.	Trekking routes to be mapped and made available online	Medium Term	Tourism Department
14.	An institute on the lines of Indian Institute of Skiing and Mountaineering (IISM) may be established in Kargil to encourage and promote winter sports	Medium Term	Ministry of Tourism

Wellness Tourism

During the past decade wellness tourism has been identified as one of the fastest growing travel segments, but also the most lucrative. Ladakh, due to its unique landscape and environment is very well placed to utilize its existing resources to set up wellness tourism units throughout the region. As we have seen the success of Ayurveda retreats in Kerala, which is big among Russian tourists, but the Germans, Belgians, French, and Americans haven't taken to it. They prefer spa and yoga retreats. Ladakh offers the ideal pristine setup for wellness centers, yoga retreats, and spas.



S. NO.	ACTION POINTS	TIME FRAME	DEPARTMENT RESPONSIBLE
1.	Yoga retreats may be set up in rural areas in collaboration with local communities	Short Term	Tourism Department, Ministry of Ayush
2.	Ladakh may be branded as a "Rejuvenation" destination for expats and corporates: -clean air, yoga, organic cuisine, spiritual journey	Short Term	Tourism Department
3.	Wellness resorts may be setup around the Chumathang and Panamic hot springs using PPP mode	Medium Term	Tourism Department
4.	Sowa Rigpa centers may be setup and promoted as a high-end wellness product in collaboration with Ministry of Ayush	Medium Term	Tourism Department, Ministry of Ayush
5.	Quality spas and wellness centers may be set up exploring Sowa Rigpa/Amchi medicine	Medium Term	Tourism Department
6.	Wellness tourism service providers may be given support under the Market Development Scheme (MDA) for promotions at fairs, events, and roadshows	Medium Term	Ministry of Tourism
7.	Psammothrapy centers may be established at Mulbekh hot water springs, Yarkashing springs, and Dumbo Shilikchey	Medium term	Tourism Department

Heritage Tourism

The Ladakh region has a rich history and has been built over time with influences that range from the Tibetan plateau, Central Asia, and the northern subcontinent. Ladakh should be declared a heritage rich region and promoted through national tourism channels. Many monasteries celebrate their annual festivals in winter, which are marked by celebrations and performances. Monasteries, palaces, castles, and mosques need to be mapped, and a heritage tourism circuit needs to be prepared. Tourist amenities need to be set up at these sites. The ticket price for domestic and foreign tourists may be increased from current rates.



S. NO.	ACTION POINTS	TIME FRAME	DEPARTMENT RESPONSIBLE
1.	A Heritage committee may be formed to map out a heritage circuit. Petroglyph preservation and promotion may also be focused on	Short Term	Tourism Department, LAHDC, Local Stakeholders
2.	Adopt a Heritage Scheme may be leveraged for restoring and maintaining heritage sites	Short Term	Ministry of Tourism
3.	QR code based signages may be installed at heritage sites, monuments, museums, trails, and iconic villages	Short Term	Tourism Department
4.	Homestays near iconic monuments, monasteries, and heritage sites may be promoted	Medium Term	Tourism Department
5.	Public infrastructure and utilities around popular heritage sites may be upgraded	Medium Term	Tourism Department
6.	A sustainable model for museums focusing on conservation practices, and a collection and cataloguing policy may be developed	Medium Term	Tourism Department

Buddhist Tourism

There are about 35 Buddhist monasteries along the banks of various rivers spread across the region which thrive on donations made by tourists and locals. Many monasteries need regular upkeep and renovation. Experts may be hired for the upkeep of these monasteries and for landscaping the barren regions around it.

- Souvenir stores may be setup at monasteries showcasing locally made products. Baskets, apricot, sea buckthorn juices and jams, buckwheat, copper products like jars, lampshades, tea strainers, prayer bowls and kitchen tools. Monasteries are visited by lakhs of tourists every year and can thus be an ideal place to setup souvenir stores and promote local products as well as crafts.
- The tourism department should provide financial incentives to local craftsmen to setup production facilities.
- Major tourist events may be curated around traditional Buddhist festivals which can be clubbed with group tours of monasteries and popular Buddhist sites.



S. NO.	ACTION POINTS	TIME FRAME	DEPARTMENT RESPONSIBLE
1.	PPP model may be adopted for renovation and maintenance of key monasteries	Short Term	Tourism Department
2.	Roadshows may be organized on India's rich Buddhist heritage to showcase Ladakh's offerings	Short Term	Tourism Department
3.	Creatives may be used as part of Incredible India 2.0 campaign in Buddhist source markets such as China, Japan, Korea, etc.	Short Term	Tourism Department, Ministry of Tourism
4.	Homestays around Buddhist sites may be developed to create community housing for tourists	Short Term	Tourism Department
5.	Souvenir stores may be set up in monasteries to showcase local handicrafts and products	Short Term	Tourism Department
6.	Experiential tourism events may be planned around major Buddhist festivals	Medium Term	Ministry of Tourism, Tourism Department
7.	Ladakh's Buddhist sites and monasteries to be developed and promoted under Swadesh Darshan Scheme	Medium Term	Ministry of Tourism, Tourism Department

Eco Tourism

The landscape of Ladakh qualifies as a candidate for sustainable tourism promotion where an area of about 12,350 sq km falls under protected area network (one national park and two wildlife sanctuaries). Eco tourism in Ladakh should be a major point of focus for the tourism sector because of the sustainable development opportunity. The area is covered with mountains, ecology, and wildlife. The focus needs to be put on creating experiences that have a low impact on the environment and high involvement of local communities so host communities' benefit.



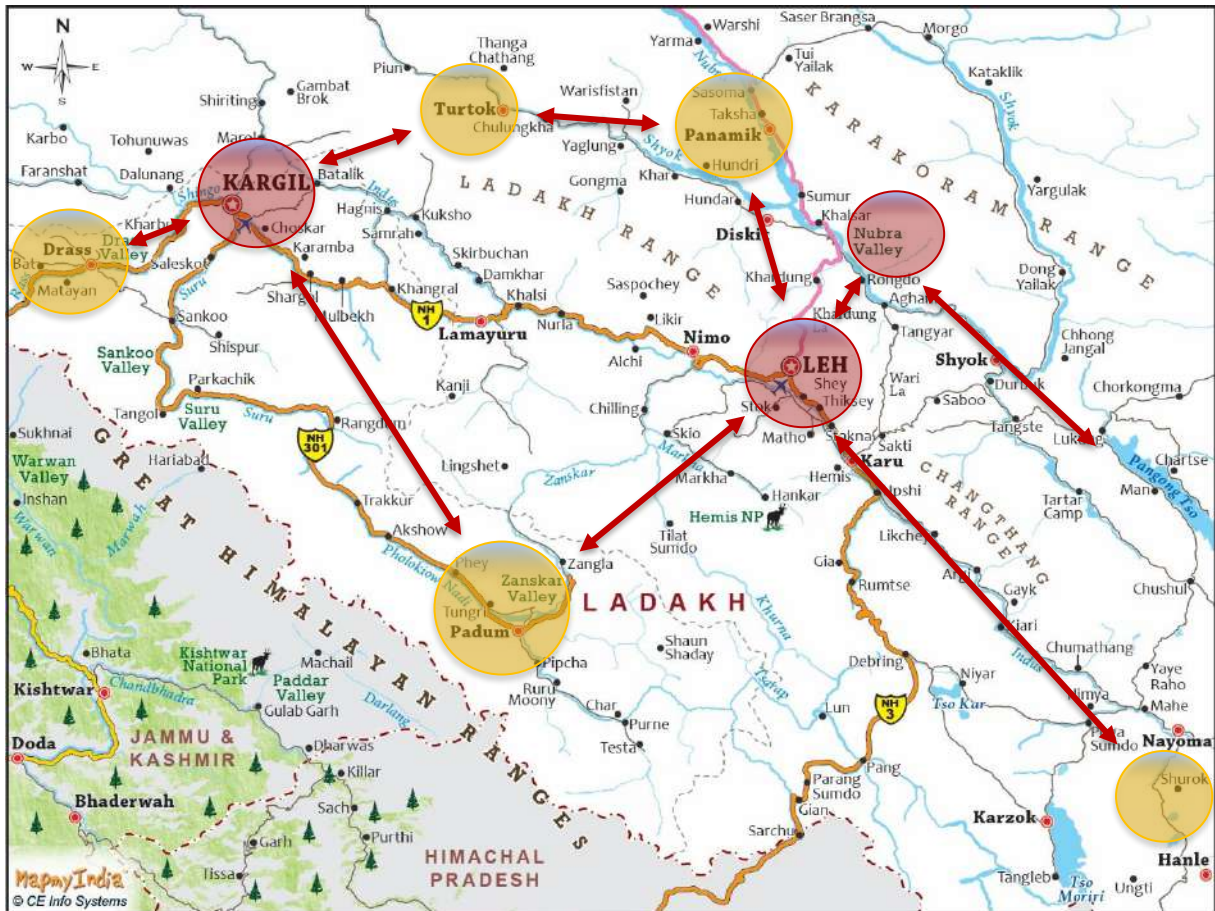
S. NO.	ACTION POINTS	TIME FRAME	DEPARTMENT RESPONSIBLE
1.	Pax limits may be set for tour group sizes based on optimum carrying capacity for all eco-tourism activities	Short Term	Tourism Department, Forest & Wildlife Department
2.	Commercial activity near lakes may be shifted at least 200 meters away from the shorelines to reduce water pollution	Short Term	Tourism Department
3.	Promote new trekking and biking trails by participating in fairs and roadshows in European countries	Short Term	Tourism Department
4.	Luxury Bedouin camps may be set up around monasteries to attract high spending tourists	Medium Term	Tourism Department
5.	Wildlife and birding hubs may be created in less explored areas	Medium Term	Tourism Department
6.	New snow leopard hubs may be identified to avoid overcrowding of Tourists: subsequently, homestay and camping infrastructure may be developed	Medium Term	Tourism Department, Snow Leopard Conservatory
7.	Brown bear hubs may be identified in Drass and Suru Valley- subsequently, homestays and other tourism infrastructure may be developed	Medium Term	Tourism Department
8.	Homestays can be converted to Astro stays by installing telescopes and providing technical training to homeowners	Medium Term	Tourism Department, Indian Astronomical Institute
9.	Potential of agro and organic tourism in Aryan Valley and Sankoo may be studied	Medium Term	Tourism Department



Infrastructure

Tourism is to a great extent dependent on the range and type of infrastructure available at the destination. Infrastructure is a core area of the tourism industry and plays a distinctive role in the development of this ever-expanding industry.

Connectivity



● Proposed locations for Helipads
 ● Proposed locations for commercial airport
 ↔ Road Connectivity links

- Ladakh has a total of 4300 km of road length: 39% under PWD and 61% under BRO. More than 50% villages do not have access to pucca roads. There is also a lack of roadside infrastructure for the convenience of travellers.
- There is a lack of public transport infrastructure like bus terminals, depots, shelters, and other passenger facilities. The administration needs to upgrade its regional road capacity.



- Leh and Srinagar are only 230 km from Kargil by road. ATR plane services may be started in the short term so that travel time is cut down significantly and travel can be done throughout the winter as well.
- There is only 1 operational airport in Leh operating limited commercial flights. It is the only commercial access point by air to the region and thus becomes a burden for the city. Commercial airports need to be developed in Kargil and Nubra. Travellers should be encouraged to fly into Ladakh through Kargil or Nubra and not only through Leh.
- 87% of the tourists in the year 2018-19 were domestic tourists. If Kushok Bakula Rimpochee Airport in Leh is made an international airport, it will help attract a larger influx of foreign tourists.
- The main issue being faced by Kargil is a low influx of tourists due to bad connectivity. The only way to reach Kargil is by driving from Leh or Srinagar. The main pass between Srinagar and Kargil is likely to be blocked by snow from November to March. However, the road between Kargil and Drass is open almost throughout the year.
- The geological location of the current runway in Kargil makes it difficult for larger planes to land. Currently, the Indian Army provides a shuttle service from Kargil to Srinagar in their own ATR planes. The cost of the ticket is low and is mainly used by locals who travel for work. A new site may be identified for developing a new commercial airport
- The airport at Thuse, Nubra is 30 minutes from Hunder and 4 hours from Pangong by road. Tourists visiting Pangong can directly land in Nubra instead of going to Leh.
- Helicopter services may be started from Leh and Kargil to remoter regions of Ladakh to improve connectivity. Places like Nubra and Zaskar have huge tourism potential which can be harnessed by improving access for travellers.
- Helipads may be constructed at remote locations and district headquarters. This will not only help in connecting these locations but also help in bringing them on the tourism map during the winters.
- Gondola lifts should be installed at places with poor road connectivity. They can not only act as a tourist attraction but also as a mode of transport for locals.
- The proposed helipads and commercial airports at Kargil and Nubra will ensure connectivity in the region throughout the year.



S. NO.	ACTION POINTS	TIME FRAME	DEPARTMENT RESPONSIBLE
1.	Airports and helipads may be constructed at Kargil and Nubra	Medium Term	Ministry of Civil Aviation
2.	Flights connecting Leh to Bangalore, Ahmedabad, and other smaller cities may be introduced	Medium Term	Ministry of Civil Aviation
3.	Kushok Bakula Rimpochee airport in Leh may be made an international airport	Medium Term	Ministry of Civil Aviation
4.	Gondola lifts and ropeways may be installed at identified locations to reduce travel time	Medium Term	Tourism Department
5.	Heli services may be started from Leh and Kargil to more remote locations	Medium Term	Ministry of Civil Aviation
6.	Public transportation (buses) and supporting infrastructure like terminals, depots, stop, and shelters may be set up	Medium Term	Forest & Wildlife Department, PWD
7.	Focus may be given on development of wayside amenities along key roads and tourist sites. Consultants may be hired for future strategies regarding planning and construction	Medium Term	Tourism Department, LAHDC
8.	Plan for a robust public transportation system may be developed.	Medium Term	Tourism Department, LAHDC
9.	All settlements may be connected with all-weather roads	Long Term	Border Roads Organisation, PWD

Electrification and Network

- The energy department needs to undertake surveys for assessment of demand for electricity and availability of renewable energy sources.
- Electrification and network capabilities in rural and remote areas is a crucial factor for the development of homestays in Ladakh. With access to Wi-Fi or 4G,



homeowners will be able to list their properties on aggregator sites and manage their own bookings.

- A+ category hotels and resorts should be encouraged to set up a renewable energy source unit to fulfil part of their energy needs for operations.

S. NO.	ACTION POINTS	TIME FRAME	DEPARTMENT RESPONSIBLE
1.	Subsidies may be provided for installation of solar inverters, heaters, home lighting kits, and solar water heating plants for tourism units	Short Term	Tourism Department
2.	Micro grids not connected to the main grids may be set up to supply power to remote areas and high-altitude villages	Medium Term	Ministry of Renewable Energy
3.	Financial incentives may be provided to companies to set up a mobile network tower in remote areas where there is no Telecom Service Provider (TSP)	Medium Term	Department of Telecommunications, Ministry of Communications
4.	Potential of other renewable energy sources (wind and geothermal) may be harnessed in addition to solar and hydel power	Long Term	The Ladakh Renewable Energy Development Agency, KREDA

Hotels and Resorts

The rating system for hotels in Ladakh is different from that of other cities in India. Hotels are classified into Classes A+, A, B, C, etc. The grade a hotel gets is determined by the amenities provided. Additionally, for a hotel to have an A+ rating, it must be open throughout the year which owing to the sub-zero temperatures, is quite difficult. Currently, there are only 3 A+ class hotels. At present, there are sufficient A+ category hotels in Leh. On the other hand, there are none in Kargil. Too many large hotels and resorts are not ideal to promote in the region because they consume a lot of energy and generate waste. In Ladakh, a better approach will be to focus on developing alternate accommodations like lodges and homestays across the region so that there is an equitable distribution of tourism related earnings. Policies may be devised to ensure the use of locally sourced materials and traditional architectural styles.

A green hotel policy also may be devised which grades hotels on key performance indicators based on sustainability. Materials used for construction, electricity



consumption, renewable energy setup, waste disposal system, among others, can be some indicators for grading based on which hotels can be provided financial incentives. Low impact travel and luxury can coexist. In order to get a green rating, a resort should use less energy and water than comparable resorts. They should rely on earth-friendly amenities like solar gardens, smart lighting, solar panels, and an advance on-site energy and water management system. The furniture and décor must be made from sustainable, locally procured wood. Hotel water may be heated through the use of solar panels. Hotels should be encouraged to use local suppliers for food and material. Additionally, the architecture and operational systems must be designed to meet the highest levels of energy efficiency and conservation within a luxury setting. Australia, Vietnam, Canada, and Ecuador have several carbon neutral resorts whose models can be studied and applied in Ladakh.

In the case of luxury hotels (*4 star + equivalents*) and wellness resorts, PPP model may be encouraged where-in state owned land is given on long term lease to local businessman and hoteliers who may build and run the property themselves or give it on operating lease to larger private hotel operators. An assessment of existing state-owned tourism accommodation units may be undertaken, and those units may be identified which can be operated on suitable PPP models, thereby promoting various target opportunities. PPP can allow Ladakh to develop tourism assets in accordance with government priorities and high social and environmental standards while harnessing the efficiency and creativity of the private sector.

S. NO.	ACTION POINTS	TIME FRAME	DEPARTMENT RESPONSIBLE
1.	A green hotel policy may be developed which grades hotels on key performance indicators based on sustainability	Short Term	Tourism Department
2.	Land parcel in Kargil district to be identified for A+ category hotel	Medium Term	Department of Tourism
3.	Clear norms for renewable energy setup to be laid down for 'star hotels'	Medium Term	Department of Tourism, The Ladakh Renewable Energy Development Agency
4.	Development of hotels and resorts under PPP model	Medium Term	Tourism Department, UT administration



Homestays

UT Ladakh's first Tourism Home Stay Policy was launched with a view to preserve, promote, and encourage the unique Ladakhi culture involved in the tourism sector as well as to strengthen the rural economy by means of a responsible and sustainable tourism in Ladakh.

Rural tourism can be a more effective tool to give a boost to the overall tourism scenario of UT Ladakh as its rural areas are endowed with amazing natural beauty, serene environment, heritage sites, and a unique culture. The endorsement of rural tourism will ensure the dispersal of tourists from main cities like Leh and Kargil to remoter villages.

The policy is expected to boost tourism in remote areas of Ladakh such as Changthang, Drass, Batalik, Nubra, Singe-Lalok, Zaskar, Shargole, Suru Valley, and Shakar-Chiktan.

Most areas with homestays in Ladakh do not have network capabilities and thus cannot manage their bookings directly. Travelers and agents inform homestay owners through word of mouth or arrive at the destination directly. In order for the system to become more efficient, the tourism department needs to onboard all homestays onto a single platform internally or through an OTA service provider.

Homestay owners and local youth may be given training for eco-guides as it will be a value-add for guests as well as the homestay owners. Trainings could cover mountaineering, bird watching, and other eco-friendly practices of tourism.

S. NO.	ACTION POINTS	TIME FRAME	DEPARTMENT RESPONSIBLE
1.	Village level hospitality training camps may be organized covering culinary training, housekeeping, first aid, and behavior training for guest interaction	Short Term	Tourism Department
2.	All homestays may be geotagged and registered on a single platform for easy management	Medium Term	Tourism Department
3.	Tourism department may collaborate with private OTA's to onboard and manage homestays	Medium Term	Tourism Department



Sector Development Strategy

A sustainable approach coupled with a robust marketing strategy could transform Ladakh's fortunes with unprecedented economic prosperity. To harness the full potential of the region, significant infrastructural development in all tourism-support activities must be undertaken.

In this regard, constructing a well-paved and exhaustive road network and setting up efficient tourist facilities such as telecommunication networks, medical help, and emergency evacuation services is crucial. There is also a dire need to set up an institute for professionally training the locals in hospitality management. The tourism department must adopt a responsible and sustainable approach for developing the region and preserve Ladakh's traditional values and culture as well. Tourism can hence be seen as an opportunity to make the best possible use of the available resources in this region.

Key Challenge 1: Inadequate Infrastructure

One of the major challenges is the inaccessibility of the region due to its landlocked and almost year-round snowbound status. The only way to reach Ladakh is by air, and not all tourists can afford this medium. Accessibility to tourist attractions within Ladakh also (such as the Tso-Moriri Lake, for instance) is poor, causing inconvenience to travellers. Better roads are therefore the first infrastructural need in Ladakh, not only for travelling locally but also to ensure connectivity with the rest of the country.

A paucity of accommodations is the second most prominent challenge. This is especially true for remote areas where even basic lodging facilities are not available.

Various other amenities such as petrol pumps, telephones, network connectivity, and medical help are also conspicuously inadequate in Ladakh. The lack of proper telecommunication facilities is an especially glaring obstacle since many tourists go for treks to remote areas in Ladakh, and there are hardly any facilities for quick transfer of information and evacuation in the unfortunate event of a mishap.



A key drawback in the current tourism setup of Ladakh is the seasonality; tourism is restricted only to the summer season, and even then, the bed occupancy rate is a mere 30%. The underlying reason for the same is inadequate infrastructural facilities.

A scientific assessment of the carrying capacity of the region must precede any infrastructural planning. An analysis of how many tourists Ladakh can handle without disturbing the social and environmental balance is essential.

Key Challenge 2: Limited Community Based Tourism

Even though community-based tourism is being practiced in certain pockets of Ladakh, the concept has limited application in the region. The benefits of the tourism industry are still mostly reaped by urban communities residing in and around Leh.

Key Challenge 3: Need for Skill Development Trainings

Ladakh's tourism industry started in a rather ad hoc manner when the region was opened to the rest of the world in the mid-1970s. Even though significant progress has been made since then, the initiatives undertaken by the tourism department lack systematic planning and implementation. The consequence is that the hospitality industry in Ladakh is majorly being operated by private professionals. There is no training institute in Ladakh where hospitality management and tourism guiding education can be imparted.

Key Challenge 4: Negative Impact on Environment

Finally, increasing negligence by tourists towards the fragile environment of the region is eroding the ecological landscape of Ladakh. Direct or indirect littering of streets, valleys, and mountains along with the use of drugs, alcohol, and intoxicants are some of the many detrimental activities. Such callous activities pose a great threat to the local natives (especially Ladakhi youngsters) who may be negatively influenced.

Recommendations

Strategy 1: Brand Marketing and Product Positioning

The tourism sector's competitiveness depends on the growth and promotion of Ladakh's brand image and product selection to meet consumer needs. The foundation for promotional messages and guiding product development to deliver on the brand promise is defining and articulating a distinctive brand. Ladakh provides a plethora of one-of-a-kind experiences.



- It is imperative to make changes at the media level; the tourism department needs to start marketing Ladakh as a year-round destination.
- The Tourism department may develop marketing strategies to differentiate Ladakh from the competing destinations including developing a unique market position, image, and brand.
- The Ministry of Tourism needs to enhance and compete effectively to maintain Ladakh as an exclusive travel destination; by increasing awareness on the unique offerings of Ladakh through media campaigns.
- Pre-season promotions may be planned to attract more first-time visitors and subsequently boost off-season travel.
- Existing repository of digital assets like photos, creatives, videos, and 360° tours may be developed for digital marketing across multiple platforms.
- Roadshows and events may be organised to increase awareness on a range of tourism products available in Ladakh.
- Tourism department may provide financial support to tourism service providers for making promotional materials and organising events.
- Incredible India logo may be used for promotion of tourism products and events as it is one of the most recognised brands internationally.

Strategy 2: Standard and Quality Control

Tourism product offerings and services require quality and variety to attract and retain tourists from target markets. Ethics, professionalism, and excellence are important elements of delivering standard and quality services.

- A single window system may be developed by the tourism department for stakeholder management, compliance checks, licensing, disbursement of funds, and database maintenance. This activity can be synergized with the IT department and the planning department and its related software and mechanism at all levels.
- Systems and appropriate guidelines need to be established for the safety of tourists at sites and recreational facilities.
- Regulatory and monitoring frameworks for tour operators may be established to control and manage tourism activities. A monitoring system will help understand the capacity a particular trek or peak can handle at a point in time without harming or polluting the environment. For example, the Chadar Trek (frozen Zaskar river) might soon become history because of global warming, majorly owing to the unchecked human traffic.
- Tourism department to ensure that tourism projects/units strictly conform to environment protection norms laid down by the directorate of environment



(materials used in construction, quality of adventure sports equipment, over-booking than allowed capacity, etc.).

Strategy 3: Land Use Policy

An effective land use policy may be developed to help with the planning and development of the overall region encompassing the physical, social, economic, and political aspects.

- Specific tourism zones may be created based on carrying capacity; expert agencies to be engaged for zoning, planning, carrying capacity study, and environmental impact assessment.
- Responsibility may lie with tourism and wildlife departments. The Rural Development department and commercial institutions may also be involved
- Level of development may be capped in new and existing tourism zones based on their carrying capacity.
- Rules and regulations may be made to make community tourism more favourable
- Micro plans may be developed at a district and village level.
- A mandate may be put in place to increase engagement of local communities in Public Private Partnership projects (PPP).
- If required, design robust, lean, and small structures/cells within the existing tourism departments to manage the implementation of suggested strategies and activities.
- Carrying capacity study may be done in 2 years. Zoning and policy may be completed in 1 year.

Strategy 4: Tourism Dispersion

In Ladakh, tourism remains concentrated in a few areas leading to overtourism in those zones while the rest of the community fails to reap the benefits. Dispersion of tourism shall serve as a sustainable practice by mitigating capacity constraints in popular areas and spreading the economic benefits more evenly.

- Decentralisation of existing core destinations by wider circuit mapping for identified tourism themes.
- Identification of new routes and treks in unexplored destinations to be facilitated by the tourism department of Leh and Kargil.
- Theme based tourism may be offered based on zoning and carrying capacity study.



- A detailed plan may be devised by the tourism department based on the studies and area analysis. A committee may be formed for discussion and swift approval of projects.
- Micro planning for short and medium term may be created to promote village tourism. A series of maps may be created displaying tourism sites and activities in rural areas (sites to visit, distance, geographical features, required time).
- Execution responsibility lies with Tourism and Wildlife Departments. Industry experts can also be engaged for framing standards and operating procedures.

Strategy 5: Pollution and Waste Management

There is an urgent need to properly manage waste to avoid strain on the health of the natives and environment thereby avoiding any added pressure to the already fragile ecosystem of Ladakh. In order to maintain the pristine beauty of the region, a proper system for solid waste management will have to be put in place.

- An Environment fee may be levied on all carbon emitting activities related to tourism. For example, groups of bikers come to Ladakh every year on tour and use heavy polluting vehicles. The said collected tax can be used in carbon mitigating activities.
- Industrial setups around tourist attractions and heritage sites may be avoided to avoid degradation of old structures.
- Transition is required to green fuels like LNG and electric for carbon neutrality
- The administration needs to undertake studies on feasibility of replacing commercial vehicles used for intra-city travel with electric or LNG vehicles.
- Treatment plants may be developed in urban centres for disposal of solid waste
- Efficient collection, transport, storage, and disposal system may be developed for solid waste management.
- Systems may be devised to manage plastic waste at tourist locations. Plastic free zones may also be created in Wildlife parks and other eco reserves.

Strategy 6: Setup Robust Institutions

- Separate divisions within tourism or other relevant departments may be created to target the key aspects of tourism like capacity building, marketing and promotion, product development, certifications and guidelines, data management and research, and integrated destination and infrastructure planning; Planning Department must oversee the convergence and performance of the setup.



- A network of experts consisting of hospitality professionals, accountants, legal experts, volunteers, etc. may be created to ensure smooth operations and processes.
- Responsible departments need to engage services of expert agencies for framing such institutions and processes.
- The tourism department may develop partnerships with local stakeholders and tour operators to develop the tourism business in a fair manner.
- Quarterly meetings may be organised with senior officials of the Tourism and Forest & Wildlife departments in the form of workshops to avoid duplication and build more synergy between the two departments.

Strategy 7: Organising the Tourism Industry

- A Tourism Satellite Account should show all aspects and types of databases and have collection procedures that show the number and types of visitors and their contribution to the UT's development.
- Visitor feedback needs to be collected, analysed, and used for improving systems and tourist experience.
- A Single window system may be created to manage information online on number of hotels/homestays, rooms available, tourist sites, parking places, camp sites, traffic surveillance, highlands Medi-care and rescue logistics, number of tour guides, and tour operators.
- Advance technology-based visitor information and registration system may be created that can clearly delineate online and real-time site-specific details to tourists at their place of departure before travelling to the destination.
- Operators must register with the tourism department to carry out business in the region. Upon registration, each unit should be given a unique QR-code for easy identification and tracking. This QR code should be displayed on all advertisements, posters, and banners so that a tourist can scan it and be sure that it's a verified vendor.

Strategy 8: Training and Capacity Building

- Tourism development and capacity building for local communities' needs to progress hand in hand. Community capacity building programs help underdeveloped communities to improve their ability to participate in the tourism decision-making processes. They encourage community involvement and provide the tools that enable them to do so.



- It is imperative to train and build capacity of local communities including homestay owners, youth and women's groups who wish to engage in tourism activities.
- Specific themes can be identified- environmental education, waste management, computing, tour designing, cooking and hospitality, eco and adventure tourism activities, bird watching, flora and fauna photography, and language.
- Training manuals, textbooks, and courses may be prepared for the same.
- Village level community-based organisations may be identified and provided with necessary capacity building trainings.
- Tourism department may plan certificate courses for nature interpreters and tour guides for trekking, heritage tours, adventure, and other activities.
- Off-season income generation activities such as handicraft souvenirs, food and fruit processing, repairing and maintenance of adventure equipment may be identified.
- Hospitality training institutes on the lines of International Institute of Hotel Management (IIHM) may be established in Leh and Kargil.
- Homestay development trainings may be organised to make local communities 'Atmanirbhar' through hospitality skill upgradation.
- Short modules focusing on common areas like sensitization and basic tourist handling may be designed.
- Region specific trainings can be developed for Ladakh under the Incredible India Tourist Facilitator and Incredible India Tourist Guide certification programs.
- Financial support may be provided by the tourism department for those wanting to avail advanced level specialized training courses.



Appendix

Foreign Country Wise Tourist Arrivals

Table 1: Tourist Arrival Statement for the month of January'16 to December'16

Nationality	Jan.	Feb.	Mar	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec	Total
Afghanistan	-	-	-	-	-	1	-	-	-	-	1	0	2
American	27	33	50	106	236	462	642	553	342	101	36	15	2603
Argentine	-	-	2	2	-	8	22	16	22	11	2	0	85
Australian	27	19	11	29	56	166	289	243	189	43	13	11	1096
Austrian	1	1	7	5	13	55	251	130	38	8	2	2	513
Bulgarian	-	-	-	-	-	-	-	-	6	3	0	0	9
Bangladesh	-	-	-	8	2	6	43	30	95	5	6	0	195
Belarus	-	-	-	-	-	1	10	26	2	-	1	0	40
Belgium	6	7	4	5	16	65	408	146	71	7	16	4	755
Bhutanese	-	-	-	-	3	-	-	-	308	13	7	0	331
Brazil	-	6	2	7	7	12	70	16	36	12	3	1	172
British	34	73	27	42	91	263	868	809	368	73	30	7	2685
Canadian	49	12	7	13	70	142	171	132	108	32	13	5	754
Czechoslovakian	-	-	-	-	6	19	-	-	-	-	0	0	25
Chilean	-	2	-	-	-	20	48	39	11	6	1	0	127
Chinese	6	6	37	10	45	43	44	60	131	39	4	0	425
Columbian	-	1	-	2	4	6	15	18	11	1	0	1	59
Croatian	-	-	-	1	-	1	5	2	2	-	1	0	12
Czech	3	2	2	9	8	39	145	212	68	31	0	1	520
Danish	1	3	3	1	15	18	95	76	39	4	1	0	256
Dutch	14	6	1	13	34	133	405	275	133	31	11	3	1059
Egypt	-	-	-	-	-	-	5	2	4	-	0	0	11
Ethiopian	-	-	-	-	-	-	50	130	31	9	0	0	220
Estonian	-	-	-	1	7	30	14	1	9	-	0	0	62
Finish	-	3	-	2	0	5	13	6	6	2	0	0	37
French	28	50	21	87	223	486	1395	1307	556	112	12	6	4283
German	6	30	36	40	123	302	644	744	315	81	12	17	2350
Greek	-	-	-	10	1	3	8	38	4	1	0	0	65
Hungarian	1	-	3	-	2	36	96	56	11	23	1	10	239
Hongkong	2	3	1	3	-	6	12	5	50	23	0	1	106
Indonesian	2	1	10	4	31	8	96	22	55	10	3	0	242
Iranian	-	-	2	2	6	3	9	3	3	-	0	0	28
Irish	1	--	2	3	13	15	56	70	16	8	1	0	185
Israeli	1	6	8	26	87	446	1413	1278	312	17	1	1	3596
Italian	10	4	17	6	27	158	301	899	170	36	2	6	1636
Japanese	6	13	26	117	100	162	205	493	259	99	12	24	1516
Jordan	-	-	3	-	-	1	8	-	-	-	0	0	12
Kazakhstan	-	-	-	-	-	5	5	3	-	-	-	0	13
Kenya	-	-	-	1	-	-	2	-	-	-	0	0	5
Korean	4	3	1	2	28	-	-	1	-	-	1	4	528
Kuwait	-	-	-	-	-	95	180	150	46	13	2	0	486
Lebanese	-	-	-	-	-	-	2	-	-	-	0	0	2
Lithuanian	-	-	-	1	6	3	20	31	10	7	0	0	78
Luxembourg	1	-	-	-	1	6	4	18	12	-	0	0	42
Malaysian	7	9	6	47	56	55	111	132	190	81	17	5	716
Malta	-	-	1	-	-	-	-	5	1	-	0	0	7



Nationality	Jan.	Feb.	Mar	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec	Total
Mongolia	-	-	-	-	-	-	-	-	-	-	0	0	0
Mauritius	-	-	-	-	-	3	-	-	-	-	0	0	3
Mexican	-	2	4	5	1	5	31	31	20	8	2	2	111
Mauritian	-	-	-	2	3	-	10	4	5	1	0	0	25
Myanmar	-	-	-	4	-	-	3	-	3	1	0	0	11
New Zealander	1	-	5	5	13	34	60	52	32	20	1	2	225
Norwegian	1	1	-	1	4	5	41	21	7	8	1	0	90
Pakistan	-	-	-	-	-	-	1	1	-	-	0	0	2
Peru	2	-	-	-	2	1	-	2	6	-	0	0	13
Philippines	1	-	3	1	-	3	8	9	10	9	2	1	47
Polish	1	-	2	6	14	34	131	112	79	14	4	2	399
Portuguese	-	-	-	1	-	3	27	60	4	5	1	0	101
Romanian	-	-	3	-	-	3	25	6	23	1	1	0	62
Russian	8	1	2	19	18	60	110	99	81	32	5	1	436
S/Africa	7	3	3	19	9	18	20	21	20	7	0	5	132
Scottish	-	-	-	-	-	-	-	-	-	-	0	0	0
Serbian	-	-	-	-	-	-	9	3	2	1	0	0	15
Singaporean	28	4	2	20	30	80	99	167	135	14	5	1	585
Sinhalese	1	2	1	1	48	4	7	26	-	3	0	0	93
S/Korean	-	1	6	23	22	70	289	154	75	37	7	7	691
Slovakian	-	-	-	-	4	15	30	48	17	11	2	2	129
Spanish	6	10	6	13	19	24	172	302	111	25	8	5	701
Swedish	8	-	1	1	5	15	55	23	24	11	1	8	152
Swiss	3	5	9	21	41	93	339	253	94	20	9	5	892
Taiwanese	3	3	1	2	14	48	152	180	134	18	6	1	562
Thai	5	24	31	646	239	198	851	523	491	394	25	27	3454
Tibet	-	-	-	-	-	-	1	-	-	-	0	0	1
Turkish	2	-	1	1	2	2	5	2	25	-	2	0	42
U. A. E	-	-	-	-	-	8	-	-	-	-	0	0	8
Ukraine	1	-	1	8	9	-	56	29	19	5	4	1	133
Venezuela	-	-	1	-	-	-	-	2	-	-	2	0	5
Vietnamese	1	20	2	47	16	5	35	55	788	8	4	4	985
Zimbabwe	-	-	-	-	-	:	-	-	-	-	0	0	0
Others	3	4	-	6	17	31	51	26	39	9	4	0	190
Total Foreign	319	373	374	1,457	1,847	4,048	10,799	10,390	6,286	1,604	308	200	38,005
Total Home	902	360	354	4,520	46,756	62,503	37,454	20,433	17,326	5,793	929	363	1,97,693
G. Total	1,221	733	728	5,977	48,603	66,551	48,253	30,823	23,612	7,397	1,237	563	2,35,698

Source: Department of Tourism, Leh District



Table 2: Tourist Arrival Statement for the month of January'17 to December'17

Nationality	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Afghanistan	-	-	-	-	-	-	1	2	-	-	-	-	3
American	36	27	41	76	142	800	842	512	363	171	44	16	3070
Argentine	1	-	2	1	3	13	19	21	6	6	1	-	73
Australian	10	24	34	51	31	317	336	208	182	43	12	13	1261
Austrian	16	-	4	3	23	105	163	127	56	14	2	-	513
Bulgarian	-	-	-	-	-	-	10	8	-	-	-	-	18
Bangladesh	-	1	5	6	5	88	23	47	139	24	1	12	351
Belarus	2	2	-	2	-	3	8	-	7	1	-	-	25
Belgium	14	9	3	18	13	114	328	180	88	23	6	3	799
Bhutanese	-	-	-	1	-	4	34	2	3	-	-	1	45
Brazil	1	7	2	11	11	56	17	32	32	28	10	1	208
British	21	66	38	45	79	515	624	532	286	103	32	10	2351
Canadian	53	8	8	18	54	248	226	116	72	63	7	10	883
Czechoslovakian	-	-	-	-	-	8	17	5	3	10	0	-	43
Chilean	-	2	1	-	5	19	17	22	16	12	3	-	97
Chinese	4	7	5	4	29	62	94	42	47	61	8	11	374
Columbian	-	1	-	1	8	60	4	5	4	4	0	6	93
Croatian	-	-	-	1	1	1	9	3	2	-	-	-	17
Czech	1	3	2	7	7	114	163	179	59	16	20	5	576
Danish	3	2	1	10	14	54	98	77	53	8	1	2	323
Dutch	13	4	4	8	23	154	257	135	70	102	4	1	775
Egypt	-	-	-	-	-	-	3	2	3	1	0	-	9
Española	-	-	-	-	-	-	-	-	-	7	0	-	7
Estonia	-	-	-	-	1	14	39	6	22	13	-	-	95
Ecuador	-	-	-	-	-	-	-	-	1	-	-	-	1
Finish	1	-	-	-	-	11	8	8	5	3	1	2	39
French	41	26	43	61	95	797	1566	1467	542	145	31	11	4825
German	14	25	37	46	89	613	733	712	403	118	11	9	2810
Greek	-	2	-	-	-	-	10	29	3	-	0	1	45
Hungarian	2	-	-	2	-	32	51	43	10	31	5	-	176
Hongkong	2	-	-	4	-	8	7	32	2	3	0	1	59
Indonesian	-	2	-	36	38	81	61	53	49	19	11	13	363
Iranian	-	-	1	-	5	27	25	1	4	-	0	-	63
Ireland	-	-	-	-	-	-	9	-	0	2	0	-	11
Irish	1	1	2	3	6	49	58	44	6	18	1	-	189
Israeli	2	-	8	13	22	623	1452	1259	311	33	3	-	3726
Italian	-	2	11	17	40	263	579	1150	107	52	11	3	2235
Japanese	16	16	30	139	74	400	289	588	270	73	27	18	1940



Nationality	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Jordan	-	-	-	-	-	2	-	1	-	1	-	1	5
Kazakhstan	1	-	-	1	-	2	-	1	-	-	-	-	5
Kenya	-	-	-	7	-	2	1	-	-	-	-	-	10
Korean	1	-	-	-	29	21	124	168	5	61	-	-	409
Kuwait	-	-	-	1	-	-	-	-	-	-	-	-	1
Lebanese	-	-	-	-	-	3	-	-	-	1	-	-	4
Lithuania	1	1	1	-	1	16	11	26	7	5	1	-	70
Luxembourg	u	-	-	14	1	5	4	8	5	0	-	-	37
Malaysian	13	8	24	15	67	317	132	228	223	151	11	3	1192
Malta	-	-	-	-	-	5	2	2	1	-	-	-	10
Mongolia	-	-	-	-	3	1	-	-	0	-	-	-	4
Mexican	-	3	5	3	9	28	49	13	11	19	4	-	144
Mauritian	-	-	-	2	1	-	7	1	11	-	-	-	22
Myanmar	-	-	-	2	-	5	5	2	1	9	8	-	32
New Zealand	3	1	4	2	18	73	61	90	68	16	2	1	339
Norwegian	-	1	1	4	2	6	40	17	19	4	2	-	96
Oman	-	-	-	-	-	-	-	-	1	-	-	-	1
Peru	-	-	-	-	1	-	1	4	2	1	1	3	13
Philippines	-	1	2	7	1	31	6	6	9	1	-	3	67
Polish	4	-	2	11	3	101	191	161	71	28	-	1	573
Portuguese	-	-	1	1	-	40	10	18	7	5	-	1	83
Romanian	-	-	-	1	1	18	12	8	15	-	3	-	58
Russian	1	-	7	31	39	114	179	79	97	50	2	4	603
S/Africa	2	2	25	2	12	33	24	20	12	5	3	2	142
S/Arabia	-	-	-	-	-	-	-	-	1	-	-	-	1
Scottish	-	-	-	-	-	4	1	2	-	-	-	-	7
Siberian	-	-	-	-	-	-	1	1	-	1	-	-	3
S/Korean	9	2	10	43	57	415	685	314	254	127	18	1	1935
Singaporean	4	17	5	9	33	192	121	115	49	13	8	6	572
Sinhalese	-	-	4	8	13	5	13	17	2	6	-	-	68
Slovakian	-	-	1	1	3	24	47	40	10	10	3	1	140
Spanish	1	4	35	15	53	97	321	397	119	47	2	2	1093
Swedish	15	14	5	5	6	64	28	17	38	5	1	3	201
Swiss	7	24	4	12	37	245	470	161	125	19	3	8	1115
Taiwanese	2	4	2	18	26	74	300	144	58	188	3	1	820
Thai	49	8	54	1607	689	858	1383	976	491	871	45	39	7070
Turkish	1	-	-	-	11	10	4	12	4	5	-	-	47
Ukraine	-	1	2	4	-	17	13	6	7	-	1	2	53
Vietnamese	10	2	6	44	7	25	26	71	87	45	9	3	335
Venezuelan	1	-	-	-	1	-	3	-	-	-	-	1	6
Others	3	-	4	31	46	118	172	120	111	103	-	8	716



Nationality	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Total Foreign	382	330	486	2,485	1,988	8,624	12,627	10,895	5,147	3,004	382	243	46,593
Total Home	2,200	573	652	4,075	31,966	68,385	40,550	32,380	34,975	12,221	1,622	1,063	2,30,662
G. Total	2,582	903	1,138	6,560	33,954	77,009	53,177	43,275	40,122	15,225	2,004	1,306	2,77,255

Source: Department of Tourism, Leh District



Table 3: Tourist Arrival Statement for the month of January'18 to December'18

Nationality	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov	Dec.	Total
Afghan	-	-	-	-	-	2	-	1	1	-	-	-	4
American	53	38	84	147	243	611	685	444	362	114	24	15	2820
Argentinian	2	-	-	7	6	29	24	20	17	4	-	-	109
Australian	28	18	24	49	86	195	292	309	223	60	20	13	1317
Austrian	3	-	2	27	19	56	137	140	70	13	2	2	471
Bulgarian	-	-	-	-	-	-	-	7	7	2	-	-	16
Bangladeshi	8	2	6	34	12	21	12	59	35	16	2	-	207
Belarusians	-	-	-	-	1	3	5	10	4	2	-	-	25
Belgians	12	31	15	27	31	66	337	185	101	18	6	2	831
Bhutanese	-	-	2	-	1	10	18	8	168	-	-	2	209
Brazilian	1	8	1	9	5	48	24	91	44	28	3	2	264
British	25	78	32	63	106	321	850	786	406	95	8	14	2784
Canadian	41	12	14	45	93	121	216	136	121	33	5	9	846
Chilean	3	2	.	1	4	13	26	26	11	1	-	-	87
Chinese	9	6	4	34	22	72	74	79	82	101	18	5	506
Columbian	2	-	-	4	1	9	21	11	23	2	3	-	76
Croatian	-	-	-	1	0	1	1	2	-	.	-	-	5
Czech	4	5	9	7	9	43	214	225	100	12	2	2	632
Czechoslovakian	-	-	-	5	5	26	6	17	32	10	-	-	101
Danish	2	9	7	4	25	90	106	69	44	23	1	-4	380
Dutch	6	11	4	8	65	135	354	266	129	43	2		1027
Egypt	-	-	1	6	-	2	.	1	2	.	-	-	12
Española	-	-	-	-	-		42		8	7	-	-	57
Estonia	-	-	-	6	8	25	50	20	13	3	-	-	125
Ecuador	-	-	-	-	-	-	-	1	.	-		-	1
Finish	3	2	.	2	3	10	40	4	9	2	1	-	76
French	33	52	29	84	247	554	1519	1669	673	171	25	11	5067
German	25	36	29	63	166	368	761	798	486	120	15	24	2891
Greek	-	1	-	3	5	2	9	27	25	11	-	1	84
Hungarian	1	-	2	1	2	39	50	36	6	19	7	-	163
Holland	1	-	-	-	-	4	-	-	-	-	.	-	5
Hongkong	-	5	1	1	2	10	9	5	2	3	-	-	38
Indonesian	4	11	15	60	66	78	49	80	74	49	24	4	514
Iranian	-	-	-	19	1	3	-	-	-	-	-	-	23
Iraq	2	-	-	-	-	-	1	1	7	-	-	-	11
Ireland	-	-	-	-	-	-	2		-	-	-	-	2
Irish	2	1	1	9	8	35	68	62	32	8	4	1	231
Israeli	2	5	6	21	108	535	1203	1735	662	39	2	10	4328



Nationality	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov	Dec.	Total
Italian	5	8	6	28	44	164	403	1142	172	51	2	-	2025
Japanese	10	28	39	170	99	212	297	635	457	41	17	26	2031
Jordan	-	-	-	-	-	2	1	1	-	-	-	-	4
Kazakhstanis	3	-	-	-	-	8	7	1	-	-	-	--	19
Kenya	-	-	-	-	-	-	-	-	3	1	-	-	4
Korean	7	2	1	5	32	192	297	98	64	33	-	5	736
Kuwait	-	-	-	-	-	-	-	4	.	-	-	-	4
Lebanese	-	1	-	-	-	-	-	-	1	-	-	-	2
Lithuanian	-	.	-	3	3	2	17	5	27	6	1	-	64
Luxembourg	3	-	-	-	-	5	3	7	1	-	-	-	16
Malaysian	23	5	26	25	90	135	168	253	222	33	-	2	982
Malta	-	-	-	-	-	-	2	13	1	2	1	-	19
Mongolian	-	-	1	-	-	-	-	-	1	-	-	-	2
Mexican	-	-	8	1	5	21	38	16	38	16	3	-	146
Mauritian	-	-	-	-	2	3	3	8	6	-	2	-	24
Myanmar	*	1	-	4	3	19	2	2	4	-	-	-	35
New Zealand	4	5	4	6	13	61	32	145	71	7	2	1	351
Norwegian	.	-	-	3	9	11	40	54	29	7	-	1	154
Oman	-	-	-	-	-	-	-	8	3	1	-	-	12
Pakistani	-	-	-	-	2	-	-	-	-	-	3	-	3
Peru	-	a	1	.	-	1	-	1	-	-	1	-	4
Philippines	2	2	3	9	4	6	14	24	6	3	-	2	75
Polish	8	4	4	21	16	102	151	243	126	18	5	1	699
Portuguese	-	.	-	5	11	48	42	49	38	10	3	-	206
Romanian	1	-	4	1	1	5	47	22	21	8	-	-	110
Russian	8	3	8	18	50	81	124	95	103	23	12	7	532
S/Africa	1	2	2	6	9	22	30	51	37	6	2	2	170
S/Arabia	.	2	3	-	-	-	-	2	3	*	-	-	3
Scottish	-	.	-	2	5	1	-	1	.	-	-	-	9
Siberian	-	-	.	2	1	2	1	7	1	*	-	-	12
S/Korean		3	14	50	37	178	452	483	226	43	12	25	1523
Singaporean	6	6	8	30	37	111	109	102	115	38	2	13	577
Sinhalese	1	-	2	3	1	5	13	8	22	5	1	3	64
Slovakian	13	1	1	3	2	11	16	56	41	6	-	1	151
Spanish	6	3	11	19	38	73	239	628	230	61	4	4	1316
Swedish	4	6	3	8	13	46	57	65	69	10	-	-	281
Swiss	8	8	11	26	56	85	308	244	150	39	4	3	942
Taiwanese	-	2	6	23	24	139	240	234	147	53	-	4	872
Thai	32	46	51	1340	716	624	1366	689	539	1534	14	26	6977
Turkish	-	-	2	1	3	24	-	33	3	-	-	-	66
Ukraine	-	-	2	1	2	6	37	38	41	4	3	-	134



Nationality	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov	Dec.	Total
Vietnamese	6	7	11	72	27	22	85	143	233	50	-	4	660
Venezuelan	-	-	-	1	-	-	-	.	.	*	1	-	2
Zimbabwe	-	-	-	-	-	-	8	-	-	-	-	-	8
Others	1	-	6	47	82	245	372	95	125	105	17	11	1106
Total Foreign	421	476	523	2,678	2,785	6,209	12,226	13,033	7,355	3,223	286	262	49,477
Total Home	5,244	660	775	8,599	41,798	70,832	57,913	40,588	30,694	17,561	2,130	1,095	2,77,889
G. Total	5,665	1,136	1,298	11,277	44,583	77,041	70,139	53,621	38,049	20,784	2,416	1,357	3,27,366

Source: Department of Tourism, Leh District



Table 4: Tourist Arrival Statement for the month of January'19 to December'19

Nationality	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov	Dec.	Total
Afghan	-	-	-	-	-	-	-	2	-	-	-	-	2
American	31		82	70	205	405	532	361	261	110	52	6	2115
Argentinian		39	2	3	1	6	9	9	29	2		1	101
Australian	13	14	16	37	78	140	221	250	233	38	17	11	1068
Austrian	1	25		14	13	54	162	138	49	7	2	1	466
Bulgarian	-	-	1	1	-	-	-	-	-	3	-	-	5
Bangladeshi	4	-	4	7	10	10	17	42	19	20	-	-	133
Belarus	-	-	-	-	-	-	16	2	5	-	-	-	23
Belgium	5	4	5	21	9	47	283	152	92	9	2	1	630
Bhutanese	1		2	2	1	1	51	4	53	8		48	171
Brazil	1	2	1	7	13	39	19	17	25	6			130
British	22	82	21	64	103	315	781	453	254	52	10	5	2162
Canadian	29	15	7	30	47	69	106	112	80	26	21	5	547
Chilean		1	2		1	7	25	12	1	-	-	-	49
Chinese	18	12	29	23	28	21	85	40	79	27	6	6	374
Columbian			1	5		17	5	3	10	5	1	-	47
Czech	6	3	-	3	13	69	111	117	19	6	-	7	354
Czechoslovakian	-	-	9	-	-	6	5	-	-	3	-	-	23
Danish	-	-	-	-	7	47	94	34	36	4	-	-	222
Dutch	2	11	3	9	29	129	255	201	87	10	-	2	738
Egypt	-	-	1		1		2	2	3	1	-	-	10
Española	-	-	-	-	-	-	-	-	-	1	-	-	1
Estonia	-	-	-	-	-	3	4	-	-	-	-	-	7
Ecuador	-	-	-	-	-	-	-	-	-	-	-	-	0
Finish	-	2	-	-	1	8	11	10	4	-	-	-	36
French	37	32	25	79	146	464	1254	1368	474	107	14	12	4012
German	21	16	33	43	68	313	582	753	299	64	9	12	2213
Greek	-	-	-	2	1	3	2	39	3	-	-	-	50
Hungarian	-	-	4	-	-	29	60	36	18	15	-	1	163
Hongkong	-	-	-	2	2	6	1	34	3	2	2	1	53
Indonesian	29	10	20	55	24	50	90	65	182	56	30	18	629
Iranian	2	-	1	2	-	4	3	8	1	-	-	-	21
Iraq	-	-	-	-	-	-	-	-	-	-	-	-	0
Irish	1	1		2	3	16	25	35	25	6	3	-	117
Israeli	12	8	12	7	37	504	1342	1359	282	27	8	-	3598
Italian	7	2	9	15	34	97	327	891	77	31	23	-	1513
Japanese	13	20	27	255	83	155	280	612	298	80	9	28	1860
Jordan	-	-	-	-	-	-	-	-	-	-	-	-	0



Nationality	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov	Dec.	Total
Kazakhstani	-	-	-	-	-	1	-	-	10	-	-	1	12
Kenya	-	-	-	1	-	1	-	8	3	-	-	-	13
Korean	-	4	11	7	20	66	157	17	5	10	-	-	297
Kuwait	-	-	-	-	2	2	-	-	9	-	-	-	13
Lebanese	1	-	-	-	-	-	-	-	-	-	-	-	1
Lithuanian	-	-	2	-	7	2	32	5	22	8	2	-	80
Luxembourg	-	-	-	-	-	-	-	3	285	-	-	-	288
Malaysian	11	4	9	40	69	71	204	237	43	63	3	2	756
Malta	1	-	2	-	-	3	-	-	-	-	-	-	5
Mongolia	-	-	-	-	-	1	1	-	2	-	-	-	4
Mexican	-	-	3	11	41	6	20	7	-	7	-	-	95
Mauritian	-	-	-	-	-	2	-	-	-	-	-	-	2
Myanmar	-	-	1	-	26	-	-	1	1	-	-	-	29
New Zealander	3	1	2	8	29	75	91	67	33	15	2	2	328
Norwegian	-	-	3	4	6	17	36	27	17	5	1	-	116
Oman	2	-	-	-	-	-	-	13	2	-	-	-	17
Pakistani	4°	-	-	-	-	-	-	-	-	-	-	-	0
Peru	-	-	-	1	-	1	-	3	-	1	-	-	6
Philippine	-	-	in	8	2	11	5	20	3	4	4	-	57
Polish	3	1	1	7	28	50	227	196	76	17	3	1	610
Portuguese	-	1	-	1	6	6	9	16	24	1	1	-	65
Romanian	-	1	-	1	1	22	3	11	14	1	-	-	54
Russian	7	1	-	24	17	105	151	138	117	25	2	-	587
S/Africa	2	3	1	4	3	20	18	24	25	5	6	3	114
S/Arabia	-	-	-	-	-	-	-	-	-	-	-	-	0
Scottish	-	-	-	-	-	-	-	-	-	a	-	-	0
Siberian	-	-	-	-	-	-	-	-	-	-	-	-	0
S/Korean	6	1	6	29	43	148	374	399	145	43	4	7	1205
Singaporean	5	24	5	11	12	98	56	117	140	20	11	1	500
Sinhalese	3	-	2	8	3	14	4	8	8	-	1	-	51
Slovakian	-	1	1	4	4	17	60	45	47	2	1	-	182
Spanish	1	25	13	31	16	77	290	431	99	36	6	1	1026
Swedish	2	8	3	12	7	22	33	19	31	5	3	1	146
Swiss	7	16	5	16	27	79	320	157	151	15	2	2	797
Taiwanese	3	8	5	21	17	75	534	368	86	86	6	-	1209
Thai	15	11	31	1489	472	187	765	364	390	994	12	15	4745
Turkish	-	-	1	-	-	20	15	4	-	1	-	-	41
Ukraine	8	-	-	2	2	7	30	55	6	3	1	-	114
Vietnamese	2	3	7	89	25	13	160	124	201	71	7	18	720
Venezuelan	-	-	-	-	-	-	-	5	-	-	-	-	5
Zimbabwe	-	-	-	-	-	-	-	-	-	-	-	-	0



Nationality	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov	Dec.	Total
Others	4	12		9	93	131	230	129	86	17	4	4	719
Total Foreigner	340	424	431	2,596	1,936	4,384	10,585	10,179	5,082	2,181	291	223	38,652
Total Home	3,307	1,173	874	8,027	41,736	68,411	55,652	33,928	17,257	8,280	1,580	1,060	2,41,285
G. Total	3,647	1,597	1,305	10,623	43,672	72,795	66,237	44,107	22,339	10,461	1,871	1,283	2,79,937

Source: Department of Tourism, Leh District



Table 5: Tourist Arrival Statement for the month of January'20 to December'20

Nationality	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov	Dec.	Total
Afghan	-	-	-	-	-	-	-	-	-	-	-	-	0
American	43	58	37	Nil	-	3	3	1	-	1	-	3	149
Argentine	-	-	1	-	-	-	-	-	-	-	-	-	1
Australian	21	7	9	-	-	-	-	-	-	-	-	-	37
Austrian	1	-	12	-	-	-	-	-	1	-	-	-	14
Bulgarian	-	-	-	-	-	-	-	-	-	-	-	-	0
Bangladesh	-	-	-	-	-	-	-	-	-	-	-	-	0
Belarus	-	-	-	-	-	-	-	-	-	-	-	-	0
Belgium	17	4	-	-	-	3	-	-	1	-	-	-	25
Bhutanese	22	-	2	-	-	-	-	-	-	-	-	-	24
Brazil	1	2	1	-	-	-	-	-	-	-	-	1	5
British	13	37	30	-	-	-	1	1	-	3	5	2	92
Canadian	41	8	8	-	1	-	-	1	-	-	-	-	59
Chilean	-	-	-	-	-	-	-	-	-	-	-	-	0
Chinese	30	6	-	-	-	-	-	-	-	-	-	-	36
Columbian	-	1	-	-	-	-	-	-	-	-	-	-	1
Croatian	-	-	-	-	-	-	-	-	-	-	-	-	0
Czech	1	4	4	-	-	-	-	-	-	-	-	-	9
Czechoslovakian	-	-	-	-	-	-	-	-	-	-	-	-	0
Danish	-	-	1	-	-	-	-	-	-	-	-	-	1
Dutch	14	2	5	-	-	-	-	-	-	-	-	-	21
Egypt	-	-	-	-	-	-	-	2	-	-	-	-	2
Española	-	-	-	-	-	-	-	-	-	-	-	-	0
Estonia	-	-	-	-	-	-	-	-	-	-	-	-	0
Ecuador	-	-	-	-	-	-	-	-	-	-	-	-	0
Finish	-	-	-	-	-	-	-	-	-	-	-	-	0
French	23	32	18	-	-	-	-	-	2	5	2	-	82
German	13	21	107	-	-	-	-	1	-	-	-	-	142
Greek	-	1	1	-	-	-	-	-	-	-	-	-	2
Hungarian	9	1	1	-	-	-	-	-	-	-	-	-	11
Hongkong	-	3	-	-	-	-	-	-	-	-	-	-	3
Indonesian	1	2	9	-	-	-	-	-	-	-	--	--	12
Iranian	-	-	-	-	-	-	-	-	-	-	-	-	0
Iraq	-	-	-	-	-	-	-	-	-	-	-	-	0
Irish	2	3	2	-	-	-	-	-	1	-	-	-	8
Israeli	5	8	1	-	-	-	-	-	2	-	-	-	16
Italian	-	2	4	-	-	-	-	-	-	1	-	-	7
Japanese	8	16	12	-	-	-	-	-	1	1	-	1	39
Jordan	-	-	-	-	-	-	-	-	-	-	-	-	0
Kazakhstani	-	-	-	-	-	-	-	1	-	-	-	-	1
Kenya	2	-	-	-	-	-	-	-	-	-	-	-	2
Korean	-	-	-	-	-	-	-	-	-	-	-	1	1
Kuwait	-	-	-	-	-	-	-	-	-	-	-	-	0
Lebanese	-	-	-	-	-	-	-	-	-	-	-	-	0
Lithuanian	-	3	-	-	-	-	-	-	-	-	-	-	0
Luxembourg	-	-	-	-	-	-	-	-	-	-	-	-	3
Malaysian	5	11	-	-	-	-	-	-	-	-	-	-	0
Malta	-	-	-	-	-	-	--	--	-	-	-	-	16
Mongolia	-	-	-	-	-	-	-	-	-	-	-	-	0
Mexican	-	14	5	-	-	-	-	-	-	-	-	-	19
Myanmar	-	1	-	-	-	-	-	-	-	-	-	-	1
New Zealander	4	2	-	-	-	-	-	-	-	-	-	-	6
Norwegian	-	1	2	-	-	-	-	-	-	-	-	-	3
Oman	-	-	-	-	-	-	-	-	-	-	-	-	0
Pakistani	-	-	-	-	-	-	-	-	-	-	-	-	0



Nationality	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov	Dec.	Total
Peru	-	-	-	-	-	-	-	-	-	-	-	-	0
Philippines	-	-	-	-	-	-	-	-	-	-	-	-	0
Polish	5	-	6	-	-	-	-	-	1	-	-	-	12
Portuguese	-	-	3	-	-	-	-	-	-	-	-	-	3
Romanian	-	-	2	-	-	-	-	-	-	-	-	-	2
Russian	4	-	3	-	-	-	2	4	8	2	-	1	24
S/Africa	1	1	4	-	-	-	-	-	-	-	-	-	6
S/Arabia	-	-	-	-	-	-	-	-	-	-	-	-	0
Scottish	-	-	-	-	-	-	-	-	-	-	-	-	0
Siberian	-	-	1	-	-	-	-	-	-	-	-	-	1
S/Korean	1	8	3	-	-	-	1	-	-	-	-	-	13
Singaporean	7	-	1	-	-	-	-	-	-	-	-	-	8
Sinhalese	-	-	-	-	-	-	-	-	-	-	-	-	0
Slovakian	-	1	-	-	-	-	-	-	-	-	-	-	1
Spanish	2	5	7	-	-	-	-	-	-	-	-	-	14
Swedish	7	6	7	-	-	-	-	-	-	-	-	-	20
Swiss	3	14	36	-	-	-	-	-	-	-	-	-	53
Taiwanese	3	1	1	-	-	-	-	-	-	-	-	-	5
Thai	19	16	23	-	-	-	-	-	-	-	-	-	58
Turkish	5	3	-	-	-	-	-	-	-	-	-	-	8
Ukraine	-	-	-	-	-	-	-	-	-	-	2	-	2
Vietnamese	37	1	2	-	-	-	-	-	-	-	-	-	40
Venezuelan	-	-	-	-	-	-	-	-	-	-	-	-	0
Zimbabwe	-	-	-	-	-	-	-	-	-	-	-	-	0
Others	1	4	1	-	-	-	-	-	-	-	-	-	6
Total Foreign	371	310	372	0	1	6	7	12	16	13	9	9	1,126
Total Home	3,788	896	314	0	3	18	10	97	179	699	259	480	6,743
G. Total	4,159	1,206	686	0	4	24	17	109	195	712	268	489	7,869

Source: Department of Tourism, Leh District



Foreign Tourist Arrivals

Table 6: Foreign Tourist Arrival statement for the month of January'19 to December'19

Nationality	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov	Dec.	Total
Thai	15	11	31	1489	472	187	765	364	390	994	12	15	4745
American	31		82	70	205	405	532	361	261	110	52	6	2115
Afghan	-	-	-	-	-	-	-	2	-	-	-	-	2
Argentine		39	2	3	1	6	9	9	29	2		1	101
Australian	13	14	16	37	78	140	221	250	233	38	17	11	1068
Austrian	1	25		14	13	54	162	138	49	7	2	1	466
Bulgarian	-	-	1	1	-	-	-	-	-	3	-	-	5
Bangladesh	4	-	4	7	10	10	17	42	19	20	-	-	133
Belarus	-	-	-	-	-	-	16	2	5	-	-	-	23
Belgium	5	4	5	21	9	47	283	152	92	9	2	1	630
Bhutanese	1		2	2	1	1	51	4	53	8		48	171
Brazil	1	2	1	7	13	39	19	17	25	6			130
British	22	82	21	64	103	315	781	453	254	52	10	5	2162
Canadian	29	15	7	30	47	69	106	112	80	26	21	5	547
Chilean		1	2		1	7	25	12	1	-	-	-	49
Chinese	18	12	29	23	28	21	85	40	79	27	6	6	374
Columbian			1	5		17	5	3	10	5	1	-	47
Czech	6	3	-	3	13	69	111	117	19	6	-	7	354
Czechoslovakian	-	-	9	-	-	6	5	-	-	3	-	-	23
Danish	-	-	-	-	7	47	94	34	36	4	-	-	222
Dutch	2	11	3	9	29	129	255	201	87	10		2	738
Egypt	-	-	1		1		2	2	3	1	-	-	10
Española	-	-	-	-	-	-	-	-	-	1	-	-	1
Estonia	-	-	-	-	-	3	4	-	-	-	-	-	7
Ecuador	-	-	-	-	-	-	-	-	-	-	-	-	0
Finish	-	2	-	-	1	8	11	10	4	-	-	-	36
French	37	32	25	79	146	464	1254	1368	474	107	14	12	4012
German	21	16	33	43	68	313	582	753	299	64	9	12	2213
Greek	-	-	-	2	1	3	2	39	3	-	-	-	50
Hongkong	-	-	-	2	2	6	1	34	3	2	2	1	53
Hungarian	-	-	4	-	-	29	60	36	18	15	-	1	163
Indonesian	29	10	20	55	24	50	90	65	182	56	30	18	629
Iranian	2	-	1	2	-	4	3	8	1	-	-	-	21
Iraq	-	-	-	-	-	-	-	-	-	-	-	-	0
Irish	1	1		2	3	16	25	35	25	6	3	-	117
Israeli	12	8	12	7	37	504	1342	1359	282	27	8	-	3598
Italian	7	2	9	15	34	97	327	891	77	31	23		1513
Japanese	13	20	27	255	83	155	280	612	298	80	9	28	1860
Jordan	-	-	-	-	-	-	-	-	-	-	-	-	0
Kazakhstani	-	-	-	-	-	1	-	-	10	-	-	1	12
Kenya	-	-	-	1	-	1	-	8	3	-	-	-	13
Korean	-	4	11	7	20	66	157	17	5	10	-	-	297
Kuwait	-	-	-	-	2	2	-	-	9	-	-	-	13
Lebanese	1	-	-	-	-	-	-	-	-	-	-	-	1
Lithuanian	-	-	2	-	7	2	32	5	22	8	2	-	80
Luxembourg	-	-	-	-	-	-	-	3	285	-	-	-	288
Malaysian	11	4	9	40	69	71	204	237	43	63	3	2	756
Malta	1	-	2	-	-	3	-	-	-	-	-	-	5
Mongolia	-	-	-	-	-	1	1	-	2	-	-	-	4
Mexican	-	-	3	11	41	6	20	7	-	7	-	-	95
Mauritian	-	-	-	-	-	2	-	-	-	-	-	-	2
Myanmar	-	-	1		26	-	-	1	1			.	29



Nationality	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov	Dec.	Total
New Zealander	3	1	2	8	29	75	91	67	33	15	2	2	328
Norwegian	-	-	3	4	6	17	36	27	17	5	1	-	116
Oman	2	-	-	-	-	-	-	13	2	-	-	-	17
Others	4	12	-	9	93	131	230	129	86	17	4	4	719
Pakistani	-	-	-	-	-	-	-	-	-	-	-	-	0
Peru	-	-	-	1	-	1	-	3	-	1	-	-	6
Philippine	-	-	in	8	2	11	5	20	3	4	4	.	57
Polish	3	1	1	7	28	50	227	196	76	17	3	1	610
Portuguese	-	1	-	1	6	6	9	16	24	1	1	-	65
Romanian	-	1	-	1	1	22	3	11	14	1	-	-	54
Russian	7	1	-	24	17	105	151	138	117	25	2	-	587
S/Africa	2	3	1	4	3	20	18	24	25	5	6	3	114
S/Arabia	-	-	-	-	-	-	-	-	-	-	-	-	0
S/Korean	6	1	6	29	43	148	274	399	145	43	4	7	1205
Scottish	-	-	-	-	-	-	-	-	-	0	-	-	0
Siberian	-	-	-	-	-	-	-	-	-	-	-	-	0
Singaporean	5	24	5	11	12	98	56	117	140	20	11	1	500
Sinhalese	3	-	2	8	3	14	4	8	8	-	1	-	51
Slovakian	-	1	1	4	4	17	60	45	47	2	1	-	182
Spanish	1	25	13	31	16	77	290	431	99	36	6	1	1026
Swedish	2	8	3	12	7	22	33	19	31	5	3	1	146
Swiss	7	16	5	16	27	79	320	157	151	15	2	2	797
Taiwanese	3	8	5	21	17	75	534	368	86	86	6	-	1209
Turkish	-	-	1	-	-	20	15	4	-	1	-	-	41
Ukraine	8	-	-	2	2	7	30	55	6	3	1	-	114
Venezuelan	-	-	-	-	-	-	-	5	-	-	-	-	5
Vietnamese	2	3	7	89	25	13	160	124	201	51	7	18	720
Zimbabwe	-	-	-	-	-	-	-	-	-	-	-	-	0
Thai	15	11	31	1489	472	187	765	364	390	994	12	15	4745
Total Foreign	340	424	431	2,596	1,936	4,384	10,585	10,179	5,082	2,181	291	223	38,652
Total Home	3,307	1,173	874	8,027	41,736	68,411	55,652	33,928	17,257	8,280	1,580	1,060	2,41,285
G. Total	3,647	1,597	1,305	10,623	43,672	72,795	66,237	44,107	22,339	10,461	1,871	1,283	2,79,937

Source: Department of Tourism, Leh District



Table 7: Month Wise Tourist Arrival Statement (Leh) for the year 2019

Month	Air	Road (via Kashmir)	Road (via Manali)	Total	Air	Road (via Kashmir)	Road (via Manali)	Total	G. Total
	Foreigner				Domestic				
January	340	-	-	340	3307	-	-	3307	3647
February	424	-	-	424	1173	-	-	1173	1597
March	431	-	-	431	874	-	-	874	1305
April	2554	42	-	2596	7407	620	-	8027	10623
May	1545	391	-	1936	29596	12140	-	41736	43672
June	2716	721	947	4384	31870	20421	16120	68411	72795
July	7452	1718	1415	10585	22452	29000	4200	55652	66237
August	7987	498	1694	10179	18908	10220	4800	33928	44107
September	4168	143	771	5082	15842	505	910	17257	22339
October	1968	130	83	2181	7381	570	329	8280	10461
November	291	-	-	291	1580	-	-	1580	1871
December	223	-	-	223	1050	-	-	1060	1283
Total	30,099	3,643	4,910	38,652	1,41,440	73,476	26,359	2,41,285	2,79,937

Foreign	38,652
Domestic	2,41,285
Total	2,79,937

Source: Department of Tourism, Leh District



Table 8: Month wise tourist arrival statement (Leh) for the year 2020

Month	Air	Road (via Kashmir)	Road (via Manali)	Total	Air	Road (via Kashmir)	Road (via Manali)	Total	G. Total
	Foreigner				Domestic				
January	371	-	-	371	3788	-	-	3788	4159
February	310	-	-	310	896	-	-	896	1206
March	372	-	-	372	314	-	-	314	686
April	-	-	-	0	-	-	-	0	0
May	1	-	-	1	3	-	-	3	4
June	6	-	-	6	18	-	-	18	24
July	7	-	-	7	10	-	-	10	17
August	12	-	-	12	97	-	-	97	109
September	16	-	-	16	179	-	-	179	195
October	13	-	-	13	699	-	-	699	712
November	9	-	-	9	259	-	-	259	268
December	9	-	-	9	480	-	-	480	489
Total	1,126	0	0	1,126	6,743	0	0	6,743	7,869

Foreign	1,126
Domestic	6,743
Total	7,869

Source: Department of Tourism, Leh District



Domestic vs Foreign Tourist Arrivals

Table 9: Year wise tourist arrival by Air/Road to Ladakh

Year	No. of Foreign Tourist	No. of Home Tourist	Total
1974	500	27	527
1975	650	128	778
1976	1798	253	2051
1977	7127	266	7393
1978	8748	873	9621
1979	9213	621	9834
1980	13104	1013	14117
1981	14000	N. A	14000
1982	12786	N. A	12786
1983	12833	N. A	12833
1984	11785	N. A	11785
1985	12245	6666	18911
1986	12828	3683	16511
1987	13668	4114	17782
1988	16256	8608	24864
1989	16079	6669	22748
1990	6342	396	6738
1991	8014	1041	9055
1992	13580	2438	16018
1993	12401	2000	14401
1994	14369	2080	16449
1995	12391	5594	17985
1996	13036	3537	16573
1997	12810	3991	16801
1998	15229	6767	21996
1999	10234	2110	12344
2000	11828	6227	18055
2001	15439	4260	19699
2002	5120	2959	8079
2003	15362	13031	28393
2004	21608	13483	35091
2005	24536	13444	37980
2006	26114	17707	43821
2007	28178	26168	54346
2008	35311	39023	74334
2009	30570	48517	79087
2010	22115	55685	77800
2011	36662	142829	179491
2012	38510	140460	178970



Year	No. of Foreign Tourist	No. of Home Tourist	Total
2013	31143	106559	137702
2014	59305	121996	181301
2015	29614	116887	146501
2016	38005	197693	235698
2017	46593	230662	277255
2018	49477	277889	327366
2019	38652	241285	279937
2020	1126	6743	7869
Total	8,87,294	18,86,382	27,73,676

Source: Department of Tourism, Leh District

Table 10: Year wise Tourist Figures for Kargil District by Road Registered at Tourist Registration Office Drass from: 2010 to 2020

Year	Domestic		Foreign		Total
	Figure	Growth	Figure	Growth	
2010	25,772		2,984		28,756
2011	54,397	111%	2,692	-10%	57,089
2012	57,603	6%	3,155	17%	60,758
2013	46,614	-19%	1,634	-48%	48,248
2014	47,174	1%	2,204	35%	49,378
2015	59,605	26%	2,393	9%	61,998
2016	62,168	4%	839	-65%	63,007
2017	96,886	56%	4,612	450%	1,01,498
2018	103,442	7%	6,116	33%	1,09,558
2019	73,476	-29%	3,643	-40%	77,119

Source: Department of Tourism, Kargil District



Table 11: Category-wise Hotels, guesthouses & other private assets

Category	Nos.	Number of Rooms		Total Beds
		Double Room	Single Room	
3 – Stars	02 Nos.	86	-	172
(A+) Class Hotel	23 Nos.	485	3	973
A Class Hotel	121 Nos.	2068	50	4186
B Class Hotel	77 Nos.	1046	58	2150
C Class Hotel	48 Nos.	477	24	978
D Class Hotel	20 Nos.	198	10	406
G. Total Hotel	291 Nos.	4,360	145	8,865
Upper Class Guest Houses	143 Nos.	869	90	1828
Medium Class Guest Houses	139 Nos.	658	49	1365
Economy Class Guest Houses	365 Nos.	1634	301	3569
Home Stay	160 Nos.	539	2	1080
G. Total Guest House	807 Nos.	3,700	442	7,842
Restaurant	140 Nos.			
Travel Agencies	689 Nos.			
Pony Walas	24 Nos.			
Dealers	102 Nos.			
Camel Wala	41 Nos.			
Camping Agents	88 Nos.			
Guide	24 Nos.			
	Total	8,060	587	16,707

Source: Department of Tourism, Leh District

Buddhist & Heritage Tourism

Table 12: List of heritage Sites

Heritage Sites	
Leh Mosque	Drupati Kund Matayen
Sculptures and Carvings at Drass and Zaskar	Baroo Khanka
Rock Cut Sculptures at Mulbekh, Apati, Kartsey Khar	Old Bazar Kargil
Lamayuru Monastery	Larsi Masjid Pashkum
Leh Palace	Chiktan Razi Khar
Shrine of four Lords Gon-Khang Tsemo Hill	Buddha Rock Statue, Kartsey Khar
Stupa at T- Suru	Syed Mir Hashim Astana Karpokhar
Shey Palace	Imam Bargah Trespone

Source: Department of Tourism, Leh & Kargil Districts



Table 13 & 14: List of current Buddhist Monasteries

Monasteries
Hemis Monastery
Thiksey Monastery
Diskit Monastery
Alchi Monastery
Lamayuru Monastery
Phugtal Monastery
Spituk Monastery
Likir Monastery
Shey Monastery
Phyang Monastery
Stakna Monastery
Takthok Monastery
Rizong Monastery
Matho Monastery
Rangdum Monastery
Sumda Chun Monastery
Karma Dupgyud Monastery
Basgo Monastery
Sankar Monastery
Dzongkhul Monastery
Shargole Cave Monastery
Rgyal Monastery, Wakha
Sani Monastery
Karsha Monastery
Zangkul Cave Monastery
Bardan Monastery

Source: Department of Tourism, Leh & Kargil Districts

Table 15: Major trekking Routes

Trekking routes
Hemis to Tso Moriri
Jhungle, Hemis to Padum
Lamayuru to Alchi via Stakspi La
Lamayuru to Alchi via Tar La
Lamayuru to Chilling
Lamayuru to Hemis
Markha valley from Chilling
Markha valley from Spituk



Trekking routes
Markha valley & Stok Kangri
Nubra, Phyang to Hunder
Nubra, Saboo to Khalsar
Rangdum to Lamayuru via Kanji La
Rumtse to Kibber via Tso Moriri
Rumtse to Tso Moriri
Sham valley
Spituk to Matho
Spituk to Stok
Stok Kangri (6153m)
Stok Kangri from Spituk
Tso Moriri to Kibber
Zaskar, Lamayuru to Darcha
Zaskar, Padum to Lamayuru
Zaskar, Rangdum to Padum
Zaskar, Stongde to Phuktal
Zaskar to Tso Moriri
Chadar trek (winter trek)
Snow leopard trek (winter trek)
Kargil, Panikhar, Warwan Valley to Srinagar
Kargil, Sapi, Rusila, Bartoo, to Sankoo (Rusila trek)
Kargil, Choskor, Sapi, Kanoor trek (Naktul Expedition)
Sanko to Drass
Sanko, Umba, to Purtikchey
Wakha, Rgyal, to Itcho
Parkachik La Trek
Rangdum, Wanla, to Lamayuru
Saliskote to JasgundDrass

Source: Department of Tourism, Leh & Kargil Districts



Table 16: Popular peaks

Mountain	Height
Stok Kangri	6,153 m
Kang Yatse I	6,400 m
Kang Yatse II	6,200 m
Mentok Kangri	6,250 m
Chamser Kangri	6,620 m
Lungser Kangri	6,666 m
Mt Nun	7,135 m
Mt Kun	7,077 m
Mt Nindum	5,510 m

Table 17: Rafting trails

Rafting Routes	Grade	Difficulty Level
Phey to Saspol	Grade I	Easy
Upshi to Kharu	Grade I or II	Easy
Upshi to Nimo	Grade II or III	Medium
Phey to Nimo	Grade II or III	Medium
Alchi to Khaltsey via Nurla	Grade II or III	Medium
Phey to Indus via Zanskar at Nimo	Grade III to V	Medium to Hard
Nimo to Alchi	Grade III+	Hard

Table 18: Camp Sites

Hundar	Disket	Turtuk	Sumur	Pangong, Spangmic
15-20 camps	8-10 camps	5-6 camps	10 camps	10 camps
10-20 tents each	10-15 tents each	10-15 tents each	10 tents each	10 tents each

Source: All Ladakh Hotel and Guest House Owners Association

Table 19: Popular Camping Sites

Camping Sites
Nubra Valley
Indus River
Pangong Lake
Tso Kar Lake
Markha Valley
Tso Moriri Lake
Zanskar Valley



Camping Sites
Yarab Tso Lake
Thiksey
Suru Valley
Drass Valley
Garkone Batalik
Zaskar Valley
Chiktan
Bodhkharboo
Wakha Mutbek
Sapi
Shargandik

Source: Department of Tourism, Leh & Kargil Districts



Tourism Opportunity Action Plan

Table 20: Action Plan Summary of suggested completion timeline and department responsible.

S. NO.	ADVENTURE TOURISM	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
1.	Ancient trekking routes may be avoided while constructing new roads or installing electric poles, cables, and mobile towers	Leh & Kargil	Short Term	Tourism Department, PWD, BRO
2.	Expedition briefings to be decentralised from Indian Mountaineering Foundation's (IMF) Delhi office to local branch in Leh and Kargil. Revenues generated may be reinvested in training guides and maintaining cleanliness of the region.	Leh	Short Term	IMF, Ministry of Defence, LAHDC
3.	Institutionalised training for locals may be pursued at premier institutions like IISM. Financial support may be provided by UT of Ladakh for induction	Leh & Kargil	Short Term	Tourism Department, UT administration
4.	New ski slopes to be identified and mapped in Kargil, Drass, and Zaskar ranges	Leh & Kargil	Short Term	Tourism Department, IMF, IISM
5.	International level ice climbing, and skiing events may be planned and promoted through Tourism department channels	Leh & Kargil	Short Term	IMF, Tourism Department
6.	Heli skiing facilities may be setup in Zaskar to cater to international level skiers	Kargil	Short Term	Tourism Department
7.	Gondolas may be setup in Kargil between: Sherbagh and Kurbathang Shilikchey and TikTikmo Hill Baroo-Zbichu and Kurbathang	Kargil	Short Term	Tourism Department



S. NO.	ADVENTURE TOURISM	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
8.	Umba La and Lalung La in Kargil district may be explored as summer skiing sites	Kargil	Short Term	Tourism Department
9.	Trainings and incentives may be provided for assistance in revival of local porters and horse rearers	Leh & Kargil	Short Term	Tourism Department
10.	Online single window system to be setup for checking availability and booking peaks for climbing	Leh & Kargil	Medium Term	Tourism Department
11.	Provisions to be made for income security and expedition insurance for Ladakhi guides	Leh & Kargil	Medium Term	Tourism Department, Empanelled Insurance Providers
12.	Ski lifts, gondolas, and ice hockey rinks may be setup at identified locations	Leh & Kargil	Medium Term	Tourism Department, UT administration
13.	Trekking routes to be mapped and made available online	Leh & Kargil	Medium Term	Tourism Department
14.	An institute on the lines of Indian Institute of Skiing and Mountaineering (IISM) to be established in Kargil to encourage and promote winter sports	Kargil	Medium Term	Ministry of Tourism
S. NO.	WELLNESS TOURISM	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
1.	Yoga retreats may be set up in rural areas in collaboration with local communities	Leh & Kargil	Short Term	Tourism department, Ministry of Ayush
2.	Ladakh may be branded as a "Rejuvenation" destination for expats and corporates: - clean air, yoga, organic cuisine, spiritual journey	Leh & Kargil	Short Term	Tourism department
3.	Wellness resorts may be setup around the Chumathang and Panamic hot springs using PPP mode	Leh	Medium Term	Tourism Department
4.	Sowa Rigpa centers may be set up as a high-end wellness product in collaboration with Ministry of Ayush	Leh & Kargil	Medium Term	Tourism Department, Ministry of Ayush



S. NO.	WELLNESS TOURISM	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
5.	Quality spas and wellness centers may be set up exploring Sowa Rigpa/Amchi medicine	Leh & Kargil	Medium Term	Tourism department
6.	Wellness tourism service providers may be given support under the Market Development Scheme (MDA) for promotions at fairs, events, and roadshows	Leh & Kargil	Medium Term	Ministry of Tourism
7.	Psammotherapy centers may be established at Mulbekh hot water springs, Yarkashing springs, and Dumbo Shilikchey	Leh & Kargil	Medium Term	Tourism Department
S. NO.	HERITAGE TOURISM	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
1.	A Heritage committee may be formed to map out a heritage circuit. Petroglyph preservation and promotion may also be focused on	Leh & Kargil	Short Term	Tourism Department, LAHDC, Local Stakeholders
2.	Adopt a Heritage Scheme may be leveraged for restoring and maintaining heritage sites	Leh & Kargil	Short Term	Ministry of Tourism
3.	QR code based signages may be installed at heritage sites, monuments, museums, trails, and iconic villages	Leh & Kargil	Short Term	Tourism Department
4.	Homestays near iconic monuments, monasteries, and heritage sites may be promoted	Leh & Kargil	Medium Term	Tourism Department
5.	Public infrastructure and utilities around popular sites may be upgraded	Leh & Kargil	Medium Term	Tourism Department
6.	A sustainable model for museums focusing on conservation practices, and a collection and cataloguing policy may be developed	Leh & Kargil	Medium Term	Tourism Department
S. NO.	BUDDHIST TOURISM	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
1.	PPP model may be adopted for renovation and maintenance of key	Leh & Kargil	Short Term	Tourism Department



	monasteries			
2.	Roadshows may be organized on India's rich Buddhist heritage to showcase Ladakh's offerings	Leh & Kargil	Short Term	Tourism Department
3.	Creatives may be used as part of Incredible India 2.0 campaign in Buddhist source markets such as China, Japan, Korea, etc.	Leh & Kargil	Short Term	Tourism Department, Ministry of Tourism
4.	Homestays around Buddhist sites to be developed to create community housing for tourists	Leh & Kargil	Short Term	Tourism Department
5.	Souvenir stores may be set up in monasteries to showcase local handicrafts and products	Leh & Kargil	Short Term	Tourism Department
6.	Experiential tourism events may be planned around major Buddhist festivals	Leh & Kargil	Medium Term	Ministry of Tourism, Tourism department
7.	Ladakh's Buddhist sites and monasteries to be developed and promoted under Swadesh Darshan Scheme	Leh & Kargil	Medium Term	Ministry of Tourism, Tourism department
S. NO.	ECO TOURISM	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
1.	Pax limits may be set for tour group sizes based on optimum carrying capacity for all eco-tourism activities	Leh & Kargil	Short Term	Tourism Department, Forest & Wildlife Department
2.	Commercial activity near lakes may be shifted at least 200 meters away from the shorelines to reduce water pollution	Leh & Kargil	Short Term	Tourism Department
3.	Promote new trekking and biking trails by participating in fairs and roadshows in European countries	Leh & Kargil	Short Term	Tourism Department
4.	Luxury Bedouin camps may be set up around monasteries to attract high spending tourists	Leh & Kargil	Medium Term	Tourism Department
5.	New snow leopard hubs may be identified to avoid overcrowding of Tourists: subsequently, homestay and camping infrastructure may be	Leh & Kargil	Medium Term	Tourism Department, Snow Leopard Conservatory



S. NO.	ECO TOURISM	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
	developed			
6.	Wildlife and birding hubs may be created in less explored areas	Leh & Kargil	Medium Term	Tourism Department
7.	Brown bear hubs may be identified in Drass and Suru Valley- subsequently, homestays and other tourism infrastructure may be developed	Leh & Kargil	Medium Term	Tourism Department
8.	Homestays can be converted to Astro stays by installing telescopes and providing technical training to homeowners	Leh & Kargil	Medium Term	Tourism Department, Indian Astronomical Institute
9.	Potential of agro and organic tourism in Aryan Valley and Sankoo may be studied	Leh & Kargil	Medium Term	Tourism Department
S. NO.	CONNECTIVITY	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
1.	Airports and helipads may be constructed at Kargil and Nubra	Kargil	Medium Term	Ministry of Civil Aviation
2.	Flights connecting Leh to Bangalore, Ahmedabad, and other smaller cities may be introduced	Leh	Medium Term	Ministry of Civil Aviation
3.	Kushok Bakula Rimpochee airport in Leh may be made an international airport	Leh	Medium Term	Ministry of Civil Aviation
4.	Gondola lifts and ropeways may be installed at identified locations to reduce travel time	Leh & Kargil	Medium Term	Tourism Department
5.	Heli services may be started from Leh and Kargil to more remote locations	Leh & Kargil	Medium Term	Ministry of Civil Aviation
6.	Public transportation (buses) and supporting infrastructure like terminals, depots, stop, and shelters may be set up	Leh & Kargil	Medium Term	Forest & Wildlife Department, PWD
7.	Focus may be given on development of wayside amenities along key roads and tourist sites. Consultants may be	Leh & Kargil	Medium Term	Tourism Department, LAHDC



S. NO.	CONNECTIVITY	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
	hired for future strategies regarding planning and construction			
8.	Plan for a robust public transportation system may be developed.	Leh & Kargil	Medium Term	Tourism Department, LAHDC
9.	All settlements may be connected with all-weather roads	Leh & Kargil	Long Term	Border Roads Organisation, PWD
S. NO.	ELECTRICITY AND NETWORK	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
1.	Subsidies may be provided for installation of solar inverters, heaters, home lighting kits, and solar water heating plants for tourism units	Leh & Kargil	Short Term	Tourism Department
2.	Micro grids not connected to the main grids may be set up to supply power to remote areas and high-altitude villages	Leh & Kargil	Medium Term	Ministry of Renewable Energy
3.	Financial incentives may be provided to companies to set up a mobile network tower in remote areas where there is no Telecom Service Provider (TSP)	Leh & Kargil	Medium Term	Department of Telecommunications, Ministry of Communications
4.	Potential of other renewable energy sources (wind and geothermal) may be harnessed in addition to solar and hydel power	Leh & Kargil	Long Term	The Ladakh Renewable Energy Development Agency, KREDA
S. NO.	HOTELS & RESORTS	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
1.	A green hotel policy may be developed which grades hotels on key performance indicators based on sustainability	Leh & Kargil	Short Term	Tourism Department
2.	Land parcel in Kargil district to be identified for A+ category hotel	Kargil	Medium Term	Department of Tourism
3.	Clear norms for renewable energy setup to be laid down for 'star hotels'	Leh & Kargil	Medium Term	Department of Tourism, The Ladakh Renewable Energy Development Agency



S. NO.	HOTELS & RESORTS	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
4.	Development of hotels and resorts under PPP model	Leh & Kargil	Medium Term	Tourism Department, UT administration
S. NO.	HOMESTAYS	DISTRICT	TIMELINE	DEPARTMENT RESPONSIBLE
1.	Village level hospitality training camps may be organized covering culinary training, housekeeping, first aid, and behavior training for guest interaction	Leh & Kargil	Short Term	Tourism Department
2.	All homestays may be geotagged and registered on a single platform for easy management	Leh & Kargil	Medium Term	Tourism department
3.	Tourism department may collaborate with private OTA's to onboard and manage homestays	Leh & Kargil	Medium Term	Tourism Department





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