

संघ राज्य प्रशासन, लद्दाख

सामान्य प्रशासन विभाग



THE ADMINISTRATION OF
UNION TERRITORY OF LADAKH

GENERAL ADMINISTRATION
DEPARTMENT

F. No.: M / 13 / 2021 - GAD SEC - Part (1)

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यूटी सचिवालय / UT Secretariat

लेह / Leh, Dated: 29 / 11 / 2024

Subject: Constitution of the Destination Management Organization (DMO) for the Implementation of Challenge-Based Destination Development (CBDD), a Sub-Scheme of Swadesh Darshan 2.0 for Mushkoh Village, Kargil.

Reference: U.O. File No. P-11/7/2022-O/o OSD T&C from Tourism Department, Ladakh.

Order No.: 563- LA(GAD) of 2024

Dated: 29 .11.2024

Sanction is hereby accorded for the constitution of the *Destination Management Organization (DMO)* for the *Implementation of Challenge-Based Destination Development (CBDD)*, a Sub-Scheme of Swadesh Darshan 2.0 for Mushkoh Village.

2. The DMO is established with the aim of managing, developing, and promoting the tourism potential of Mushkoh Village in a sustainable manner, ensuring that all tourism-related initiatives align with the goals of the Swadesh Darshan 2.0 framework:

The DMO shall comprise of the following Members:

1.	Deputy Commissioner / CEO, LAHDC, Kargil	Chairperson
2.	Senior Superintendent of Police, Kargil	Member
3.	Director, Tourism Department, UT of Ladakh	Member
4.	Councilor, LAHDC, Ranbirpora, Drass, Kargil	Member
5.	Superintending Engineer, PWD (R&B) / Tourism, Kargil	Member
6.	Sub-Divisional Magistrate, Drass, Kargil	Member
7.	Chief Planning Officer, Kargil	Member
8.	Assistant Director, Tourism Department, Kargil	Member Secretary
9.	Tehsildar, Drass, Kargil	Member
10.	BDO, Drass, Kargil	Member
11.	Representative of the Department of Wildlife Protection, Kargil	Member
12.	Representative of the All-Kargil Travel Trade Association (AKTTA)	Member

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29.11.24.

13.	Namberdar, Mushkoh Village, Drass, Kargil	Member
14.	Namberdar, Huliyaal Village, Drass, Kargil	Member
15.	Namberdar, Muradbagh Village, Drass, Kargil	Member
16.	Representative of the World Wildlife Fund (WWF)	Member
17.	Representative of the Himalayan Brown Bear Trust	Member

3. Terms of Reference / Functions of the Destination Management Organization (DMO):

- a) **Strategic Planning:** Formulating and implementing comprehensive, long-term strategies for the development of the Mushkoh destination, focusing on sustainable growth, community engagement, infrastructure enhancement, and tourism diversification.
- b) **Monetizing Tourism for Destination Development:** Identifying and implementing strategies to generate sustainable revenue from tourism, including through partnerships, investments, and new business models that reinvest into the destination's development.
- c) **Market Intelligence:** Collecting, analysing, and leveraging market data to understand tourism trends, visitor preferences, and competitive dynamics. This will support evidence-based decision-making and the creation of tailored experiences for different market segments.
- d) **Tourism Product and Business Development:** Facilitating the development and enhancement of tourism products and services, identifying gaps, and promoting new opportunities for both public and private sector engagement to improve the destination's offerings.
- e) **Digitalization and Innovation:** Leveraging digital tools, technology, and innovation to improve visitor experiences, enhance destination management, and increase operational efficiency. This will include online booking systems, mobile applications, and digital marketing.
- f) **Monitoring and Evaluation:** Regularly assessing and monitoring tourism initiatives, infrastructure projects, and overall destination performance to ensure they meet the objectives set in the Swadesh Darshan 2.0 framework and deliver quality experiences to tourists.
- g) **Crisis Management and Risk Mitigation:** Preparing for and managing unforeseen crises, such as natural disasters, pandemics, or other emergencies, by implementing crisis management frameworks and ensuring that the destination can recover swiftly and efficiently.
- h) **Promotion, Marketing, and Branding:** Leading efforts to promote and market Mushkoh destination to domestic and international audiences, through branding campaigns, digital marketing, partnerships, and trade activities that increase the destination's visibility.

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4. The DMO will undertake all necessary actions to achieve the objectives outlined above and ensure that Mushkoh destination is developed in line with sustainable tourism practices, maximizing benefits for the local communities and the economy. The DMO will also collaborate with relevant Government Departments, stakeholders, and the private sector to achieve the development goals.

By Order of the Administration of UT of Ladakh.

Sd/-
(Michael M. D'Souza) IAS
Administrative Secretary
General Administration Department

Copy to the: -

1. *All Administrative Secretaries, UT Ladakh.*
2. *Administrative Secretary, Tourism and Culture Department. The U.O. File No. P-11/7/2022-O/o OSD T&C is returned herewith.*
3. *Assistant Director General, Swadesh Darshan Division, Ministry of Tourism, Government of India.*
4. *State Mission Director, Swadesh Darshan 2.0 (SD2.0) Ladakh/Director, Tourism Department, Ladakh.*
5. *Director, Swadesh Darshan Division, Ministry of Tourism, Government of India.*
6. *Director (IT), NIC, Ladakh for uploading the order on UT website.*
7. *Private Secretary to Advisor to Hon'ble LT. Governor, Ladakh for kind information of the Advisor.*
8. E-Office file No. 3983


(Sandeep Singh), JKAS
Under Secretary
General Administration Department