



जवाहरलाल नेहरू विश्वविद्यालय
JAWAHARLAL NEHRU UNIVERSITY
NEW DELHI - 110067

Centre For The Study of Regional Development

This is to certify that the dissertation entitled "Tourism and It's Impact on the Socio-Economic Set Up of Ladakh" submitted by Vibha Sood, in fulfilment of six credits out of total requirement of twenty four credits for the Degree of Master of Philosophy (M.Phil.) of the Jawaharlal Nehru University, is a bonafide work to the best of my knowledge and may be placed before the examiners for evaluation.

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830

Harjit Singh
(HARJIT SINGH)
SUPERVISOR

Dated: 4. 1. 1991

Amitabh Kumar
(CHAIRPERSON)

Dedicated To My Parents and In-Laws

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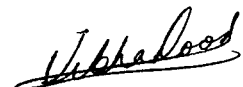
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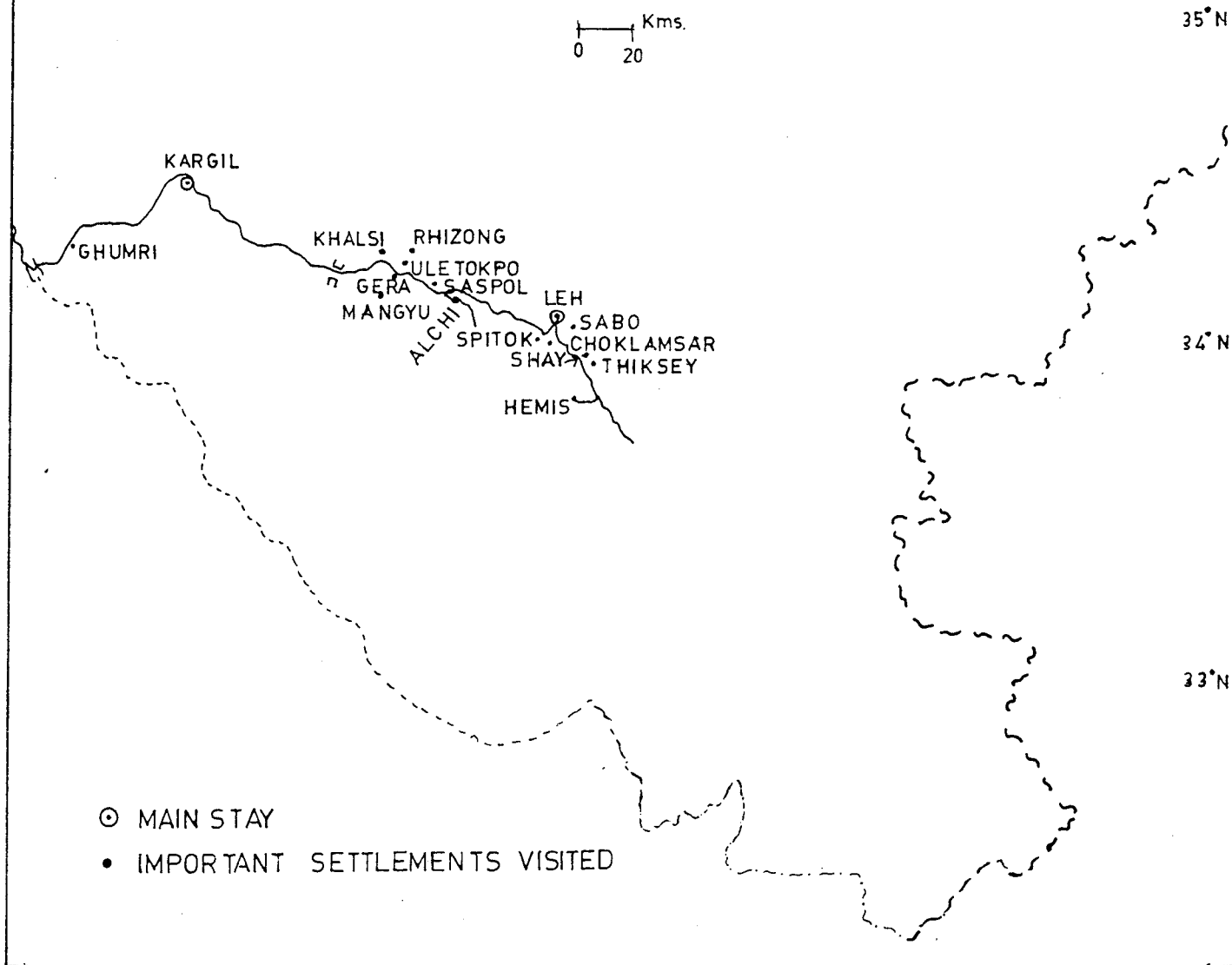
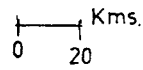
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VIBHA SOOD

FIG. 1-1
LADAKH
FIELD WORK OF THE RESEARCHER
1989



....(1)....

CHAPTER 1

INTRODUCTION

Tourism as a significant activity existed long before it was actually identified. Man has been fascinated by the idea of travelling from very early historical period. He has had an urge to undergo new experiences and to discover new places and to seek change of environment. Evidence of the very early conscious travels is available. 'Shulgi, ruler of ancient Babylonia claimed to have protected roads and built rest houses for respectable wayfarers.' Homer's Odyssey records the wanderlust of the ancient Greeks.¹ There is a statement of Daniel that 'many shall run to and fro and knowledge shall be increased.'²

Merchants have been travelling extensively in order to trade with other nations or tribes from time immemorable.' Such travel was often hazardous as well as arduous relying on inadequate roads and uncomfortable transport, but the potential rewards were substantial.³ Romans were probably the first to travel for pleasure. It was due to good communication system and

1. Robinson H.A Geography of Tourism Macdonald and Evans, Plymouth, 1976.p.3.
2. As quoted in McIntosh R.W. Tourism Principles, Practices Philosophies Grid Inc.Columbus Ohio, 1972 p.52.
3. Holloway J.C. The Business of Tourism Macdonald and Evans Plymouth, 1983. p.22.

...(2).....

security in the Roman empire. Travel was also undertaken for religious purposes especially in Middle Ages. Such travel was in the form of pilgrimages to places of worship. Eighteenth century became the 'great age of travel as this was the time when the concept of annual holidays was introduced in Europe.'¹

With the development of the industrial society of western Europe and North America in the second half of the nineteenth century modern tourism took birth. The industrial revolution was responsible for the change in the economic and social system. As the industrialization took place, the working class got burdened with long working hours and poor working and living conditions. 'The factors like increasing need to find relief from workday routine and the city dweller's yearning for physical adventure and comforts and pleasure and development of resorts and spas for health and relaxation produced a fertile ground for the development of pleasure traffic on a big scale.'²

The concept of mass tourism emerged in the post war era. Such rapid rise in number of the tourists was the outcome of many factors such as increased leisure, higher standard of living, improved education, developments in the means of speedy transport and communication etc.

1. Bhatia A.K. Tourism Development Sterling Publishers, New Delhi. 1983. p. 7.
2. *ibid.* p.9.

...(3)....

Travel is not the same as tourism, though it forms a part of it. Various definitions of tourism have been put forth and most of them differ from each other in some respects. One common factor in all these definitions is that the term tourism is explained as a movement. Even the root of the expression tourism that is 'tour' means 'a journey or a circulative trip.'¹ During the early nineteenth century, tourism was vaguely defined as a 'journey undertaken for pleasure'. It was considered to be just a form of recreation.

A proper definition of tourism was given by professors Hunziker and Krapf of Berne University and it was 'one of the first attempts to define tourism.'² It was defined as "the sum of the phenomena and relationships arising from the travel and stay of non residents in so far as they do not lead to permanent residence and are not connected to any earning activity.'³ This definition was adopted by the International Association of Scientific Experts on Tourism.'⁴ A very positive aspect of this definition is that it clearly distinguishes tourism from migration. It is mentioned that the movement should not be

1. The International Dictionary of Tourism International Academy of Tourism Monte Carlo. 1953.
2. Holloway J.C. 1983. op.cit. p.2.
3. Seth P.N. Successful Tourism Planning and Management. Cross Section Publication, New Delhi. 1978. p.11.
4. ibid. p.13.

....(4)....

followed by permanent residence which happens in the case of migration.

Yet another definition was given by professor Hunziker "Tourism is an entirety of relations and facts constituted by travel and sojourn of persons out of their normal place of domicile as far as this sojourn and travel are not motivated by any lucrative activity." In this definition like the previous one the actual motive of the travel is not clarified.

Dr. Zivadin Joviac defined tourism as 'a social movement with a view to rest diversion and satisfaction of cultural needs.' This definition shows that the motive behind travel is not just pleasure or recreation but satisfaction of cultural curiosity also. Tourism is termed as 'social movement' however it is not clarified that such social movement lead to certain phenomena and relationships as a result of tourist-host interaction.

'Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs.' This definition is

1. Ramakar J.G. Tourism and Transport Scientific Commissioning of the Alliance International De Tourism. 1954. p.8.
2. Jovcic Z. Tourism and Geography Travel Research Journal No.3. International Union of Official Travel Organization. p.23.
3. Mathieson A and wall G, Tourism: Economic Physical and Social Impacts, Longman, London. p.1.

...(5).....

different from the ones mentioned above as it throws light on the significance of requirements of tourists. Arranging of facilities for tourists is a pre-requisite for travel.

The above mentioned point is further emphasised that 'Tourism is the business of providing accommodation and other facilities for people who are travelling through or visiting a locality for pleasure.'¹ Providing facilities to tourists is just one aspect of tourism.

It, therefore, can be said that "Tourism includes spatial interactions arising out of temporary movement of people to a destination away from residence, non-economic activities undertaken at the destination and facilities created to cater to the needs of the tourists."

Few decades back tourism was considered to be a luxury available only to the affluent having spare time. Presently it has become a way of life for majority of people in developed nations and to a small proportion of population in the developing societies too "Tourism is no longer the prerogative of a few but is an accepted and accustomed even expected part of the lifestyle² of a large and growing number of people."

1. Smith J. (Ed.) Dictionary of Geography Arnold-Heinemann Publication. 1984. p.225.
2. Robinson H. op. cit. p.115.

...(6)....

The significance of tourism is recognized by most nations of the world. 'Tourism is the largest single item in the world's foreign trade and is increasing in importance every year.'¹ There were 51 million international tourists in 1951. The figure rose to 71 million in 1961 and further to 181 million tourists in 1971.² International border crossings for tourism totalled 284 million persons in 1981 and then to 355 million in 1987.³ This shows that world tourism is growing at a rapid rate. The global growth trends for tourism in the decades following World War II have been spectacular. It has been growing with an average growth rate of 6 per cent per annum which makes it one of the fastest growing economic activity of the world. 'During 1986, for instance, while the world economy grew at the rate of 3 per cent, the rate of growth of tourism sector was 4.9 percent.'⁴

'The quantum of business in this sector in absolute terms is near mind-boggling. In 1983 more than 1400 billion U.S. dollars were spent on travel related activities. It increased to 2000 billion U.S. dollars in 1986 and further to 2160 billion U.S. dollars in 1987. World travel receipts went up from 97 billion U.S. dollars in 1980 to 150 billion U.S. dollars in 1987.'⁵

1. Peters M. International Tourism. Hutchinson. 1969. p.4.
2. Figures given by World Travel Organization.
3. Figures obtained from Indian Institute of Travel and Tourism Management. (I I T T M) New Delhi.
4. Figures obtained from I.I.T.T.M.
5. Datt N. "Growth of Tourism" (unpublished paper) I.I.T.T.M. Ministry of Tourism and Civil Aviation. New Delhi. 1988. p.2.

...(7).....

'Today tourism is well on its way to becoming the world's largest industry and will soon employ more people worldwide than any other enterprise.'

Concept of tourism as an industry is recent in origin and it appears to be different from other industries. An industry is generally an 'Economic activity that is concerned with the production of goods, extraction of minerals or provision of services.'

Tourist industry is primarily a service industry and a large proportion of those engaged in it find employment in tertiary occupation. It mainly cater to the needs of the tourists and consist of businesses and organizations providing these facilities and services. It is perhaps one of the most complex industries as it is made up of many and varying enterprises, all of which are inter dependent. Tourist industry like any other industry contributes in the economic upliftment of a region.

Tourist industry is encouraged in certain regions largely due to the fact that it brings economic prosperity and acts as a catalyst to economic growth. Tourism development results in income and employment effects. Tourist expenditure keeps

1. Stephen P. "Tourism: World's biggest Industry in the Twentyfirst Century" Dept. of Sociology and Anthropology, St. Lawrence University New York. In Harsel J.V. (ed.) Tourism: an exploration. U.S. 1989. p.285.

2. Smith J. op. cit. p.124.

3. Robinson H. op. cit. p.xxxi.

4. Davidson. R. Tourism Pitman Publishers. U.S. 1979.p.17.

...(8)....

increasing in value as it changes hands. Thus the initial tourist expenditure gives rise to direct income as well as indirect income in the region. Tourism also acts as a source of employment generation. It provides direct as well as indirect employment. Thus, tourism can be more beneficial to a developing economy. Therefore tourism should be encouraged in any region with limited alternative sources of employment, such as non-industrial area deficit in natural resources other than scenic attraction and climate.¹ In such areas tourism helps in reducing unemployment.

Certain pre-conditions are essential for tourism development in a region. Not many tourists will visit the region unless the basic elements of tourism are available. One of the most important prerequisite is the attraction for the tourists. Attractions are those establishments which have something entertaining to offer to visitors.² These attraction motivate the tourists to visit the area. Some of the main attractions may be natural features, man-made objects both historical or modern, or culture of people.

Another essential requirement is the transportation facilities which enables the tourist to reach the destination. Any tourist attraction is of little value if the place is

1. As quoted in Robinson H. op. cit. p.129.

2. Keeling W.B. Tourism Development in Georgia Mountain Area University of Georgia. Athens 1967.

...(9)...

inaccessible. Accommodation is another requirement for tourism. Other services required include restaurants, banks, medical and shopping centres etc.

In order to support the facilities and services adequate infrastructure is also required which includes roads, parking areas, airfields, railway, harbours etc; public utilities in the form of electricity, water, sewage disposal and the like. Irrespective of the type of tourism these basic elements for tourism development are essential for the tourists.

Broadly, tourism can be grouped into two types. International Tourism and Domestic Tourism. As stated earlier a very rapid increase has been registered in international tourism especially after the second World War. Governments of different countries are encouraging international tourism primarily to get the much needed foreign exchange. The potential contribution of tourism to the balance of payments as an earner of hard currency has been widely recognized.¹

Apart from the economic benefits international tourism may have important cultural significance 'for it brings into contact peoples of different races, nationalities and backgrounds'² and 'cultural exchanges and enrichment both of those who travel and

1. Mathieson and Wall 1982. op.cit. p.52.

2. Robinson H. 1976 op. cit. p.139.

those who are at the receiving end.¹ Number of international tourists is insignificant as compared to the domestic tourists. 'World wide domestic movements of tourists in 1986 have been estimated to be of the order of 3660 million trips.'² Since domestic tourism does not help balance of payments, therefore it attracts much less attention.

As mentioned above the number of domestic tourists is much more than the International Tourists, hence the infrastructure and super structure of a tourist industry is mainly built and sustained by domestic tourists. Domestic tourism also helps in redistribution of National Income. Many times it helps in reducing regional disparities especially if it is in less developed regions. Domestic Tourism also acts as instrument of National Integration especially in plural countries like India.

It is seen from the above discussion that with the economic advancement of the society, more and more people are taking to travel. During early times travel was undertaken mainly for trade, missionary services or for pilgrimage. Presently the motive has changed. There is an abundance of discretionary income, especially in the developed nations. People also want to

1. Medlik Economic Importance of Tourism, University of Surray 1972.
2. Datt N. 1988. op. cit. p.4.

get away from the stress and strain of routined life. A cumulative effect of this has resulted in a kind of a 'leisure revolution' in the modern world.

Other than recreational tourism, cultural and adventure tourism are gaining importance too. 'In the western industrial nations, progress and growth have become ends in themselves'.¹ People are moving more and more towards materialism and in the process are drifting away from the cultural values of their society. There is a growing desire amongst the people to visit the so called backward and undeveloped regions. Adventure tourism is also coming up and people are in search of new and unexplored areas where they can indulge in various adventure activities like trekking mountaineering, skiing, sailing, surfing, white water rafting, hanggliding, ballooning and so on.

Earlier most tourists travelled within the nations of developed world. Now, with the changing motivations of tourists, the proportion of tourists going to the Third World is increasing. These countries are in want of foreign exchange and the governments are therefore encouraging this 'invisible

1. Eppler P." Impact of Tourism on Leh and Surroundings." In Kantowsky D., Sander R. (ed.) Recent Research on Ladakh Munich: Weltforum Verlag. 1983. p.257.

export'. Greater incentives are given to the investors and different regions like beaches, deserts, national parks, marine parks, historical places, mountainous areas etc are being developed. .

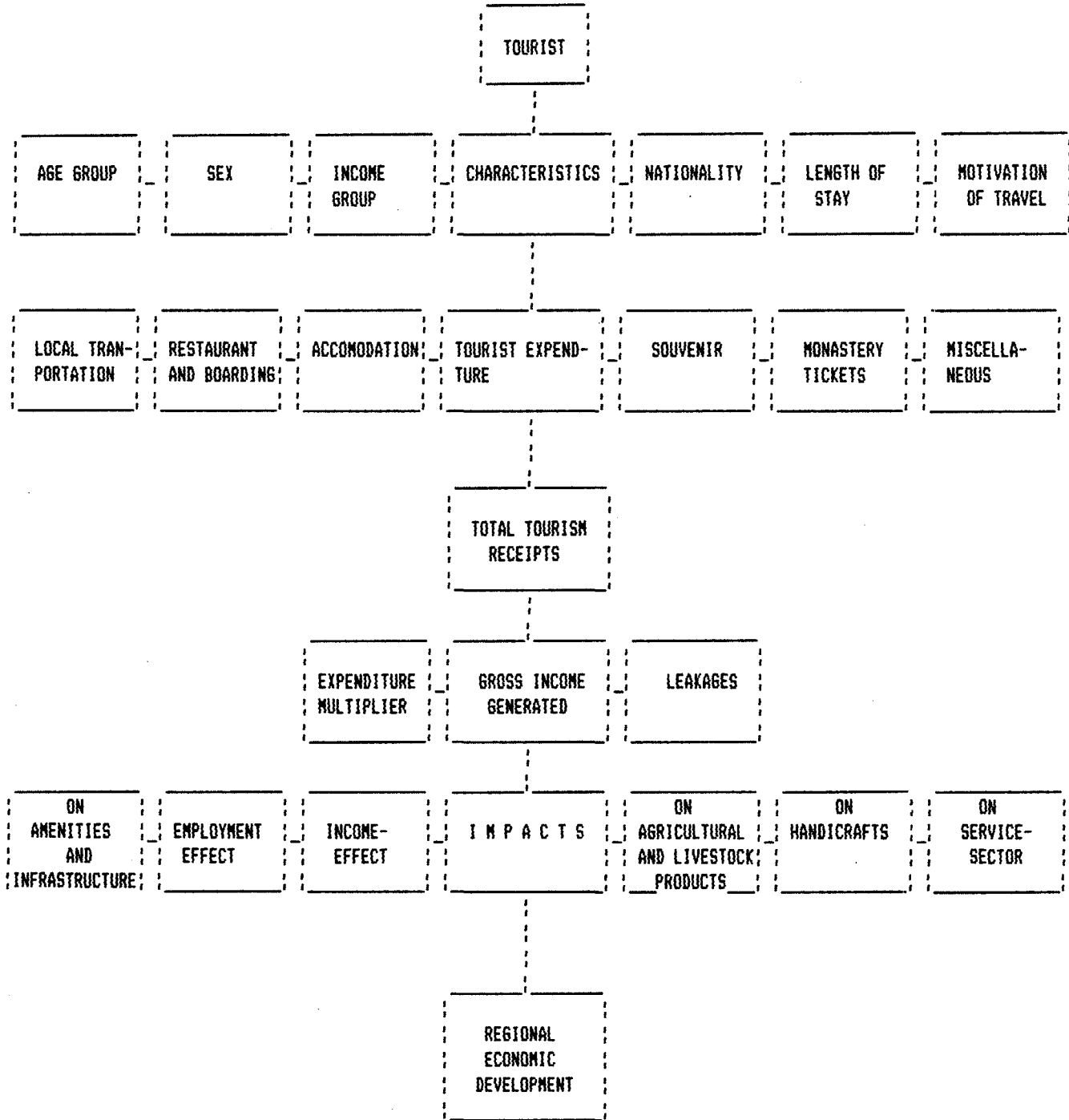
A section of tourists have a special attraction for mountainous areas. These regions being less accessible have been less influenced by the onslaught of man's so-called developmental activities. Large sections of mountainous regions all over the world still offer excellent environment and ideal conditions for rest, relaxation and recreation. Being relatively remote, many mountainous areas, especially in the less developed countries still house societies retaining old cultures and religions. The fast developing tourism is encroaching on these areas too. Adventure activities like skiing, heli-skiing, car rallies hang gliding etc, which were greatly restricted to the mountainous zones of developed nations are spreading in the third world too.

'Alongwith the other mountains of the developing countries, Himalayas seem to be the target of major attack of the 'New Tourism,' as they offer some of the most wild, unpolluted un-commercialized environments and primitive surroundings with fascinating legends, lores and mountain mores. ' Himalayas on

1. Singh T.V. and Kaur J. " In Search of Holistic Tourism for the Himalaya." In Singh T.V. and Kaur J. (ed.) Integrated Mountain Development Himalaya Books, New Delhi 1984. p.366.

FIG 1.1

THE RESEARCH DESIGN MODEL
ECONOMIC IMPACT OF TOURISM



the whole have a fragile ecology however certain regions within the ranges are too sensitive to absorb the adverse affects of tourism. Ladakh is one such region.

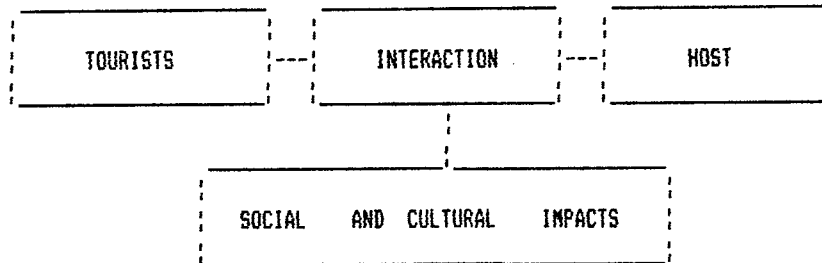
Situated in the trans-Himalayan zone, Ladakh still preserves the unspoilt Buddhist culture. It was quite inaccessible to the outsiders, till the construction of a highway due to the Indo China clash in 1962. Even though it was made more approachable it did not undergo much change till the "forbidden land" was thrown open to the international tourists in 1974.

Development of tourism in Ladakh has resulted in various adverse impacts on the host population. Cultural degradation, commercialization of religion, increased disparities are to name a few. On the other hand, tourism has proved to be beneficial too. It has resulted in improved self image of the society, spread of new ideas, awareness of importance of education and so on.

In order to analyse the pros and cons of the development of tourism in the region of Ladakh, a research design has been adopted. It can be seen from fig 1.1 that tourism contributes to the economic well being of the host community in many ways. Tourist spends the money for various activities such as accommodation, catering, transportation, sight seeing and shopping etc. Tourist characteristics such as nationality, Income

FIG. 1.2

SOCIO-CULTURAL IMPACTS



TRANSFORMATION OF DEMOGRAPHIC STRUCTURE	COMMERCIALIZATION OF CULTURE	SOCIAL DUALISM	DEMONSTRATION EFFECT	SOCIAL AMENITIES AMENITIES AND LOCAL RESOURCES
POPULATION SIZE SEX-RATIO LITERACY RESIDENT DISPLACEMENT MODIFICATION OF FAMILY SIZE	<u>NEGATIVE</u> CULTURE BECOMES ACOMMODITY <u>POSITIVE</u> PRESERVATION OF CULTURE	<u>NEGATIVE</u> DEGRADATION OF SOCIAL VALUES DISRUPTION OF COMMUNITY BOND <u>POSITIVE</u> WIDENING DIMENSIONS SPREAD OF NEW IDEAS IMPORTANCE GIVEN TO EDUCATION	<u>NEGATIVE</u> INFERIORITY COMPLEX RESENTMENT FRUSTATION DEGRADATION OF MORAL VALUES BAD EXAMPLE FOR YOUTH <u>POSITIVE</u> STIMULATION TO IMPROVE WAY OF LIVING	<u>NEGATIVE</u> LOCAL RESOURES DIVERTED TO TOURISTS <u>POSITIVE</u> AVAILABILITY OF BETTER INFRASTRUCTURE AND SERVICES FOR LOCALS

group, length of stay etc.influence the tourist's expenditure to great extent. The money spent by the tourist multiplies as it passes through different sections of the economy (The total effect of tourist multiplier cannot be considered as a large proportion flows out of the region in the form of leakages). The net multiplication of tourist expenditure is injected into the local economy. Consequently certain areas of the touristic region benefit economically as it generates additional income and employment. It also increases the demand for consumer goods, agricultural and livestock products, handicrafts etc. The final consequence is that the micro level economy experiences economic upliftment as a result of trickle down effect. The extent to which tourist expenditure percolates into the local economy depends to a large extent on the level of economic development of the destination area as this level determines the percentage of leakages in the form of imports, profits and salaries.

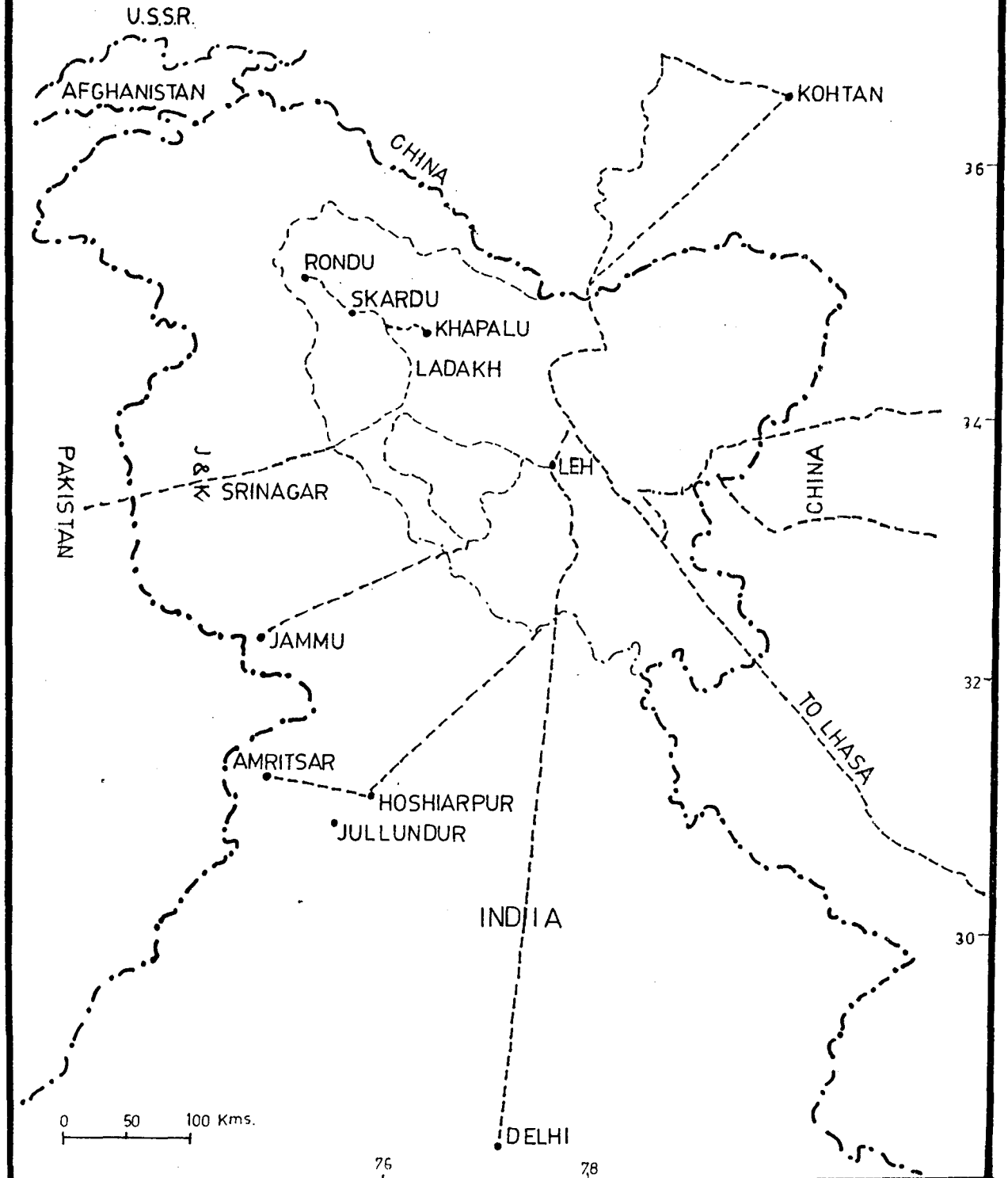
Tourist development can have important social and cultural impacts on host societies (Fig 1.2). When the tourists and hosts come in contact with each other a distinct social relationship develops which results in cultural impacts. Firstly tourism affect the demographic structure of host population. Development of tourism may affect the size of the resident population as the creation of new jobs slows out-migration or attracts more people

from other areas. The migration is age and sex selective as a result the sex ratio and age-sex composition of the region undergoes a change. The region may also experience an increased rate of growth of population and a higher rate of literacy. Growth rate will increase mainly because of in-migration. The region will attract more educated people and it will also offer better education facilities as development takes place.

Another impact is commercialization of culture. There is an improvement of the self image of the society. When people know that it is the culture of the region which is attracting the tourists they start valuing it and they make an effort to preserve it. The negative impacts have much greater effect, culture takes the form of a commodity and it is sold to tourists. Yet another impact is that social dualism comes into play. The community benefits to some extent. With the influence of outsiders, the backward community is enlightened with new ideas and they become aware of new ways of life. On the other hand the influx of tourists lead to degradation of social values which affects the community considerably.

Demonstration effect is yet another outcome of tourism. This encourages the local people to adopt a better lifestyle by adopting new ways as learnt from the tourists. The negative impacts in this case are much more grave. Tourists are on a

FIG. 1-2
LADAKH
SPACE RELATIONS



Source: Singh Harjit

holiday and they have a good time and they tend to be spend thrift. They act as a symbol of affluence and leisure for the local population. Locals are at work and are generally financially worse off. As a result they develop a feeling of discontent, frustration, resentment and degradation of moral values.

II. INTRODUCTION TO THE STUDY AREA

Lying between $35^{\circ} 15'N$ to 36° latitude and $75^{\circ} 15'E$ to $80^{\circ} 15'E$ longitude, Ladakh is administratively a part of Jammu and Kashmir State. With an area of 96, 701 square kilometres, it represents 70 per cent of the total area of the state. Ladakh comprises of two districts Leh and Kargil. Leh is a uni-tehsil and the Kargil is further divided into two tehsils namely Kargil and Zanskar.

Ladakh is a mountainous region with hardly any place lower than 2500 metres and mountain peaks ranging from 5000 metres to 7500 metres, it is one of the most elevated regions of the earth. It is surrounded by massive mountain chains like karakoram in the north, Ladakh and Zanskar ranges in the middle and the Great Himalayan range in the south. These mountain chains contain a number of river valleys. The Indus in the master stream stretching over 450 Kms, splits the region into approximately two halves and forms the lifeline of the place.

The land is largely barren and dry with the annual rainfall rarely exceeding 10cms in most parts. There is a strong contrast

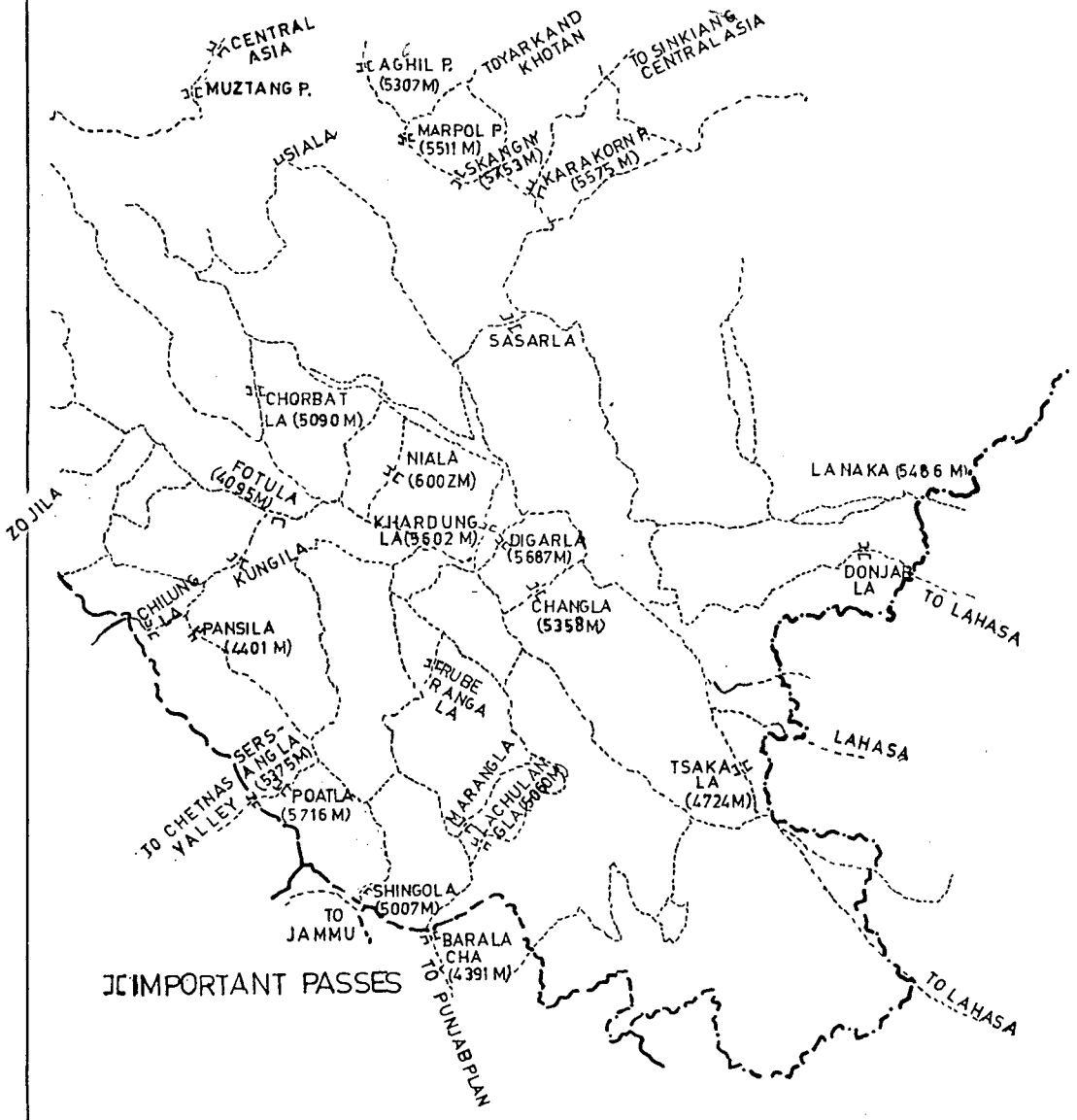
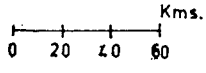
in the temperature. During winters the temperature may go as low as minus 40^o C and during summers the day temperature may rise upto 30^o C or above dropping to freezing point at some places at night. This leaves the region with very singular climate. Even though the altitude is high still the climate is favourable for crops and animal life especially during summer months. It is because the atmosphere is so rarefied that the sun's rays are sufficiently powerful to ripen the crop during short summers.

Ladakh has been tension ridden area due to its strategic location and the trade routes passing through it, hence it has had a lot of activity in the past. It was first inhabited by a tribe of nomads who are believed to have entered Ladakh through passes from the west into the Indus valley.

In the early part of 10th century A D , migration took place from eastern passes when Tibeto Mongloid people penetrated in the region. Hence the inhabitants today are believed to be the decendants of a blended race of Mons of north India and the Tibeto-Mongoloids.

Buddhism probably entered this area much earlier and it influenced the people greatly. During the six hundred years from 9th Century AD to 1400 A.D. with an interaction of diverse complex

FIG. 1-3
LADAKH
MAJOR ROUTES



TO IMPORTANT PASSES

SOURCE: HARJIT SINGH

forces between Hindus and Buddhists Ladakh was able to work up by slow degree a social and political system which by its nature was to shape the characters and patterns of its future civilization.

In the Medieval period assimilation of heterogenous people, most of whom came as political conquerors and traders from outside, took place. In 1400 A D occurred the first successful Islamic penetration .A large number of conversions took place. In the mid 1800 A D. Dogras invaded this region but unlike Muslims they did not effect the Ladakhi society much. A number of foreign travellers visited Ladakh in its long history. Some of them were Fa-Hien, Ou- Kong, Mirza Hyder Doughlat, Jesuit Missionaries, Cunningham, Nicolas Notovitch, Moorcraft, Hedin etc. These visitors explored the region and contributed a lot about the knowledge of the region in their books and travel records.

Relations between Ladakh and outside world started deteriorating after the partition of India in 1947 as it was part of Jammu and Kashmir state which faced invasion by Pakistan Army and Tribals. The war of India and China in 1962 helped in realising its strategic significance. Regular road connecting Leh with Srinagar was constructed and vehicular traffic on it started in 1966. Its strategic importance further grew because of Indo- Pak border dispute of 1965 and 1971 . It may be mentioned that Ladakh is the only region of India which forms international

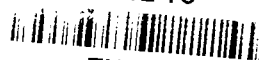
boundary with both China and Pakistan. Concentration of a large contingent of Indian army resulted in their interaction with Ladakhi society to some extent. Just the presence of army however did not influence the society as much as the tourists did after it was thrown open to the Indian and International tourists in 1974.

III. LITERATURE SURVEY.

Whereas the literature on tourism in general, is very vast, the work done on Ladakh is scanty and severely limited. Most of the early literature on Ladakh is in the form of travelogues. These travel accounts especially of nineteenth and early twentieth century yield significant information on the then physical, economic, social, political and religious aspects as observed by the travellers. Some material on the political strategic importance of Ladakh is also available. This material was published in response to the border disputes of India and China in 1962. Opening of some parts of Ladakh in 1974 to outsiders gave an opportunity to writers, photographers and scholars around the world to explore the exotic, mysterious and unstudied land. This resulted in a voluminous increase in the literature related to Ladakh. Much of the work is however geared to motivate the tourists and includes attractive photographs and superficial information on the land. Some serious academic work on the basis of empirical study and in depth analysis of various aspects has also been published lately.

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Writing of travel accounts is a very old trend however publishing of literature on modern tourism started only in the last quarter of nineteenth century. This work was however very descriptive and not very accurate. Serious academic and research work based on appropriate methodology and reliable data, started about fifty years back. At present tourism as a multidisciplinary subject of study has become very popular. Lot of indepth research is being done and literature is being published on this topic. However this is largely restricted to the developed countries. India lags very much behind as far as empirical research on tourism is concerned.

Impact oriented study of tourism caught the attention of scholars and academicians only very recently. Literature on the impacts of tourism had a prominent bias towards the economic impacts during the sixties and seventes. This is so mainly because tourism was believed to be bringing economic prosperity in the region where it was promoted. Lately the awareness of the economic costs and adverse impacts of tourism on the society, culture, religion and environment has come. Large proportion of literature on consequences of tourism published in the last decade deals with the potentially serious psychological, social, cultural and environmental affects of tourism.

Literature on consequences of tourism in different regions of India in general and in Ladakh in particular is very scarce. Certain micro-level studies mainly dealing with economic and environmental aspects of development of tourism in some areas have been published lately. Touristic studies with an anthropological perspective are still negligible. No literature on impact of tourism in Ladakh exists in book form yet. Only published work dealing with the development of tourism and the consequences of such development in Ladakh is in the form of articles which too are very few in number.

Literature on Ladakh has been dealt in two sections. First section deals with the literature available prior to the opening of the region. In the second section the post 1974 publications have been surveyed. A greater emphasis is made on the academic work on development of tourism and on the recent social changes undergone by the society. A broad outline of the literature published on tourism with an emphasis on the impact oriented study has been given in the second part of the literature survey.

(i) EARLIER WORKS ON THE STUDY AREA

One of the earliest travel accounts on Ladakh is that of the Chinese Pilgrims Fa-Hien and Qu-Kong who travelled through Ladakh

in the year 400 A D. A hazy picture of ancient Ladakh emerges from their writings. Mirza Haider wrote one of the famous travelogues of the sixteenth century titled Tarikh-e-Rashidi. He describes the region as 'cold country where nothing grows except barley. The people use goat skin as a dress and live in caves and number thirty thousand.; His accounts say that he found gold mines at many places.

Two Jesuit Missionaries Azevedo and Clivera visited Ladakh in 1631. Two more missionaries went to Leh in 1716. They were Desidery and Freyre. Their accounts have been published in many languages. Another missionary Francisco Oraizo reached Lhasa in 1730 and stayed in a Gompa for many years. He has given a full description of Buddhism.

George Bogle was deputed in Ladakh by Warren Hastings in 1774 for collection of intelligence about the land of lamas and his accounts are very interesting. Moorcraft and trebeck travelled through the Himalayas for six years and spent two years (1820-22) in Ladakh. Moorcraft was the first one to present an academically oriented work.

Henderson reached Leh in 1834. All his accounts were lost during his return journey. He was followed by Vigne, whose accounts are informative. Sir Alexander Cunnigham and Vans Agnew

were deputed by the British Government in India to Ladakh in 1846-47 to define the boundaries of the kingdom of Maharaja Gulab Singh. Cunningham was a meticulous observer and carried with him a number of instruments for collecting the climatic data. His account is perhaps most interesting, accurate and authentic as far as geography of the region is concerned.

Johnson who served as the Governor of Ladakh from 1871-83 conducted the geographical survey of Ladakh, Kashgar and Khotan. Hayward surveyed the routes to Leh during 1868-69 and published his famous map of the routes of Ladakh. Hedin was one of the famous travellers and explorers of the Himalayan region. He visited Leh twice during 1899-1902 and 1906. He has given very interesting details about his adventures.

Drew from the Geological Survey went to Ladakh in 1857. He joined the services of the Maharaja of Kashmir in 1862 and retired as a governor of Ladakh in 1872. He was the first one to describe the geology and geomorphology of different geographical units of Ladakh.

Other works of this period were also mostly in the form of travelogues. Among these were Schlagintweit (1856), Jaschke (1857) Marx (1891), Deasy (1902) and Frasher (1907).

Francke (1907 and 1925) was the first one who seriously

attempted to reconstruct the history of Ladakh. He studied a large number of Buddhist manuscripts, paintings and other historical objects and documents of Ladakh. Gauhar (1956) and Snellgrove (1957) worked on the Lamaistic Buddhism of Ladakh. A special category of historical writings pertain to the Indo-China border dispute. A large number of articles and some books appeared with this theme during the sixties.

Opening of some parts of Ladakh to outsiders has given access to a steady stream of travel writers, journalists, authors and scholars from different countries. In a short period of a decade and a half the literature on Ladakh has multiplied. A number of books dealing with Ladakh have entered the market. Articles on Ladakh are frequently published in various journals and newspapers. This apart, unpublished work in the form of reports, University dissertations and theses also exist.

Though a lot of work has been done, it is sad that much of this literature is still hidden and beyond the reach of general readers. Numerous books and articles have been written in French, German, Japanese and other foreign languages and have not been translated into English as yet. Many of foreign publications written in English are not easily available to Indian scholars.

The recent studies on Ladakh can be very broadly divided into two categories. First category includes the travel guide

books, guide books on adventure tourism and travel accounts. The second one consists of the academic work dealing with general studies, history, Environment, Anthropology, Economy, Development studies, Buddhism, Monasteries, art, tourism, social change etc. In this analysis, the first category has been dealt with selectively and second one in detail. Greater emphasis has been given to work on social change and tourism development in the second category.

Himalaya (1976) based on the UNESCO-CNRS funded seminar contain three articles of Ladakh. A detailed analysis of the history, people, culture and religion of Ladakh has been given by Hassnain (1976). Hassnain, Sumi and Oki (1977) have written a superficial guide book and travel narrative. The work of Shellgrove and Skorpuski (1977 and 1980) includes an interesting account of the history and religious institutions in Ladakh. They have studied the architectural structure and paintings of monasteries like Alchi built during the eleventh century by Renchan Zampo. Their work also includes a detailed survey of monastic foundations in Zanskar and cave temples in Ladakh. A well researched account of European exploration in the western Himalayas in the nineteenth century has been given by Keay (1977).

A. H. Franke's old work has been produced by Gergan and Hassnain (1977) with an informative introduction. Gergan (1978)

has given general history which is a very well written summary of historical research of the author and his father. Cambridge Undergraduate Ladakh Expedition (1977) contains essays on demography, kinship, marriage, polyandry, monasteries and economic aspects.

Harjit Singh (1977-1989) has published numerous articles dealing with the agricultural conditions, spatial linkages of Ladakh and on the general socio-economic conditions in terms of levels of development. He has explored the socio-economic role of the gompas and has written sections on the structure, administration, location and territorial linkages of the monasteries. He has also written article on socio economic changes and current disturbances in Ladakh. Chopra P N (1978, 1980) has presented an introductory survey of Ladakh with sections on physical features, history, people, culture and religion.

Mann (1978-1986) has written books and articles dealing with anthropological research in Ladakh. He has stressed the relationship between culture and environment. Rabgias T (1978-1988) has done work on the religion, language, culture, and social structure in English as well as Ladakhi language. Heber A. R. and Heber KM (1976), Jora N.R. (1977), Khosla S. (1978) Shaikh A G (1978), Ganhar J.N. (1978) and Pandit (1978)

have also contributed articles dealing with similar general topics.

Kak (1978) has given a journalistic introduction to the Chinese border problem, internal tension between Buddhists and Muslims in Ladakh and contemporary political issues. Work on domestic architecture and its relationships with local society has been done by Jest C (1977).

An account of authors visit to Ladakh along with excellent photographs has been given by Abercrombie (1978). Kumar (1978) has discribed a perilous journey by boat down the Indus from Chumathang to Khaltse. Well written travel accounts have been given by Harrer (1978-1981). Aziz BN (1978) has worked on social and geneological structure.

Khosla R. (1979) has examined the vernacular and religious architecture and has discussed building techniques painting and decorations of various monastries of Ladakh. Famous mountaineer Ahluwalia H.P.S. (1980,1987) has given a sketchy history combined with narrative of his own visits to different parts of Ladakh including Nubra.He has also covered Ladakh widely in his tourist guide. A historical survey with reference to Ladakh from a Kashmiri perspective is presented by Bamzai (1980). Bedi R and Bedi R (1981) have given a short text describing landscape,

history and local culture local culture. Good photographs have been covered.

Recent Research on Ladakh edited by Detlef Kantowsky and Reinhard Sander following the proceedings of a conference held at the Universitat Konstanz in November 1981, has a number of papers relating to the history, culture, sociology and ecology of Ladakh. Puri B (1982) has analysed a debate on Ladakh's political status with the Indian Union since 1947. He also discusses the recent agitation for divisional status regional autonomy and scheduled tribe status to Ladakhis.

Khan H (1980), Macdonald (1982), Tsering Shakya (1982), Datta (1984) Thupstan Paldan (1985), Finegan (1986), Khan K S (1987) and Navrang Gyatso (1987) have all made important contributions to the historical literature of Ladakh. Harvey A (1983) has given a travel account of an Oxford academic in search of Enlightenment. Goldstein (1983, 1985) has contributed to the understanding of social stratification, structure and population dynamics in a number of articles. Bray (1983-1985) has written books and articles dealing with Moravian church in Ladakh.

P. Stobdan (1985-1989) has written a number of articles dealing with historical geography, social structure, festivals and people of Ladakh. Malyon (1985, 1987) has described his visit to

Chilling, a village specializing in metal work. He has also described the construction of a new summer palace for the Dalai Lama near choglamsar. Nawang T.Shakspo (1935-1989) has done a lot of work for the presentation of local culture and religion.

Not a single book exists on the development of tourism and its impacts on Ladakhi Society. Several articles dealing with tourism and social changes have however been published. Crook J H (1980) has made an assessment of social change and prospects for future development based on research conducted during his journey through Zaskar .He has also discussed the changes caused by tourism and the pressures brought about by Ladakh' sheightened strategic importance. Wahid S (1981) covers brief sections on history culture and tourism in his book. The work is supplemented with excellent photographs taken by Strom K.R.

The merits of traditional Ladakh economy and society have been discussed by Norberg Hodge H (1981). She has made a plea for appropriate, rurally based gradual development Norberg and Page (1983) have analysed the changes coming in Ladakh and have suggested alterative modes of development. Rizvi J (1983,1985) has made valuable contribution to literature on Ladakh. She spent two years in Ladakh and on the basis of her observations and study, she has presented a general picture of the region with sections

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on landscape, history and present day changes taking place in the society.

Eppler (1983) was probably the first one to review the changes brought by tourism and its impact on Ladakh's Socio-Economic and Socio-cultural structure in his article that appeared in Recent Research on Ladakh in 1981. Erdmann F (1983) has briefly discussed the changes that have come into Ladakhi society since 1947. His main concentration is on social hierarchy.

Singh J P (1984) has given a sketchy picture of the impact of tourism on the society of Ladakh in his article that appeared in Ladakh Frabha a journal published by Central Institute of Buddhist Studies. Pitsch (1985) has done an academic study on tourism in Ladakh. He has also given suggestions for improvement. The dilemmas of development and social change with reference to Ladakh have been discussed by Bunyard P (1985).

Jordan E (1985) former Principal of Leh Boys' School has published a collection of essays on various aspects of Ladakh. In one of the essays he has discussed the effects of tourism in Ladakh. Page J (1986) argues that traditional Ladakhi society has much to offer to the world and it should form the basis of a new Ladakh as it now confronts the west. Beck M V (1987), a

development sociologist has briefly discussed tourism in Ladakh in his article.

The results of a multi-disciplinary expedition to Zaskar organized by Bristol University have been presented in a book edited by Crook J and Osmaston H (1988). Amongst other works mainly dealing with Zaskar, there is a paper on socio-economic transition of the region. Dasappa S (1988) has discussed the recent changes brought in the Ladakhi society. A souvenir to mark the occasion of Silver Jubilee of Ladakh Buddhist Vihara, edited by Sonam W Shakspe (1988) contains an article on changing socio-cultural values in Ladakh.

There has been a great deal of awareness about tourism development in Ladakh and it has resulted in the publishing of numerous articles on tourism and its impact. The study of impacts has, however, been superficial and subjective. No models have been tried to analyse the advantages and disadvantages of tourism in this region.

(ii) WORK ON TOURISM

It is only recently that serious academic studies and research work on tourism has started coming up. This subject which was less known a few years back has become very popular especially in the more developed nations where it is being

recognized as an interdisciplinary subject and is studied with the perspective of geography, history, Economics, Sociology, Planning etc.

Literature on modern tourism started being published in the last quarter of 19th century however this was very much descriptive. Statistical measurements started only in the 20th century. The data collected initially is not very reliable because it includes all the travellers whether or not tourism is their main motivation. Literature for last 50 years is based on proper methodology and more reliable data.

In India most of the literature is in the form of pilgrimage undertaken during early age. Modern tourism started in 1960's. As for the tourism studies mainly two types of literature are available. One includes the published books and articles which are largely descriptive. Second consists of the booklets of tourism promoters and the government reports. Such reports however give information mainly about the foreign tourists, either at the national or regional level. Even though India has recognized tourism as an industry, however, it is still in the initial stages of development. As a result, India is far behind when compared to tourism studies and literature of other countries.

One of the earliest geographers to have worked on tourism was McMurray (1930). He saw tourism as a distinct and

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significant form of landuse. Some early economic phenomenal studies in tourism were done by Barnes (1933) and Ogden (1933). The latter was one of the earliest to use statistical measurements for his analysis. In the same year two geographers published literature on tourism. One was Jones (1933) who observed that tourism modifies the existing landscape and gives rise to new urban forms. The other was a French geographer, Miegge (1933). By providing a discussion of tourism in Savoy he provided a base for regional studies. According to him tourism has a two fold interest for geographers. It involved movement of people and also constitutes a regional resource.

Brown (1935) emphasised the changes that landuse undergoes due to tourism. Norval (1936) produced a descriptive work on foreign tourist flow where he studied the national and international tourism industry. Coeffean (1937) gave emphasis to certain Land policies for recreation. Carlson (1938) was an early American geographer who tended to concentrate on economic aspects of tourism. Early British geographer Gilbert (1939) worked on the morphology of inland and seaside resorts.

In 1939 itself came the most significant pre-War study by a German geographer Poser. He examined the distributional and locational attributes of various forms of tourism in Reisengebirge.

Importance of tourism grew substantially after world war II as this was one sector on which many economies could rely to fill the dollar gap. Hence during this period a number of statistical reports were produced by different governments. One such report was produced by British Travel Association (1948) wherein they gave suggestions on future plan. Wolfe (1951) contributed some work on tourism in Ontario as a part of Economic geography. Wagh (1956) has given suggestions for sample surveys to be conducted at the tourist sites. Chestnut Wood (1958) studied the per capita tourist spending. He compared and quantified it with the national average.

The National Atlas Organization, Calcutta, published a comprehensive tourist atlas in 1960. In the same year a seminar was held at Madras on impact of tourism on national integration. The papers read out covered various aspects of tourism promotion in India, infrastructural facilities, handicrafts, trade and folk arts. These articles lack empirical approach and are mainly descriptive

Guthrie (1961) analysed the demand for tourists goods and services in the international world market. Clauson and Knetsch (1963) emphasised the need of organizational structure and academic institutions for tourism.

Christaller (1964) contributed to the locational factors of

tourist centres. According to him tourism seeks peripheral locations and avoid urban agglomerations Ryan (1965) conducted a study on New South wales and he emphasized on recreational development in that area. Piperoglou (1966) identified and defined the regions in Greek tourist planning. He also developed a methodology to evaluate and assess tourism resources.

Deasey and Griess (1966) analysed the impacts of tourist facilities on its hinterland. Mahadev and Ramesh (1967) did some pioneer empirical research with main focus on hotel industry. Campbell (1967) worked on different approaches that could be adopted for research on recreational geography.

Singh T.V.(1968) a pioneer tourism geographer in India, published his first paper on Indian tourism in the 21st international Congress. He has contributed a number of articles on tourism covering various facets of tourism development. In one of his works published in 1977 he gives an account of pilgrim tourism and cultural heritage. He has written a number of articles and books co-authored with kaur J. In most of their work, the main emphasis is on ecological aspects and the impact of tourism development on environment. Their main area of study is mountainous regions in general and Himalaya in particular. Much of their work is on Garhwal Himalayas. The work of kaur J on the valley of flowers is a good contribution to the study of National Parks in Himalayas.

Peters (1969) adopted an economic approach for the analysis of International tourism. He has found how the growth of tourism should be planned and regulated. Cesario (1970) used different research methods on the area of recreational site, attractiveness, trip distribution, travel time and costs.

Ramesh (1970) has drawn a research outline on the theme that the tourist centre which is between two territorial units may develop its own micro region and in the long run it would turn into an economic nodal region. Dhingra (1971) insists on the importance of transport network including link roads and frequent travel facilities in developing tourism in India.

McIntosh and Goeldner (1972) has explored the major concepts in tourism like what makes tourism possible and how it can become an important factor in the wealth of any nation. Bryden (1973) has undertaken a detailed analysis of tourism in the commonwealth Carribean. He has observed the economic analysis along with the socio-cultural impacts of tourism. According to him the economic benefits are generally not as high as often stated. Regarding the social aspects of tourism Bryden has written much against the demonstration effect. He supports the view that tourism is a form of new colonialism as the industrialised countries have vested interest to develop tourism in developing countries as it would increase the demand for their manufactured

goods. Bryden and Faber (1971) have produced an excellent critique on Zinder Report on the Future of Tourism in the Carribean where they have highlighted the common measures of tourist multiplier.

Chaudhri (1973) feels that tourism is an industry without chimney and it unfolds a new vistas for the economic development of India. He discusses the tourism planning, feeder industries development, marketing research and the employment opportunities created by tourism. Burkart and Medlik (1974) give a theoretical aspects of tourism by tracing out the historical development and existing structure of tourism. In addition the authors give an account of tourism marketing, financing, its organizations and future of tourism industry. This study lacks in emperical as well as analytical approach.

Farnes (1974) explores the impact of tourism in a regional economy both by conceptual as well as emperical approaches. The proceedings of the symposium on planning and development of the tourist industry in Economic Commission on Europe (ECE) region (1975) gives a specific problem of tourism development at the regional and sub regional levels. Comprehensive Tourism planning has been suggested to rectify the problems in the long run.

✓ Dilip (1975) has given a theoretical account of the world tourism trends and its potential impact on Indian tourism.

According to him Tourism development in India brings foreign exchange and it also generates employment in many economically backward regions and it induces a geographically balanced economic growth. Anand (1976) explores the meaning of tourism in India and he traces the input-output Paths of tourism industry. He also critically reviews the organizational setup of Indian tourism sector and deals with the consumer behaviour. Thangamani (1976) examines the foreign tourists flow behaviour and their expenditure pattern in India. He also discusses the economic benefits of such expenditure at the local and regional economy.

Archer (1976) suggests methods to analyse and forecast demand for tourism and then the practical application of analytical techniques to meet the demand efficiently. A geographic perspective to tourism is given by Robinson (1976). His book covers the theoretical aspects well though it lacks any analytical work. He gives a general description of tourism alongwith an account of regional tourism for some countries.

King (1977) has worked out a gravity potential model for estimating the benefits of outdoor recreation which is a very general work and estimates only the demand. Robertson (1978) developed a technique for the accessibility of recreational facilities. He uses a distance minimizing logarithm to provide an objective assessment of different schemes for the provision of recreation centres.

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Misra and Thangamani (1977) developed both conceptual as well as empirical model for Tourism Complex Planning by assessing the resources, locations and linkages of existing tourist centres in Southern Karnataka region. Moheb Ghali (1977) considered tourism as one of the major exports of Hawaii in his study. According to him the policies framed to control the rate of growth of tourism would affect the growth of economy. The author used econometric models to trace out the regional growth paths due to tourists economy and employment. Durden (1978) developed a similar thought and used econometric models to quantify the tourism impact on the state economy by analysing the relationship between the tourist expenditure and the tax revenues.

Ram Acharya (1978) presented a systematic growth and development of Aviation Administration of India. He gave an account of the impact of air transport on Indian Economy and tourism industry. Krishnaswamy (1979) studied the impact of tourist expenditure on Maharashtra State income. He used the estimated expenditure of domestic and foreign tourists for applying the tourism multiplier.

Kaiser and Helber's (1978) book on Tourism Planning and Development is the result of another indepth research work. Different aspects of tourism like market analysis, conceptual planning to site development and infrastructural planning have been covered.

Farrell (1978) has studied the Social and Economic Impact of tourism on Pacific communities. He has also given programming techniques of recreationing activities. Pizam (1978) has analysed as to how the social costs to the destination are perceived by its residents. His work mainly deals with the social impacts of tourism. The community reactions to the tourists have also been studied by Rothman RA (1978). Krishnaswamy J (1978) has studied the economic impacts of tourism. He has conducted his study on Maharashtra.

Perspectives on the social and cultural effects of tourism on developing countries have been presented in the book Tourism, Passport to Development, edited by Kadt D. (1979). It is a joint world Bank-UNESCO study where various non economic consequences of tourism especially social impacts have been discussed. Nettle Roven (1979) has studied the mechanisms of Intercultural Interactions between the tourists and hosts Groupehuit (1979) has analysed the socio-cultural effects of Tourism in Tunisia. The early effects of tourism in the Seychelles have been studied by Wilson D (1979).

Beliele F. J. and Hoy B. R. (1980) have discussed the impact of tourism as perceived by the host. Butler R.W. (1980) has written many articles on the social impacts of tourism. Cheng J.R. (1980) has analysed the limits to which tourism should be encouraged. Perez L.A. (1980) discusses the

consequences of tourism development in an under developed society with emphasis on a region in West India.

Pearce D. (1981,1989) has made a lot of contribution to the geography of tourism. Author has analysed the impact of tourism development on the society and economy in general by giving various models. A study of spatial and temporal patterns of tourist behaviour has been undertaken by Cooper C.P. (1981). Various aspects of tourism including the models of development and scope in future, have been analysed by Medlik S and Burkart A.J. (1981).

Bhatia A.K. (1982) has given a geographic perspective to tourism. He has also covered the theoretical aspects of tourism. United Nations Centre on Transnational Corporations (1982) have made a study on Transnation Corporations in International Tourism.

Mathieson A and Wall G. (1982) have made a very detailed study of economic physical and social impacts of tourism on the host societies. They have surveyed the past research done by other scholars on the same topic very elaborately. Theirs is probably the first book where all types of impacts on hosts have been dealt so methodically. Seivard sand spenard B (1982) presented an article on the economic impacts of tourism in the

Caribbean. The management of environmental and cultural impacts of tourism have been suggested by Travis A.S.(1982) in his article. The geography of tourism and changes brought by development of tourism have been discussed by Prosser R. (1982) in his book.

Holloway (1983,1988) has made a detailed study on marketing and Business of Tourism. In a section he has discussed the Economic social and environmental effects of tourism and has analysed the likely effects of change on the future of tourism. Mills ED (1983) has presented a design for holidays and tourism. He has made a detailed study of human, economic and physical problems that arise due to development of tourism. Various aspects of international travel and tourism have been dealt by Lundberg D.E. (1984).

Mehdi R. and Hanifa B. (1985) have presented the ecological problems of Tourism in an article. Kaul R. N. (1985) has dealt with various aspects of tourism in three volumes. Cabinet O (1985) discusses the ways in which tourism can be sold as a product. Tourism management is discussed by Foster D. (1985). Murphy P (1985) deals with tourism from a community approach perspective .

Momsen JH (1986) has analysed the linkages between tourism and Agriculture. He has discussed the problems faced by the

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Smaller Caribbean Economics in this regard. The impact of tourism on environment has been studied by Edington J M and Edington M A (1986).

Hora V (1987) has discussed the various aspects of tourism development in India. Sengupta R (1987) discusses the development of domestic tourism in India. A study of economic benefits in India has been taken up by Goswami BC (1987). The strategies for future development of tourism industry have been discussed in a book edited by Hodgson A (1987). The systems of Tourism are dealt with by Mill R and Morrison A (1987).

Wall G (1988) has analysed the stage of tourism development in the modern world. Williams A and Shaw C present a collection of papers dealing with Tourism and Economic Development. Their main emphasis is on the Western European Countries. In a book edited by Richard G (1988), a series of problem based case studies dealing with Travel and tourism have been discussed.

Metcalf H (1988) discusses the employment structures in Tourism and Leisure. Travel and tourism in the European Economic Community are dealt with in a book released by consumers in the European Community group (1988) Lea J. (1988) has described the development of tourism in the third world in details. Davidson R (1989) presents a general study on tourism. Landry C (1989) says

that Tourism is the last resort for some South Eastern Economics. He has structure of employment generation as a result of Tourism and its significance for South East.

A very significant contribution in the study of socio-cultural impacts of tourism on host societies has been made by Smith V.L.(Ed) (1989) in the book Hosts and Guests An Anthropology of Tourism. Here the touristic studies have been taken in anthropological perspective. Smith S. L. J. (1989) has made a comprehensive study on Tourism Analysis. Hudman L. E. (1989) presents a study of tourism in contemporary society.

A collection of articles dealing with progresss in tourism recreation and hospitality management is given by Cooper C. P. (Editor) (1990). A general account on Travel and Tourism is given by Lovery P (1990). Ashworth G and Good all B(1990) have discussed the aspects of marketing of tourism. Another work on the marketing of tourism is presented by Mill RC (1990).

On the basis of the literature survey it is seen that lately there has been a greater emphasis on two aspects of tourism, one, is the promotion and marketing of tourism and second is the study of various impacts of tourism on the host region. The impact oriented study started less than three decades back. Initially the main focus of such studies was the economic impacts

however about a decade back on awareness of environmental and social impacts has also come. Lot of material deals with the debates on whether or not tourism should be promoted at the cost of environmental and cultural degeneration. Most of the literature on tourism is published in developed countries. Countries like India, do lag behind, however lately the literature on tourism has multiplied. The work done on tourism in Ladakh has been superficial, lacking in-depth analysis.

IV OBJECTIVES OF THE STUDY

Having seen the research design models, it is now necessary to throw light on the main objectives of study which are as follows;

- 1.(a) To study the characteristics of the destination area and it's population such as:
 - (i) Natural environment of the region including topography and climate.
 - (ii) Demographic profile of the host population including its distribution, growth, sex-ratio and literacy.
 - (iii) Economic structure including an analysis of occupational structure etc.

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- 1.(b) To study the characteristics of tourists such as nationality, expenditure, motivation of travel, type of tourists, length of stay.
2. (a). To study the trends in the effective demand for tourism and to analyse the main factors influencing it in Ladakh.

(b). To study the factors of the tourism development in Ladakh and to analysis the available facilities and attractions for tourists therein.
- 3.(a) To have an idea of the spread effects of tourist expenditure in the region and its probable impact on local economy.

(b) Finally to study the impact of tourism on the socio-cultural aspects of Ladakh.

V. HYPOTHESES

These hypotheses were developed for this study.

1. Congenial are the political and environmental conditions of the destination, greater will be the volume of tourists.
2. Better are the basic attractions and more is the availability of infrastructure and tourists facilities

at the destination, greater will be the volume of tourists.

3. In areas of subsistence agricultural economy, sudden growth of tourism leads to major changes in the regional economy and some areas experience trickle down effect though on a limited scale.
4. Development of tourism in an area like Ladakh shall result in:
 - a. an increase in population size.
 - b. a lower sex- ratio.
 - c. making culture a commodity.
 - d. degradation of social values.
 - e. preservation of culture.
 - f. spread of new ideas among locals.

VI. DATABASE

The analysis was done largely on the basis of primary data and to some extent on secondary data. Primary data was collected through survey conducted with the help of questionnaires. Rest of the data was gathered through secondary sources like government publications and unpublished data from different government offices and institutions. The sources of data include mainly the following

1. Census of India 1981 J & K State series 1 part 11B
2. Census of India 1981 Series 1 Part 11B Primary Census Abstract.

3. Statistical Hand Book Dist Leh 1985-86
4. Statistical Hand Book Dist Kargil 1982-83
5. Economic Review of District Leh 1986-87
6. Records of Tourist Office - Leh
7. Records of Tourist Office - Kargil
8. Development Commissioner - Leh
9. Ecological Centre- Leh

VII. METHODOLOGY

The present study is an empirical study designed for a micro-level investigation. The major portion of this study is based on Field work as the factual data on Ladakh in the field of tourism is extremely limited. The survey was of five weeks duration with the main focus on Leh and Kargil. The other areas covered were Ghumri, Khaltsi, Gera, Uletokpo, Mangyu, Saspol, Alchi Spitok, Sabo, Choklamsar, Shey, Thiksey, and Hemis (see map 1.1) Two types of questionnaires were used (Appendix I and II) to obtain the required information. One for the tourists with main concentration on tourist profile, expenditure pattern and their perception of tourist area and people. Though the survey was random however efforts were made to get the representation of the following types of tourists, Individual tourists, Group tourists, Adventure tourists and miscellaneous. Altogether 150 questionnaires were filled. Second type of questionnaire was for the residents

covering the host-profile and their perception of tourist-host interaction and impact of tourism. Hosts of different age groups, sex and religion were questioned 130 questionnaires were filled at different centres. Questionnaire survey of hosts was supplemented with a number of interviews and field observations for which the following persons were consulted:

1. The Officials who are directly involved in tourism industry like travel agents, hotel owners guest house owners etc.
2. Persons associates with different organizations such as Ecological society, Cultural Groups, Handicrafts Centres and Administrative divisions.
3. Persons employed in tourist offices, airport, bus stops etc. Non-availability of reliable secondary data has made the study subjective and theoretically descriptive to a great extent. Thus statistical techniques have been used in a very limited way.

Graphical representation of data is done in the form of histograms frequency polygons, frequency curves and compound diagrams.

VIII. ORGANIZATION OF MATERIAL

Impact of tourism stems from the interaction between the tourist and host hence it is important to understand the characteristics of the destination and the tourists. Chapter two

deals with a detailed analysis of the destination with the main emphasis on the Environmental aspect, Social Structure and Economic setup of the region. This study throws light on the social and economic aspects of the society as they existed in past and the changes undergone in past two decades. It also helps in the determination of socio-cultural and socio-economic gap that exists between the tourist and host population. Finally the analysis of this study would form the background in the understanding of the impacts of tourism on the region.

Having seen the characteristics of the destination it is essential to study the characteristics of the tourists, development of tourism and the main factors responsible for this development. An attempt has been made to study these aspects in chapter three. An analysis of the trends of tourist arrivals both nationality-wise and seasonality-wise (even since the region opened to the tourists) has been made in the first section of the chapter. The development of tourism in Ladakh is found to be broadly based on three aspects namely original offer or attraction, infrastructure in general and tourism facilities. These aspects have been studied in details.

An important aspect of the study of tourism is its impacts on the destination. An attempt has been made to analyse both the positive and negative impacts of tourism in the region of study.

In the first section of this chapter, the socio-economic impacts have been analysed. Attempt has been made to see as to how far tourism affects the economy. Aspects like effect on income, employment, demand for local goods, improved social amenities have been dealt in details. The distribution of tourist expenditure and the gross income generated as a result of multiplication of money and leakages outside the economy have been studied in order to get an idea about the flow of tourist money to different sectors of the economy.

When the tourists and hosts come into contact with each other certain distinct relationships develop between the two. This results in the outcome of socio-cultural impacts. The change in the cultural religious and social aspects of host population due to this interaction has been dealt in the second section of the fourth chapter. Factors like transformation of demographic structure, commercialization of culture, demonstration effect, degradation of local resources and amenities etc. have been taken in to consideration to judge the extent of these impacts.

A summary of conclusions has been presented in the last chapter.

CHAPTER TWO

LADAKH -- THE DESTINATION (A PROFILE)

'Down through the ages there have been remote secret places on the earth which have been discovered by an amazing world. Ladakh is one such'.¹ It's mere name (land of many passes) suggests that its inaccessibility and land lockedness kept it hidden. Tourism is a new phenomenon in Ladakh as the flow of tourists started in 1974. In a short span of about one and a half decade, Ladakh has become a very popular destination especially for the International Tourists.

'Ladakh has been referred by many names, usually differing in terms of language and association of the place with the ecology around'.² 'Ladakh, in Tibetan La-tags, is the most common name of the country'.³ It was called mar-yul or lowland or Red-land and kha-chan-pa or snow-land by old chinese travellers. Fa-Hien (AD400) referred it as kie-cha and Hiuen Tsang as Ma-lo-pho. Some described it as the land of monks and monastries. Others call it an area where people grow yaks, build monastries and do devil dances. 'Some Muslims termed Ladakh as Kufristan which means 'the land of the Pagan', people of evil customs also because they drink wine and one woman marries many men.'⁴ Eversince

1. Bedi R. and Bedi R. (1981). Ladakh, the Trans-Himalayan Kingdom. New Delhi: Roli Books International.
2. Mann R.S. The Ladakhi: A Study in Ethnography and Change. Anthropological Survey Of India. Calcutta p.1 1986.
3. Cunningham A. Ladakhi: Physical Statistical and Historical: Sagar Publications P.18.
4. Gompertz, M.L.A. (Ganpat). The Road to Lamaland. London: Hodder and stoughton 1926.

Ladakh has emerged on the International tourist map it has been described as an exotic mountainous land where Lamaistic Buddhism is a living religion. In present chapter an attempt has been made to get a better insight to the natural environment, social structure and economic structure of the destination so as to comprehend the changes experienced by the region as a result of development of tourism.

I. NATURAL ENVIRONMENT

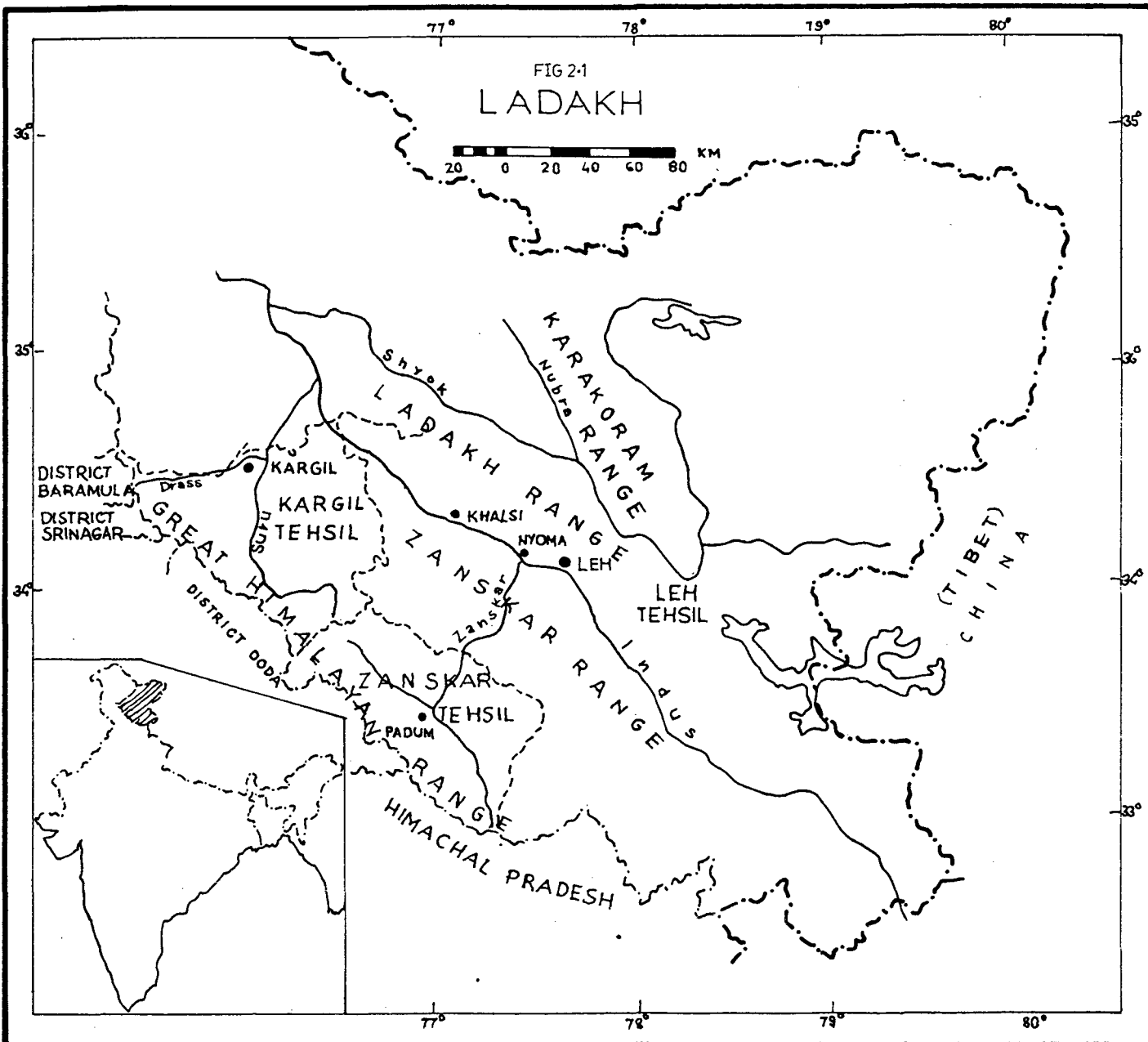
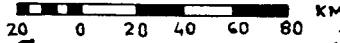
Lying between 35 15'N to 36 N latitude and 75 15'E to 80 15'E longitude. Ladakh is administratively a part of Jammu and Kashmir State. It comprises of two districts Leh and Kargil. Of these Leh is a uni-tehsil and the Kargil district is further divided into two tehsils namely the Kargil tehsil and the Zaskar tehsil. Ladakh as a whole occupies an area of 96,701 Sq.Km. which represents about 70 per cent of the total area of the State of Jammu and Kashmir.

Ladakh is bounded on the north and east by China and in the north-west by Gilgit and Skardu tehsils and in the south-west by the Doda district of the State of Jammu and Kashmir. Baramula, Srinagar and the Anantnag districts of the Kashmir valley are on the west while Punjab and Himachal Pradesh States of the Indian Union are contiguous with its southern border.

(i.) THE MOUNTAIN RANGES

Ladakh is a mountainous region with hardly any place less than 2,500 metres in height. It is surrounded by massive mountain

FIG 2-1
LADAKH



chains like the Karakoram in the north and the Ladakh and the Zaskar ranges in the centre and the Great Himalayan Range in the south, all running more or less parallel to each other.

Karakoram range with its southern slopes falling within the boundary of Ladakh, is the northern-most range of this region. It is separated from the Ladakh range in south by the River Shyok which originates in the higher slopes of the Karakoram and flows between the two ranges. Karakorams are most inhospitable and show a negative character in terms of economic activities. 'The physical features of this extremely rugged windswept and frostbitten region vary much in character. They present an aspect of desolate, ice-bound altitudes, and long dreary waetes of valleys and depressed lands.'¹ This towering range houses some of the highest peaks such as K2 (8,611M) and some of the largest glaciers of the world outside the polar ice-sheets. 'The giant ice-streams of the Karakoram are doubtless survivors of the last Ice Age of the Himalayas as the present day precipitation of snow in this region is not sufficient to feed these great rivers of ice.'² 'According to geologists, Ladakh was under the sea millions of years ago.'³ After its upliftment it was covered with an ice-

1. Wadia D.N. Reprint. The Geology Of India. Tata McGraw Hill Publishing Company Ltd., New Delhi. p. 13. 1984.
2. ibid p.21.
3. Hassnain F.M., Sumi T.D. and Oki M. Ladakhi, the Moonland. New Delhi, Light and Life Publication p.24 1977.

cap. The massive glaciers of the Karakoram are the remnants of the original ice-cap. They nourish numerous streams such as Nubra which originates from Siachen glacier. There are not too many passes in this range as it forms a continuous mountain wall. Some of the passes are the Karakoram Pass (5,578 m), the Siala, the Mustag (5,795m) the Bilafondia and the Saser Pass. Leh- Central Asia trade route which links Central Asia with Southern Asia passes through this range .

Ladakh Range lying south of the Karakoram and north of the Zaskar range, runs parallel to both these. It is separated from the Zaskar range by the Indus valley and in the north it is flanked by the Shyok valley. With the total length of 350 Kms this range stretches from the western border of Tibet in the east to the Indus-Shyok confluence in the west. The altitude of this range varies from 5,800m to 6,100m. The rocks of this range are barren and are composed of granite. Some of the tributaries of the Indus and the Shyok have cut deep gorges in the granite rocks resulting in the formation of eroded flat valleys. There are numerous passes in this range, important ones being Khardungla (5,602m), Chorhatt Pass (5,090m), Niala (6,062m), Changla (5,599m) and Tsakala. Khardungla connects Indus valley and the Nubra valley and falls on the earlier Central Asia Route.

The third range from the north is the Zaskar Range which is nearly parallel to the Ladakh range in the north and the

... (58).....

Great Himalayan Range in the south. This range is highly dissected and encloses the valleys of the Suru, the Dras, the Zaskar and the Khurang rivers. 'In the Zaskar range glaciers are numerous though small in size.'¹ Most of these glaciers are situated in the eastern half at high altitudes. 'On the whole the region consists of either bare rock surfaces or irregular cliffs or loose stone debris accumulated along the basal junction between mountain ranges and plateau basins-- the product of intense denudation.'² As for the geological structure 'throughout Zaskar from the Lachalang Pass to the Singge-La the chief formation is limestone and beyond that the ridge consists of mica and clay-slates crested by granite.'³ A few of the peaks of this range are more than 6,100m high. The showline on this ridge is high. This is because of the radiation of heat from the elevated plains in the surrounding and also due to the 'reverberation of heat from the bare sides of the mountains.'⁴ The higher rocky slopes do not sustain any economic activity. Agriculture is practiced in the valleys within the range. Few pastures are present in the lower slopes where grazing is possible. The passes of this range connect Ladakh with the Punjab plains, the Kashmir valley and the Kishtwar.

1. Wadia D.N. op. cit. p. 16. 1919.
2. Singh H. (unpublished). Ladakh-analysis of its Regional structure. M. Phil Dissertation. Centre for the Study of Regional Development J.N.U. New Delhi. p.27 1972.
3. Cunningham A. op. cit. p. 57.
4. ibid. p. 56.

The Great Himalayan Range is the southern most range of the region. Only the northern slopes of this range fall within Ladakh. This range forms a natural boundary between Ladakh on one side and the districts of Doda, Anantnag and Srinagar on the other. It also separates the Indus system lying in its east and north east from the Jhelum and the Chenab in the west and the north west respectively.

There is a sharp change in the climate as one moves from one side of the range to the other. It is because the range acts as a barrier for the monsoon winds such that the northern slopes fall in the rain shadow region. This is the main cause for Ladakh to be a cold desert. The southern slopes are wetter and receive an annual precipitation of above 50 cms in contrast to the eastern slopes with merely 25 cms or less. Natural vegetation of a region is largely affected by the climate of that place. Hence the natural vegetation on both sides of the Great Himalayan Range is entirely different. The southern slopes are forest covered where as the northern slopes are to a large extent bare or with scattered grasses and thorny shrubs. This range acts as a cultural divide as well. The local culture of Ladakh is distinct from the culture of Kashmir, Punjab and Pahari cultures prevailing in west and south.

The glaciers on this range are many but small in size. They are situated at high altitudes and many of them form the source

...(60)....

of origin for rivers like the Dras, the Suru, the Lunak, the Tsaraplingh and the Molung. This range connects Ladakh to Himachal Pradesh, Kishtwar and Kashmir valley through numerous passes. Some of them being Baralachala (4,390m), Zojila (3,529m), Singhola (5,079m), Sersank Pass (5,375), Poatla (6,716m), Umasila (5,294m), Chulungla (4,401m) etc. The most important among these is Zojila which links Kashmir valley and Ladakh and has a National Highway passing through it. This pass along with most other passes remains closed for almost half the year due to snow accumulation and avalanches.

(ii).THE RIVER VALLEYS

In contrast to the mountains, the river valleys present a much more hospitable environment as these are much less rugged. These valleys are not very wide and the cultivated fields spread out in the depths of the valleys.¹ In fact most of the settlements are concentrated in the river valleys which occupy only a small proportion of total geographical area of Ladakh. The main river valleys of Ladakh are described below.

The Indus valley separates the Ladakh range in its north from the Zaskar range in its south. The Indus taking off at Mansarovar and entering Ladakh near Demchock, flows diagonally

1. Mann R.S. op. cit. p. 1. 1986.

towards the north west.¹ Longitudinally it cuts across the Ladakh region providing favourable conditions for human habitation amidst the rough rugged environment. The place where Indus enters India to Hemian, the river forms a narrow gorge. The valley is 'U' shaped, narrow and rocky, throughout this section, the only exception being the stretches of its confluence with its tributaries. Natural vegetation is restricted to small patches along the river channel. Population is extremely sparse mainly because of less hospitable conditions.

Towards the central part the valley widens with its width ranging from four to six kilometres. The conditions are favourable for habitation. Numerous important settlements are located in this stretch. Some of these are Leh, Thicksey, Shey, Stok, Bazgo, Nimmo, Saspol, Khaltsi etc. The lower section of the valley is in the north western part. In this section elevation of the valley decreases and the width increases. The patches of cultivated land are interviened by rocky spurs. On the whole Indus is the most important river of Ladakh and it forms the 'lifeline'² of the region. The river is also called 'Singge-Chhu-³ the Lion river'; the name the locals use.

The Zanskar valley extends from the eastern slopes of the

1. *ibid.* p.1.

2. Ahluwalia H.P.S. Hermit Kingdom Ladakh Delhi: Vikas. 1980

3. Cunningham *op.cit.* p.83.

Great Himalayan Range to the middle Indus valley. 'River Zaskar is formed of two principle branches, Zaskar proper and the Sum-Gal or river of the "Three Fords." The head waters of the Zaskar river are the Yunam, the Serchu and the Cherpa.¹ All these originate near Baralacha Pass. The main section of the Zaskar valley extends between the Great Himalayan Range and the Zaskar Range. This valley is narrow throughout and does not permit agricultural activities with the exception of a few stretches. One such broad stretch is located at the confluence zone of the Lunak and the Tsarap Lingh streams near Padam. Another is the tract near the confluence of the Zaskar with the Indus.

Almost all the settlements of the Kargil Tehsil are concentrated in the three main valleys of this tehsil namely the Dras, the Suru and the Wakha valley. Dras valley extends from near Zojila where the river originates to near its confluence with Shingo river. This valley is wide and flat however it is not very favourable for agriculture because of the presence of rocky surfaces. This valley links Ladakh with the Kashmir valley. The Suru valley runs to the east of the Dras valley and is almost parallel to it especially in its middle course. These two valleys converge near Kharal. Suru valley is similar to the Dras valley in terms of areal coverage however it is flatter and more favourable for agricultural purposes than Dras valley. There are

1. Cunningham A. op.cit. p.96.

very few rocky exposures. Leaving aside the upper portion, the entire valley is lined with villages on both the banks and it is perhaps the greenest valley of Ladakh primarily due to its flat surfaces and relatively humid and warmer climate. The Wakha valley is the third most important valley of the Kargil District. This valley commences from near Kungila where Wakha nala originates and it extends upto near Kargil town where the nala merges with River Suru. A part of the Leh-Srinagar highway passes through this valley.

The Shyok and the Nubra rivers originate on the southern slopes of the Karakorams. Nubra river merges with Shyok and thereafter both the rivers are named as River Shyok, which flows between the Karakoram range in the north and the Ladakh range in the south. 'The general character of the Shyok is exactly the reverse of the Indus. Its upper course is rushing and turbulent, down a narrow glen, but its middle course is either broad and rapid, or divided into numerous channels in an open valley.'¹ In the upper and the central part rocky surfaces occur that prevent the growth of natural vegetation. In the lower valley wider flat lands are present where agriculture is practiced.

The Nubra river originates from Siachen glacier. It runs parallel to the upper Shyok river and finally merges with the

1. ibid. p.95.

latter in its middle portion near Diskit. The valley is bounded by extremely steep walls 2,000m high on both sides. The width of the valley is about 1.5 kilometres. Alluvium, limestone and granite are the constituents of the valley surface. The Hanle valley flows in the south eastern part of Ladakh, and is an important tributary of the Indus. This river is very important for the inhabitants of the Rupshu plains as it is the only source of fresh water in that region. This valley has pastures located in the river valley which attract the changpa nomads.

The eastern part of Ladakh is in the form of a high altitude plateau known as Changthang. The region largely has inland drainage with a number of small streams ending in brakish lakes. Changthang is dotted with large number of brakish lakes, important among these are Pangong Tso, Tso Morari, Tso Kar, Kiagar Tso and Spangoor Tso. General altitude is very high and climate arid thus, the region is not suitable for settled agriculture. Some pastures, however, are found and are used by Changpas—the nomads who inhabit this area.

Where the mountain ranges and river valley act as important attractions for the tourists, the climate of Ladakh plays an important role in determining the seasonality of tourists arriving in the region.

(iii). CLIMATE

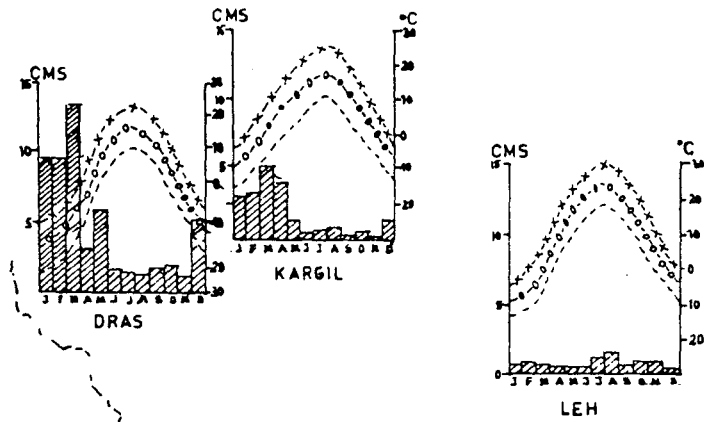
Climate of a destination influences the development of tourism in the region to certain extent. Tourists like to visit a place with a suitable climate. Their preferences vary according to the type of travel and time of travel. During winters they quite often prefer a warm region where they can get plenty of sunshine. While during summers they like to rush to a cool place. However, when the travel is undertaken for a specific purpose other than just pleasure they generally do not mind undergoing certain degree of inconvenience imposed due to relatively less favourable climatic conditions.

The climate of Ladakh is so peculiar that sometimes the climate itself becomes one of the attractions for the tourists. Some tourists may visit Ladakh to experience its unique climate. The region has a high altitude, as a result the atmosphere's capacity for taking up radiant heat from the sun is reduced to a large extent. On the other hand, the absorption of incident radiation by rocks and soil is unaffected by elevation. Hence, during the day time and particularly in summer, ground temperature exceeds the temperature of the overlying air to a great degree. Therefore, the temperature in the open areas get considerably higher than that in shade. This phenomenon has been described as 'so thin and devoid of moisture is the atmosphere

FIG. 2-2

LADAKH TEMPERATURE RAINFALL-SEASONAL DISTRIBUTION

0 20 Kms



x-x-x MEAN OF DAILY MAX. TEMP.
-o-o- MEAN OF DAILY MIN. TEMP.
--- MEAN OF MEAN DAILY MAX. & MIN. TEMP.

... (66) ...

TABLE 2.11a
MONTHLY DISTRIBUTION OF TEMPERATURE (°C)

MONTH	-----DRAS-----			-----LEH-----			-----KARGIL-----		
	MAX	MIN	MEAN	MAX	MIN	MEAN	MAX	MIN	MEAN
JANUARY	-9.0	-22.2	-15.6	-2.8	-14.0	-8.4	-4.2	-13.3	-8.7
FEBRUARY	-6.7	-21.4	-14.05	0.8	-11.8	-5.5	-1.6	-12.1	-6.0
MARCH	-2.0	-15.0	-8.5	6.4	-6.3	0.05	4.7	-5.3	-3.0
APRIL	5.4	-5.2	0.1	12.4	-1.2	5.7	14.0	3.4	8.7
MAY	15.1	1.5	8.3	17.1	2.8	9.9	21.6	9.4	15.5
JUNE	20.5	5.6	13.5	27.1	6.7	13.9	25.7	13.4	19.5
JULY	23.7	10.6	17.1	24.7	10.2	17.4	29.7	17.7	23.7
AUGUST	23.6	10.5	17.0	24.2	9.6	16.9	28.9	17.2	23.0
SEPTEMBER	19.6	5.9	12.7	20.9	5.4	13.1	24.9	12.5	18.7
OCTOBER	12.8	-1.1	5.8	14.2	-0.9	6.6	18.5	5.4	11.9
NOVEMBER	4.3	-8.6	-2.1	7.8	-6.6	0.6	10.4	-1.3	8.5
DECEMBER	-4.0	-16.9	-10.4	1.6	-11.1	-4.6	1.2	-7.9	-3.3

SOURCE: CLIMATOLOGICAL TABLES OF OBSERVATORIES IN INDIA (1931-60).

...(67)....

that the variations of temperature are extreme and rocks exposed to the sun's rays may be too hot to lay the hand upon, at the same time it is freezing in the shade. To be suffering from heat on one side of one's body while, painfully cold on the other is no uncommon sensation here.¹

From the table(2.11a)and fig. 2.2, it is seen that the highest temperature in Ladakh was 29.7 C. July and August are the hottest months having mean temperatures of 19.4 C and 19.0 C respectively. It is interesting to note that these are the months when the number of tourists visiting the region is highest as well (see Chapter III, P 112). January and February are the coldest months with mean temperature of minus 10.9 C and minus 8.5 C respectively. Tourist arrival figure during this time is negligible.

It is seen from the temperature curves (fig. 2.2) that Dras is the coldest place as the mean monthly temperature remains below freezing point for five months extending from November to March. Even the mean daily maximum temperature does not rise above 0 C from December to March. The mean temperature ranges from minus 15.0 C in January to 17.1 C in July, which shows that Dras seldom experiences hot weather at any time of the year. Leh is warmer than Dras. Mean monthly temperature remains below freezing point during the months of December, January and 1. As quoted in Chopra P.N. op. cit. p. 5.

...(68)...

TABLE 2.11b

LEH STATION

MONTHLY DISTRIBUTION OF TEMPERATURE

1989

MONTH	MAX.	MIN	MEAN
JANUARY	-0.02	-16.3	-8.2
FEBRUARY	1.7	-9.7	-4.0
MARCH	8.6	-4.1	2.25
APRIL	11.4	-0.65	5.36
MAY	17.0	3.7	10.8
JUNE	21.7	9.3	15.5
JULY	26.6	12.7	19.83
AUGUST	26.1	13.5	19.83
SEPTEMBER	22.7	8.8	15.7
OCTOBER	15.8	-1.4	7.2
NOVEMBER	7.05	-6.3	0.3
DECEMBER	4.9	-9.6	-2.3

SOURCE : INDIAN METEOROLOGICAL DEPARTMENT.

February. June to September are the hotter months when the mean monthly temperature is above 10 C and mean daily maximum temperature is above 20 C. This period corresponds with the tourist season. The mean daily temperatures in the year 1989 crossed 26 C and mean monthly temperature was as high as 19.8 C for the months of July and August. (Table no.2.11b) These are the two months when largest number of tourists visit Leh.

Kargil is warmer than Dras and Leh. The mean monthly temperature is higher than 10 C from the month of May to October and it exceeds 20 C during the months of July and August. The mean daily maximum temperatures during the same months cross 28 C mark.

The daily temperature range is high all over Ladakh as a result the monthly mean values do not present a very correct picture of the temperature variations over the year. These values mainly assists in demarcating the very cold season from the warmer season at three stations. The monthly temperature range in case of Dras and Kargil is as high as 32.8 C and 32.4 C respectively. Leh has a relatively lower range of monthly mean temperature (23.8 C).

Ladakh has a trans-Himalayan location hence the amount of precipitation received is very small (see table no.2.12). Unlike

.....(70).....

TABLE 2.12

MONTHLY DISTRIBUTION OF PRECIPITATION (CENTIMETRES.)
AND RAINY DAYS.

MONTH	-----DRAS-----		-----LEH-----		-----KARGIL-----	
	PRECIPITATION	RAINY DAYS	PRECIPITATION	RAINY DAYS	PRECIPITATION	RAINY DAYS
JANUARY	10.3	9.6	1.09	0.12	3.68	4.2
FEBRUARY	10.7	8.0	0.76	0.07	3.83	3.5
MARCH	14.6	9.5	0.89	0.11	5.97	4.1
APRIL	10.2	7.7	0.61	0.08	4.24	3.6
MAY	5.6	5.2	0.53	0.06	2.49	2.3
JUNE	1.6	1.9	0.48	8.08	0.66	0.8
JULY	1.3	1.5	1.27	0.15	0.69	8.8
AUGUST	1.7	1.9	1.65	0.19	0.97	0.7
SEPTEMBER	1.5	1.5	0.91	0.11	0.97	0.7
OCTOBER	1.9	1.9	0.31	0.3	0.58	0.5
NOVEMBER	1.65	1.6	0.18	0.3	0.31	0.4
DECEMBER	3.7	6.2	0.58	0.6	2.6	2.2
ANNUAL	67.3	56.5	9.26	11.0	26.4	24.4

* DAYS WITH RAIN OF 0.25 ON OR MORE.

SOURCE : INDIAN METEOROLOGICAL DEPARTMENT.

most tourist destinations located in the Himalayan region, the tourist season in Ladakh is not affected by the rainfall trends. Most of the precipitation is confined to the Kargil tehsil of the region and that too during the winters between December and May. Dras station of this tehsil records the highest precipitation in Ladakh i.e. 67.3cms in a year with a maximum (14.7cms) in the month of March. Most of the precipitation occurs in the form of snowfall.¹ Kargil station of this tehsil records a yearly precipitation of about 24.2 cms with the maximum again in the month of March (5.9cm). Most of the Ladakh region follows the pattern of precipitation as recorded at Leh station. Leh receives least amount of precipitation (about 9cms) compared to the other two stations. Maximum amount of rainfall is recorded in the month of August (1.65cms). It is seen from table 2.12 that Leh has a more uniform distribution of rainy days as compared to Dras and Kargil. In the latter two stations, most of the precipitation is concentrated in a few days in the months even though the rainy season extends from December to May. Summer precipitation in Leh however does not affect the tourist flow because it is very meagre.

1. It may be mentioned that Dras receives usually high precipitation for a trans-Himalayan place. It is due to local factors such as its location opposite Zojila pass through which lot of moisture laden wind enters this area. Physiographic configuration also plays an important role as Dras is surrounded by mountains from three sides causing funnel effect. For details see H. Singh " Environmental Constraints on Agriculture in A Cold Desert." Perspectives in Agricultural Geography (ed. N. Mohammad) Concept, New Delhi. p. 35.

....(72)....

TABLE 2.13
MEAN WIND SPEED
(in Km/hr)

MONTH	DRAS	LEH	KARGIL
JANUARY	1.3	3.4	N.A.
FEBRUARY	1.1	3.8	N.A.
MARCH	1.7	5.3	N.A.
APRIL	1.9	6.7	N.A.
MAY	5.7	6.8	N.A.
JUNE	8.4	6.5	N.A.
JULY	10.0	5.2	N.A.
AUGUST	11.4	4.8	N.A.
SEPTEMBER	10.2	4.6	N.A.
OCTOBER	6.6	5.0	N.A.
NOVEMBER	3.3	5.0	N.A.
DECEMBER	1.6	3.8	N.A.

SOURCE : INDIAN METEOROLOGICAL DEPARTMENT.

...(73)....

It is seen from the table no 2.13 that mean wind speed is generally not very high in Ladakh. Maximum speed was recorded at Dras (11.4 km/hr) in the month of August. Wind velocity like temperature has a great spatial and di-urnal variation. Most of the time the wind speed increases towards the evening. The wind speed influences the temperature to some extent. Sometimes the cold wind causes wind chill effect and hence reduces the temperature of the place substantially. Moreover the swift blowing winds in the evenings enhance evaporation and accentuate the aridity of the region.

Tourists do not like to visit Ladakh during winters as the region experiences severe cold conditions during that time. Summers in Ladakh are cool at certain places and slightly warm at others. This is the most favourable time for tourists therefore most of the tourists go to Ladakh during this period. This is also the time when the region is more easily accessible and the Zojila pass is open. Some tourists are fascinated by extremety of climate in the region and especially go there to experience the extreme contrast between 'sun and shade.'

II. DEMOGRAPHY

Having studied the characteristics of the natural environment, it is important to get an insight to the demographic

.....(74)....

TABLE 2.21

VALLEYWISE DISTRIBUTION OF POPULATION (1981)

NAME OF THE VALLEY	POPULATION	PERCENT OF TOTAL POPULATION
SURU-DRAS-WAKHA	60,843	45.28
INDUS	59,258	44.1
NUBRA-SHYOK	7,726	5.75
ZANSKAR	6,543	4.87

TABLE 2.22

DISTRIBUTION OF POPULATION (TEHSIL WISE)

(1981)

NAME OF TEHSIL	POPULATION	GEOGRAPHICAL AREA (Sq.Km.)	ASSESSED AREA (Sq. Km.)
LEH	68,380	82,665	393.9
KARGIL	57,675	7,060	148.2
ZANSKAR	8,317	6,976	43.1
TOTAL	134,372	96,701	585.2

...(75)....

features of the destination. The development of tourism, tends to affect the demographic structure of the host population. For example, development of the tourist industry may affect the size of the resident population as the creation of new jobs slow out-migration or attract new workers to the area. Hence the rate of growth of population may change primarily due to migrations. Migrations tend to be sex-selective hence there may be an overall change in sex ratio. In order to understand the actual impact of tourism on the society at a later stage, it is necessary to know the characteristics of the population of the region.

(i). POPULATION DISTRIBUTION

Population of Ladakh region is very unevenly distributed mainly due to rugged topography, high altitude and cold arid conditions. These have restricted the human occupancy to just 584.2 sq.km. out of 96,701 sq.km. of the entire geographic area of Ladakh. Total population of Ladakh was 134,372 persons in 1981. Table 2.21 shows that Leh Tehsil has the largest area as well as the largest population (68,380 persons). It includes the total area of 82,665 sq.km. constituting 85.4 per cent of the total geographical area of Ladakh. It occupies 67.3 per cent of the total assessed area of the region. The share of the assessed area to the total area reflects the segment of tamed environment

and is therefore positively correlated with the density of the population.¹ Hence the share of the assessed area to total area in case of Leh tehsil is 0.47 per cent and the density is calculated to be less than one person per square kilometre.

In case of Kargil tehsil, the total population of 57,675 persons, is accommodated in the total geographical area of approximately 7,060 sq.km. The population density in the tehsil is around 8 persons per square kilometre. The proportion of assessed area to total area in this case is also high i.e. 2.09 per cent. Zaskar Tehsil has a total population of 8,317 persons settled in 6,976 square kilometre. This gives the population density as little over one person per square kilometre and the proportion of assessed area to total geographical area as 0.617 per cent. The intertehsil variations in the density of population can be explained on the basis of the presence of large uninhabited tracts in Leh and Zaskar tehsils and the occurrence of wider low altitude valleys in Kargil-Leh.

The differences in the density of population within the region is the result of suitability of land for various economic activities. Hence most of the population of this region is concentrated in the river valleys which offer favourable

1. Harjit Singh. Ladakh: Problems of Regional Development in the context of Growth Point Strategy. Unpublished Ph. D. thesis. Centre for the Study of Regional Development. J. N. U. New Delhi. 1978.p.99.

conditions for human habitation.

Table 2.22 (Pg. 74) shows that 45.28 per cent of the total population of the region is concentrated in three main valleys of Kargil tehsil namely the Suru, the Dras and the Wakha valleys. The main Indus valley which runs in the heart of the region from south east to northwest accommodates 59,258 persons accounting for 44.1 per cent of the entire population. Most of this population is concentrated along the river channel. The Nubra region in the north, formed by the Nubra and middle Shyok valleys accommodate 7,726 persons forming 5.75 per cent of the entire population of the region. 6,543 persons or 4.87 per cent of the population is settled in the upper valley of the Zaskar river mainly along its two tributaries namely the Lunak and the Tsarapling.

(ii). POPULATION GROWTH

'The rates of population growth are intimately intertwined with the levels and processes of development.¹ The rate of population growth is mainly the result of birth rates, death rates and extent of migration in the region. In a backward economy the birth rates are invariably high mainly due to lack of education and fear of infant mortality. On the other hand inadequate medical and sanitation facilities in addition to many other factors result in high death rates. Low level of economic development provides fewer employment opportunities to people

1. *ibid.*

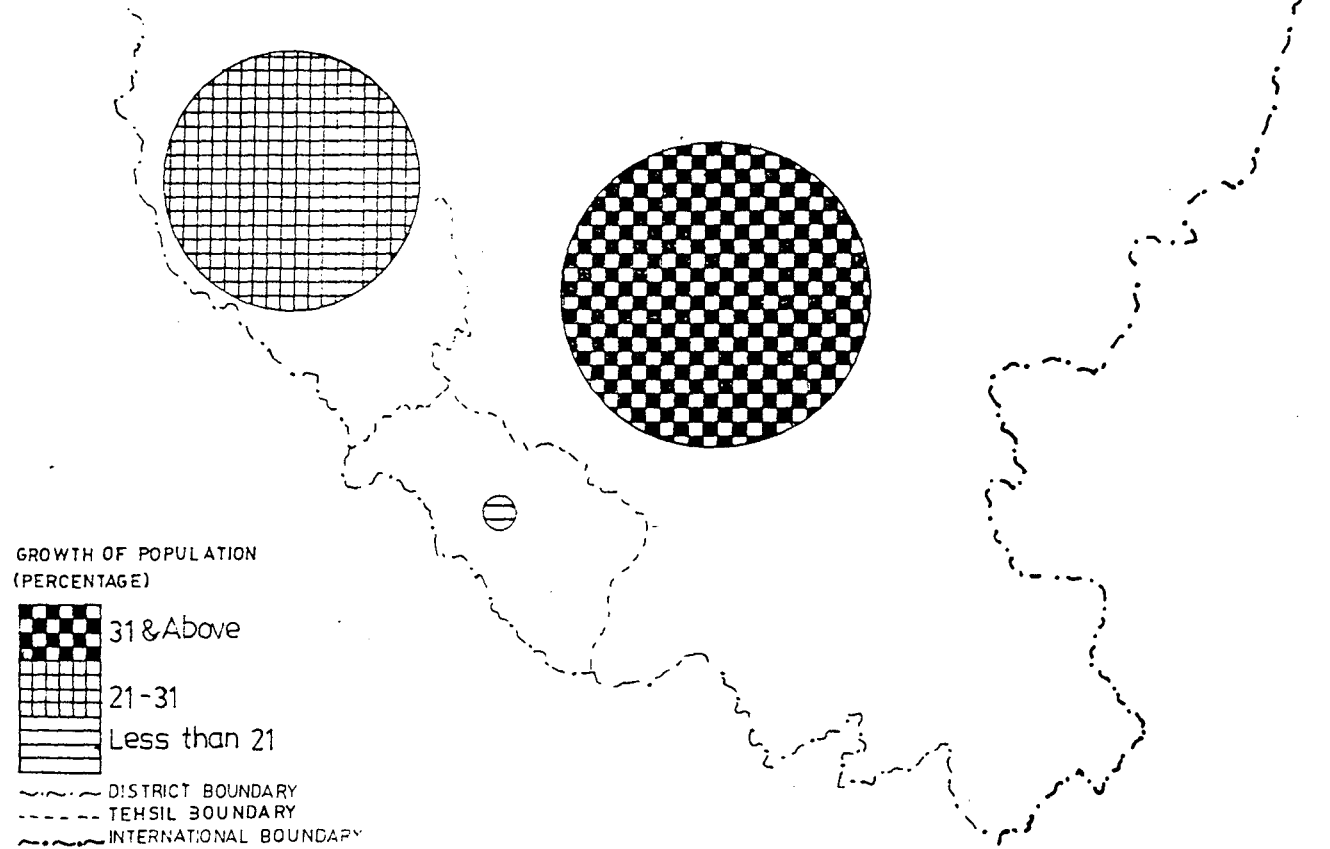
FIG.23
LADAKH

GROWTH OF POPULATION

Tehsil - Wise

1971 - 81

Kms.
0 20



....(78)....

therefore large number of people migrate to other regions. Hence the high birth rates are counter-balanced with high death rates and out-migrations. Therefore in a primitive community the rate of growth of population is generally very low or even negative. Slowly, as the processes of development begin, better medical facilities and more employment opportunities within the region tend to reduce the death rates and check the out-migration from the region. As a result the rate of population growth tends to increase.

Ladakh like other primitive societies in the initial stage of development has shown a low growth rate over the years. Table 2.31(Pg.79) shows that from the year 1911-21 to 1951-61 the growth rate for each decade has never been over 10 per cent. There was a consistent increase in the growth rate (except in the year 1951-61) though the rise was slow. It was only in 1961-71 that the growth rate took a steep upward plunge and exceeded 18 per cent. The same trend continued in 1971-81 when the rate was as high as 27.6 per cent. It is interesting to note that the growth rate was as high as 12.45 per cent in 1910-11 and it suddenly declined to 1.31 per cent in 1911-21. This figure is misleading because growth increased due to enlargement of the area.¹ The actual growth rate has been calculated by H. Singh as 7.0 per cent on

1. Census of India; Jammu and Kashmir; District Census handbook.

....(79)....

TABLE 2.31

LADAKH - VARIATION IN POPULATION

(1901 - 1981)

YEAR	PERSONS	TOTAL	---DECENNIAL VARIATION---				---PERCENT VARIATION---				
			MALE	FEMALE	RURAL	URBAN	TOTAL	MALE	FEMALE	RURAL	URBAN
1901	60,467		30,454	30,013							
1911	67,994	7,527	34,055	33,939	63,784	4,210	12.45	11.8	13.0		
1921	68,886	892	33,955	34,931	66,485	2,401	1.31	- 1.31	2.9	4.2 -43.0	
1931	72,181	3,295	35,705	36,476	69,088	3,093	4.78	5.1	4.4	3.9 28.0	
1941	76,030	3,849	37,798	38,232	72,658	3,372	5.33	5.8	4.8	5.2 9.0	
1951	82,340	6,310	41,385	40,955	78,974	3,546	8.3	9.4	7.1	8.4 5.0	
1961	88,651	6,311	44,972	43,679	84,931	3,720	7.66	7.66	6.6	7.8 4.0	
1971	105,291	16,640	53,315	51,976	97,382	7,909	18.8	18.55	19.0	14.66 112.6	
1981	134,372	29,081	18,542	-	-	-	27.6	34.77	20.27	25.4 54.82	

TABLE 2.32

TEHSIL WISE DECENNIAL GROWTH OF POPULATION (PERCENT)

(1961-71)

	TOTAL	RURAL	URBAN	MALE	FEMALE
LADAKH	18.8	14.7	112.6	18.6	19.0
LEH TEHSIL	19.1	16.3	48.4	19.5	18.6
KARGIL TEHSIL	19.3	19.3	-	18.3	20.45
ZANSKAR TEHSIL	13.1	13.1	-	13.1	13.10

1
the basis of the jurisdiction of 1961.

The year 1911-21 saw a rapid decline primarily due to the decrease in growth rate of male population especially those dwelling in Leh town. The growth rate of urban population and that of males is both negative for this year. It was probably due to the fact that British government had recruited men in their army at the time of World War I.

An abrupt rise in the growth rate in 1961-71 was due to a number of factors. At that time new government offices were being established which attracted many outsiders. Large contingent of Indian army moved into Ladakh after 1962, following the Indo-China border dispute. This increased the demand for various things. In order to fulfill the increased demand large number of traders entrepreneurs, shop-keepers etc also migrated to this region. Many schools, dispensaries and veterinary clinics were also established which pulled teachers, doctors and other workers. High growth was the cumulative effect of these factors.

From the Table 2.31 it is seen that the growth rate for the same period (1961-71) was high for both male-female and rural-urban population. However the rate of growth of urban population was exceptionally high (112.6 per cent). The main cause being the designation of Kargil as an urban centre in 1971. H. Singh has 1.Singh H. op. cit. p. 112.

... (81) ...

TABLE 2.33
DECENNIAL GROWTH OF POPULATION
TEHSIL WISE
(PERCENT)
(1971-81)

AREA	TOTAL	RURAL	URBAN	MALE	FEMALE
LADAKH REGION	27.62	25.41	54.82	34.77	20.27
LEH TEHSIL	31.77	28.65	57.96	39.85	23.11
KARGIL TEHSIL	23.99	22.71	47.57	30.68	16.86
ZANSKAR TEHSIL	20.70	20.70	-	24.97	16.71

TABLE 2.34
LADAKH MEDICAL FACILITIES
(1971 - 1981)

YEAR	AREA	HOSPITAL	HEALTH CENTRE	DISPENSARIES	FIRST AID CENTRES	OTHERS
1971	LADAKH DISTRICT	2	1	8	11	-
	LEH TEHSIL	1	0	3	5	-
	KARGIL TEHSIL	1	1	4	5	-
	ZANSKAR TEHSIL	-	-	1	1	-
1981	LADAKH REGION	2	8	19	-	69
	LEH TEHSIL	1	3	9	-	37
	KARGIL TEHSIL	1	3	10	-	24
	ZANSKAR TEHSIL	-	2	-	-	8

...(82)....

computed the decennial growth rate after treating Kargil as an urban centre in 1961. It comes to 46.4 per cent and that corresponds to the reality.¹ Considering this it can be said that urban growth rate actually increased to 54.82 per cent in 1971-81. From table it appears that the urban growth rate has declined, which is untrue. In fact there was an increase in total growth rate from 18.8 per cent in 1961-71 to 27.6 per cent in 1971-81. The rate of growth was higher for male population as it increased by 16.2 per cent over 1961-71 as compared to 1.27 per cent for female population. This is due to the fact that more men moved to Ladakh as greater employment opportunities came up. Tourism played an important role in creating increased demand and thus attracting outsiders.

Tehsil wise breakup of population growth for the decade 1971-81 (Table 2.33 and fig.2.3) shows that Leh tehsil had the highest growth rate of 31.77 per cent, followed by Kargil tehsil with 23.99 per cent and then the Zaskar tehsil with 20.78 per cent. It is mainly because greater in-migration has taken place in Leh and Kargil tehsils. Moreover, these tehsils were previously experiencing some out-migration which got checked due to factors discussed above. Growth rate is much higher for male population in all three tehsils, highest being Leh tehsil with 39.85 per cent. It is again because greater proportion of migrants to Leh.

1. *ibid.* p.113.

...(83)..

are men.

Table 2.34 (Pg. 81) shows that there has been a slight improvement in the medical facilities during the decade 1971-81. Zaskar tehsil had 1 dispensary and 1 firstaid centre in 1971. It increased to 2 health centres and 8 other medical facilities in 1981. 10 villages were provided with the medical facilities in 1971 in Kargil tehsil. Within a decade the number of villages enjoying the facilities increased to 37. The increase in the number of villages having medical facilities between 1971 to 1981 was from 20 to 49 villages in Leh tehsil. There has not been any change in the number of hospitals, as Kargil and Leh towns still have one hospital each. This apart Leh town has a T.B. Clinic and the people also get the services of army doctors. The medical facilities has, to a certain extent resulted in increased rate of population growth though mainly in urban areas or in villages near the towns.

(iii). SEX RATIO

Sex ratio of a region is determined by a large number of bio-social factors. However any change in the socio-economic setup of a region which results in migration of the people, tends to change the sex ratio of the region. Therefore sex-ratio can be considered to be a crude indicator of migration trends. If other things remain the same, and the proportion of females to males

....(84)....

TABLE 2.41

CHANGES IN SEX RATIO (FEMALES PER THOUSAND MALES)
1901 - 1981

YEAR	1901	1911	1921	1931	1941	1951	1961	1971	1981
LADAKH									
TOTAL	986	997	1029	1022	1011	990	971	975	869
RURAL	986	1003	1029	1024	1019	992	970	985	884
URBAN	-	899	1031	969	859	936	1012	856	739
KARGIL DISTRICT									
TOTAL	985	997	1029	1022	1011	970	935	949	853
RURAL	985	1008	1029	1022	1011	970	935	949	853
URBAN	-	-	-	-	-	-	-	712	758
LEH DISTRICT									
TOTAL	986	997	1029	1022	1012	1011	1010	1002	886
RURAL	986	998	1028	1027	1028	1018	1010	1011	911
URBAN	-	977	1031	969	859	936	1012	926	733

increase, it generally denotes a male-selective out-migration due to lack of job opportunities in the area.

The sex-ratio of Ladakh was 975 females per thousand males in 1971. This was the highest sex-ratio compared to all other districts of Jammu and Kashmir State. Within a decade there was a sharp fall in its relative position as only the district of Kupwara had lower sex-ratio than the region of Ladakh (annexure III). This maybe due to the general opening of the region to the outside world which resulted in much greater job opportunities and consequently reduced out-migration of male population.

It is seen from Table No.2.41 that the proportion of females to males increased from the year 1911 to 1931 in the region. A decline in the proportion set in, from the year 1941 and continued till 1961. There was a subsequent marginal increase in 1971 followed by rapid fall in 1981. The most surprising figure pertain to the period 1921-1941 in case of Kargil district and 1921 to 1971 in Leh district when the number of females actually outnumbered the males.

It is interesting to note that with the exception of the years 1921 and 1961 the sex-ratio in the rural areas was higher

...(86)....

than that in the urban area. This can partly be explained by the out-migration of males from villages to towns due to a chronically poor agricultural economy. Trade was a significant economic activity before partition. Therefore participation of males in trade activity outside the rural areas may have contributed to higher sex ratio before the border disputes with China and Pakistan started. Yet another factor that led to male out-migration was the recruitment of men in the British army at the time of the World Wars.

During the decade 1941-51 there was a very rapid decline in the sex ratio. In what is presently Kargil district, it decreased from 1011 to 970 females per thousand males but in case of Leh district the drop was negligible from 1012 to 1011 women per thousand men. The sex ratio must have been affected by migration due to partition, as Kargil is predominantly a muslim district. The fall was in the rural area only as the sex ratio increased from 859 females per thousand males to 936 in the same period. One reason of this decline was that the trade was affected considerably at the time of partition. Another was the enactment of Buddhists Polyandrous Marriage Prohibition Act of 1941. Prior to that a large number of Buddhist women finding themselves unable to get husbands, used to become chomos (nuns). After this enactment mortality rate among the females specially at the time

...(87)....

of delucries, considerably increased which probably lead to the higher female death rate.¹

Urban females increased in Leh from 936 to 1012 females per thousand males during 1951-61, however in rural areas of both Leh and Kargil districts number of females decreased. This was the time when government offices were being established. As a result migrations took place to the urban area. Employees migrated along with their families. Women also moved because of the establishment of a hospital and a girls school in Leh where they worked as nurses and teachers respectively.

The decade 1961-71 saw a considerable decline in the urban sex-ratio of Ladakh as a whole. This was not only the resultant of male in-migration but because Kargil was newly enumerated as an urban centre. The sex ratio of Kargil town at that time was as low as 712 females per thousand males which pulled the aggregate figure down.

Recently there has been an overall decline in the sex-ratio in Ladakh. It decreased from 975 females per thousand males in 1971 to 869 in 1981. Urban area of Leh district saw a very sharp decline from 926 females per thousand males to 733 females per thousand males. Tourism development in Ladakh is probably one of the major causes for the decline in the sex-ratio.

1. Singh H. op. cit. p. 62.

....(88)...

In order to cater to the tourists, requirements there has been a rapid growth in the tourist infrastructure and superstructure. As a result in-migration of male population has taken place on a large scale especially to the urban areas. It is because there has been an increase in the job opportunities after the general opening of the region to outsiders.

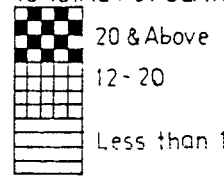
(iv) LITERACY

Literacy rate is a fairly good indicator of development. It reflects the level of modernization of the people that enables them to utilize the potentialities and resources of the region more effectively. In the study of impact of tourism in a destination, literacy rates of the tourists and the host population exhibit the gap between the two in terms of their levels of modernization. It also enables one to know the extent to which the local population can benefit from the new employment opportunities (especially for skilled and semi-skilled workers) that arise as a result of development of tourism in the region. Literacy on the one hand is a function of development and on the other contributes to it. In an economically backward and semi-closed destination area, the gap between the literacy figures of tourists and hosts is generally very wide. As the development of the region takes place the rate of literacy tends to increase due to various reasons like the spread of new ideas, awareness of the significance of education in the minds of local people.

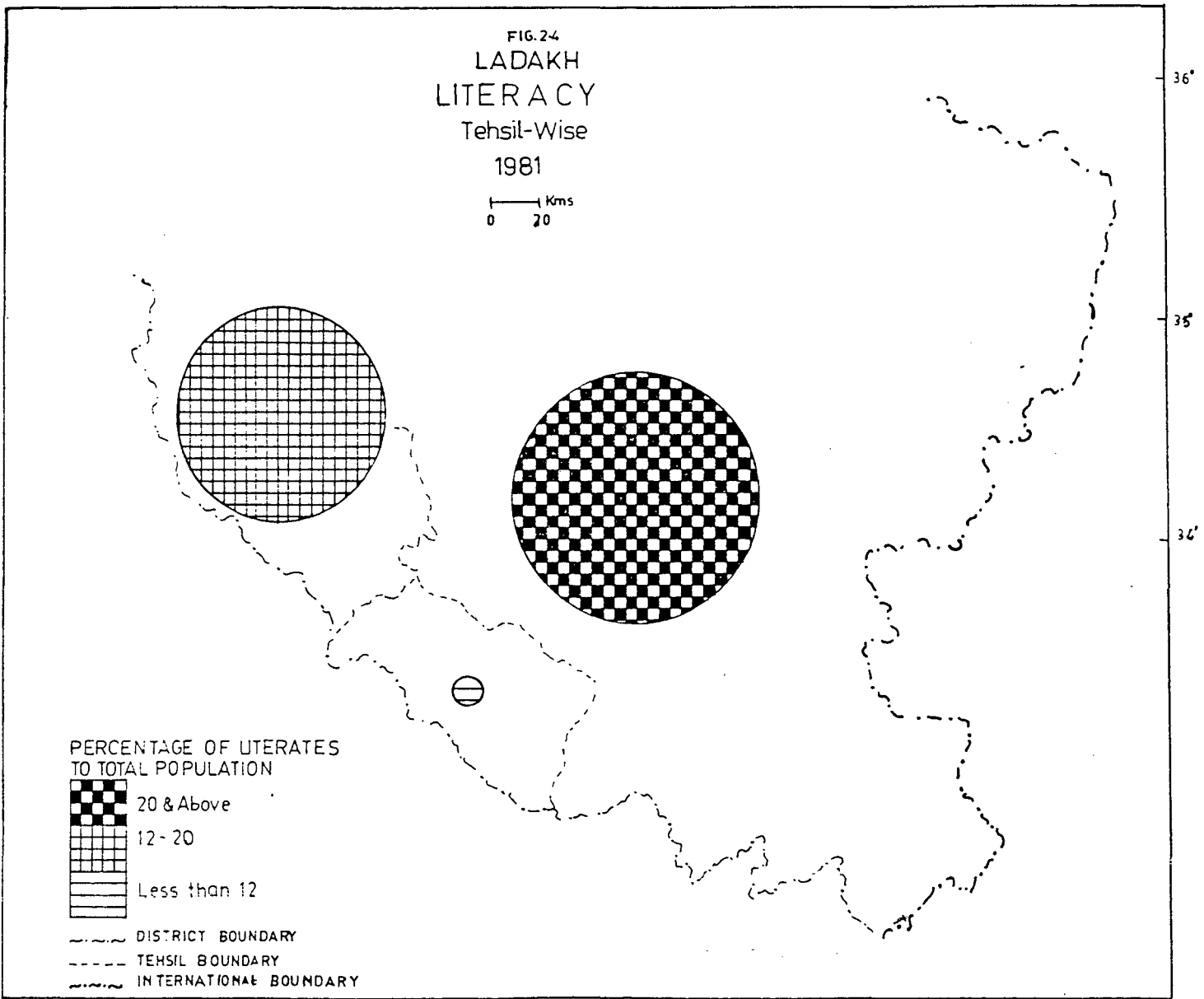
FIG. 24
LADAKH
LITERACY
Tehsil-Wise
1981

0 20 Kms

PERCENTAGE OF UTERATES
TO TOTAL POPULATION



--- DISTRICT BOUNDARY
--- TEHSIL BOUNDARY
--- INTERNATIONAL BOUNDARY



.....(89)....

TABLE 2.51

LADAKH - PERCENTAGE OF LITERATES

(1961 - 1981)

YEAR	TOTAL	MALE	FEMALE	URBAN	RURAL
1961	8.30	15.40	1.04	22.10	7.70
1971	12.70	22.20	2.98	34.10	11.96
1981	22.06	34.50	7.77	43.78	19.80

TABLE 2.52

TEHSIL WISE LITERACY (PERCENTAGE)

(1961 - 1981)

TEHSIL	YEAR	TOTAL	MALE	FEMALE	URBAN	RURAL
LEH	1961	10.8	20.1	1.7	22.10	9.80
	1971	15.8	26.8	4.8	33.60	13.7
	1981	25.16	36.75	12.09	44.79	22.29
KARGIL	1961	6.01	11.1	0.5	-	6.01
	1971	9.6	17.4	1.3	33.2	8.2
	1981	19.96	33.86	3.38	41.3	18.5
ZANSKAR	1961	4.9	9.9	0.06	-	4.9
	1971	10.6	20.96	0.6	-	10.6
	1981	11.18	20.42	6.91	-	11.18

Ladakh is a backward region in terms of literacy. The literacy rate is 22.06 per cent. This figure is much lower than the literacy rate of India (36 per cent) and Jammu and Kashmir State (26.6 per cent). The percentage literates of Ladakh are less than the rural literates of India also which is 29.6 per cent.

Table 2.51 shows that growth in the proportion of literates has taken place though at a slow pace. In 1961 the proportion of literates in Ladakh were as low as 8.3 per cent. It rose to 12.7 per cent in a decade showing a growth rate of 4.4 per cent. In the next ten years growth rate was much higher (9.36 per cent).

There is a big gap between male and female literates and urban-rural literacy rates. The percentage of male literates is 34.5 per cent whereas female literates is only 7.77 per cent. With 43.7 per cent and 19.8 per cent rural and urban literates respectively the gap is wide again (23.9 per cent). The reason for such difference is that the incentive for education for women is not there and rural areas are devoid of adequate educational facilities.

Table 2.52 and fig. 2.4 show the tehsil wise break up of the literacy rates. Leh tehsil has had the highest percentage of literates for all the years. A large proportion of these literates are lamas.

...(91)...

who lack any formal education. The percentage of literates in Leh and Kargil are much higher in urban areas as compared to the rural areas. Leh tehsil had an urban literacy of 44.79 per cent and rural literates accounted for 22.29 per cent. With 41.3 per cent urban literates and 18.5 per cent rural literates the gap between the two is high in Kargil tehsil as well. Urban literacy has been high during the previous years as well mainly due to the immigration of government employees and traders to the towns of Leh and Kargil. After 1971 the percentage literates in urban areas have increased sharply as a result of the opening of the region and consequent employment of literates. There has also been an increase in the number of schools.

The growth rate of literates was very high in Zaskar tehsil during 1961-71 and low during 1971-81. The percentage of literates increased rapidly during the period 1961-71 mainly because Zaskar got a tehsil status. With the result a few government offices were established which led to the immigration of employees. A few schools were also set up in Zaskar at that time. It is interesting to note that the growth of literates has been very low during the last decade. That was mainly due to growth in female literacy and not due to an increase in male literacy. The most probable reason for this would be that a large number of male literates have moved out to Leh and Zaskar tehsil due to greater employment opportunities for literates there.

In all tehsils the gap between the male and female literates is large. Ladakh being an under developed area, the incentive for education for women is lacking and even the education opportunities for women are fewer. Till 1971 female literacy was very low. In Leh tehsil the percentage of female literates was 4.8 per cent, Kargil tehsil had 1.3 per cent and Zaskar tehsil had only 0.6 per cent female literates. The literates consists of the women folks of the families of government officers who have immigrated to Ladakh. It also included the chomos (nuns) who again like lamas have not obtained any formal education. A rapid rise in the proportion of female literates during 1971-81 is evident in all the tehsils, though more so in Leh tehsil. With the opening of the region more and more people have got the awareness of importance of education not only for men but also for women. Most of the women immigrants and women tourists are educated and this has influenced the locals.

Variations in the level of literacy at village level shows that there are mainly two types of villages/settlements with higher level of literacy. Firstly, the administrative centres where mostly educated employees both locals and outsiders have settled. These are Leh (44.8 per cent), Kargil (41.3 per cent) and Padam (7.2 per cent). Second are the religious centres where literacy is high due to concentration of lamas. Hemis has a

...(93)....

literacy rate of 63.5 per cent, Spitok 23.9 per cent and Karsha 28.5 per cent.

Ladakh has always been a backward region in the field of education. One of the reasons for slow growth of literacy rate has been that the region was a semi-closed system and had less interaction with outsiders. This inhibited the inflow of new ideas and awareness of significance of education. This was supplemented by inadequate educational facilities available for people due to general economic under development of the region. It has been extremely difficult for government to provide educational facilities to the people. The main factors responsible are the mountainous physiography and low density of population. As the topography is rugged, settlements are located at great distances, it becomes necessary to have one school per village.

Over the last decade there has been some improvement in the field of education especially in the urban areas and villages located in the vicinity of highway. Government claims to have opened a school in each village except 2 villages in Leh tehsil, 3 villages in Kargil tehsil and 1 village in Zaskar tehsil. In Leh tehsil 110 villages have primary schools, 44 villages have middle schools and 14 villages have secondary schools. Altogether 98 per cent villages have education facilities as compared to

69.1 per cent villages in 1971 in this tehsil. Similarly in Kargil 97 per cent villages are now provided with schools, when in 1971 only 56.1 per cent had schools. In Zaskar 99 per cent villages enjoy educational facilities when in 1971 only 28 per cent did. This striking improvement is however only an apparent improvement. The empirical observations made by H. Singh shows that ' most of the schools situated in remote areas like Zaskar, Nubra and Changthang are either not working at all or working very inefficiently. '

There is a definite change in the thinking of locals in view of the significance of education especially in the settlements which are more open to outsiders. The number of students moving to Leh and Kargil town for High School education and also the number going to Srinagar and other cities for college education has increased substantially.

III. ECONOMY

The characteristics of the social structure enables one to comprehend the social impacts of tourism. Similarly a detailed study of the economic structure of the destination will make the analysis of economic impacts of tourism on the host society possible.

Ladakh is one of the economically under developed regions of India. Various factors have contributed to the hinderence of

FIG. 25
 LADAKH REGION
 OCCUPATION STRUCTURE
 District-Wise
 1981

0 20 Kms.

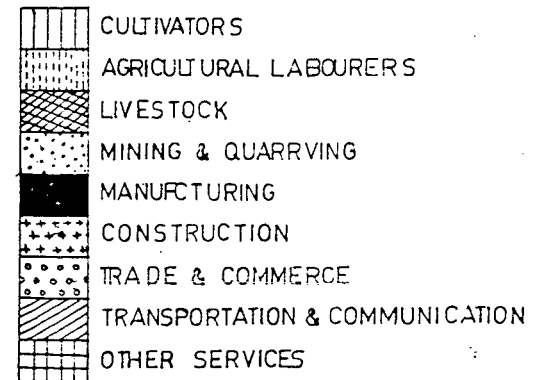
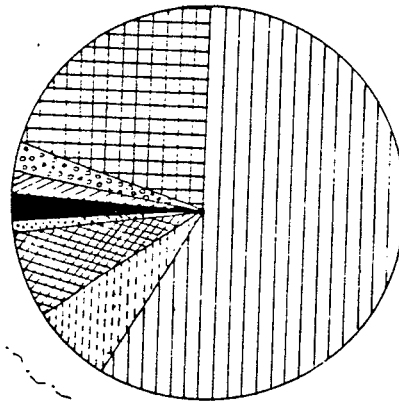
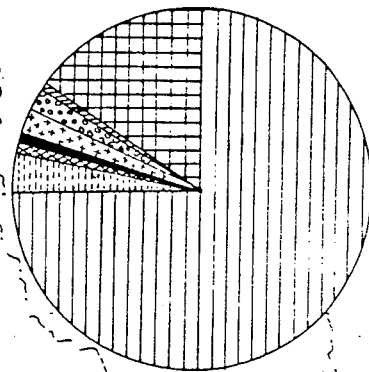


TABLE 2.61
OCCUPATIONAL STRUCTURE
LADAKH REGION
1981

CATEGORY	TOTAL	PERCENT WORKERS TO TOTAL MAIN WORKERS	NUMBER OF MALE WORKERS	PERCENT MALE WORKERS TO TOTAL MALE WORKERS.	NUMBER OF FEMALE WORKERS	PERCENT FEMALE WORKERS TO TOTAL FEMALE WORKERS
I) Cultivators	39,619	66.37	23,012	57.00	16,607	85.69
II) Agricultural Labourers.	3,164	5.30	2,105	5.22	1,059	5.46
III) Livestock Forestry Fishing Hunting Plantation Orchards	1,742	2.91	1,379	3.42	363	1.87
IV) Mining and Quarrying.	10	0.01	10	0.02	-	-
V) Manufacturing						
a) Household	329	0.55	115	0.28	214	1.1
b) Other than Household.	695	1.10	564	1.40	131	0.67
VI) Construction	1,221	2.00	1,177	2.90	44	0.22
VII) Trade And Commerce	1,225	2.00	1,132	2.80	93	0.48
VIII) Transport Storage and Communication.	601	1.00	576	1.40	25	0.13
IX) Other Services.	11,086	18.5	10,242	25.4	844	4.3
Total Main Workers.	59,691	100.0	40,311	100.00	19,380	100.00

.....(96)...

economic development in this region. Natural conditions present the greatest constraint for most economic activities. General inaccessibility of the region, rugged environment and harsh climatic conditions restrict the economy to but a few activities. To add to these, the other factors like limited natural resource base, low proportion of working population to total population, high illiteracy amongst the workforce, inadequate transport linkages and weak infrastructure, all prove to strengthen the negative conditions for economy to develop. 'Ladakh presents a typical illustration of a region where nature is inclement, society lives at a very low level of development and space relations are weak.'

Table 2.61 and fig.2.5 show that the economy of Ladakh is mainly based on the primary sector as 74.6 per cent of the workforce is engaged in the primary activities. Primary sector comprises of Cultivators; Agricultural labourers; Workers engaged in livestock rearing; and Mining and quarrying. Of these agriculture employs the largest proportion of workers (71.6 per cent), with 66.37 per cent working as cultivators and 5.3 per cent as agricultural labourers. Livestock rearing is the third important activity of the Primary sector with 2.91 per cent workers engaged in it. Mining and Quarrying is however not very important economic activity in Ladakh.

Greater proportion of workers are engaged in the Primary

1. *ibid.* p. 133.

TABLE 2.62
OCCUPATIONAL STRUCTURE
KARGIL DISTRICT
1981

CATEGORY	TOTAL	PERCENT WORKERS TO TOTAL MAIN WORKERS	NUMBER OF MALE WORKERS	PERCENT MALE WORKERS TO TOTAL MALE WORKERS.	NUMBER OF FEMALE WORKERS	PERCENT FEMALE WORKERS TO TOTAL FEMALE WORKERS
I) Cultivators	22,204	74.2	12,257	62.50	9,947	96.4
II) Agricultural Labourers.	973	3.3	914	4.60	59	0.37
III) Livestock Forestry Fishing Hunting Plantation Orchards	300	1.0	290	1.47	10	0.09
IV) Mining and Quarrying.	7	0.02	7	0.03	-	-
V) Manufacturing						
a) Household	79	0.26	40	0.20	39	0.37
b) Other than Household.	244	0.81	218	1.11	26	0.25
VI) Construction	676	2.22	673	3.43	3	0.29
VII) Trade And Commerce	490	1.6	488	2.48	2	0.01
VIII) Transport Storage and Communication.	295	0.98	292	1.48	3	0.29
IX) Other Services.	4,647	15.33	4,425	22.57	222	2.1
Total Main Workers.	29,914	100.00	19,603	100.00	10,311	100.00

TABLE 2.63
OCCUPATIONAL STRUCTURE
LEH DISTRICT
1981

CATEGORY	TOTAL	PERCENT WORKERS TO TOTAL MAIN WORKERS	NUMBER OF MALE WORKERS	PERCENT MALE WORKERS TO TOTAL MALE WORKERS.	NUMBER OF FEMALE WORKERS	PERCENT FEMALE WORKERS TO TOTAL FEMALE WORKERS
I) Cultivators	17,415	58.49	10,755	51.93	6,660	73.40
II) Agricultural Labourers.	2,191	7.3	1,991	5.75	1,000	11.0
III) Livestock Forestry Fishing Hunting Plantation Orchards	1,442	4.8	1,089	5.25	353	3.8
IV) Mining and Quarrying.	3	1.0	3	0.01	-	-
V) Manufacturing						
a) Household	250	0.83	75	0.36	175	1.92
b) Other than Household.	451	1.51	346	1.6	105	1.15
VI) Construction	545	1.83	504	2.4	4	0.45
VII) Trade And Commerce	735	2.40	644	3.1	91	1.0
VIII) Transport Storage and Communication.	306	1.0	284	1.37	22	0.24
IX) Other Services.	6,439	21.6	5,817	28.09	622	6.8
Total Main Workers.	29,777	100.0	20,708	100.00	9,069	100.00

....(99)...

sector in Kargil district (78.52 per cent) than in the Leh district (71.59 per cent) as seen in the table 2.62 and table 2.63. It shows that Leh district has a more diversified economy. The percentage of female workers is much higher than male workers engaged in the Primary sector in both the districts. In Kargil district 96.9 per cent of total female workers are engaged in this sector as compared to 68.6 per cent of total male workers. Similarly in Leh district 88.22 per cent of total female workforce is engaged in the Primary sector in contrast to 62.93 per cent of total male workforce.

The Secondary Sector includes manufacturing, processing, servicing and repairs for household industry and industry other than household. It also includes construction activity. Almost equal proportion of workers are engaged in manufacturing activity as in construction. Manufacturing accounts for 1.7 per cent with a further breakup of 0.55 per cent employed in household industry and 1.1 per cent in non-household industry. 2.0 per cent of the workforce is engaged in construction. The economy of Leh district is more diversified as 4.13 per cent workers are engaged in secondary sector as against 3.22 per cent in Kargil district.

Tertiary Sector of the economy of Ladakh is more important than the secondary sector as 21.5 per cent of the workforce is engaged in this sector in Ladakh. The main components of this

sector are Trade and Commerce, which engages 2.0 per cent of workers; Transport, Storage and Communication engaging 1.0 per cent and other services with 18.5 per cent workers. As already mentioned Leh district has a much more diversified economy than Karil district as the former engages 25 per cent of workforce in contrast to 18.11 per cent workforce in the latter. This sector has a predominance of male workers in both the districts. In Leh district 32.56 per cent of the total male workforce are engaged in this sector in contrast to 7.04 per cent female workforce. In Kargil district the male workers account for 26.53 per cent as compared to 2.40 per cent of female workforce.

On the whole Ladakh witnessed diversification of the economy after it was thrown open to the outsiders. In 1971 84.7 per cent of workforce was engaged in the primary sector, 3.55 per cent with the secondary sector and 11.75 per cent with tertiary sector. The corresponding figures for 1981 are 74.59 per cent in primary sector 3.7 per cent in secondary sector and 21.5 per cent in the Tertiary sector. This shows that expansion in Tertiary sector has taken place with an increase of 9.95 per cent of workforce in this sector. Secondary sector has remained more or less constant with an insignificant rise of 1.5 per cent workforce. Major shift of the workforce is from Primary sector to the Tertiary sector as the percentage workforce engaged in the primary sector has decreased by 10.11 per cent.

It can be said that the expansion of the tertiary sector of the economy of Ladakh is a recent phenomenon. Two important factors have played a role for this change to take place. Firstly with the moving in of army and opening of the region to outsiders in general and tourists in particular, the demand for the commodities has increased at an exponential rate. To fulfil the increased demand a large number of traders and entrepreneurs migrated to the region, thus increasing the per cent workforce engaged in activities like Trade and Commerce, Transportation, Tourism. Secondly, as the region gained strategic importance it was connected with Leh-Srinagar highway and Indian Airlines flights. In addition to this a number of new government offices, schools, and medical centres were established. Hence an expansion of services sector took place

(i). AGRICULTURE

Agriculture forms the main source of livelihood for most of the families in Ladakh. 71.6 per cent (Table 2.61) and fig. 2.5 of the total work force is engaged in agricultural activities. The dependance on agriculture is higher in Kargil district (77.5 per cent of total workforce) as compared to Leh district (65.79 per cent of workforce). The economy of Kargil district is less diversified .

Farming is generally a household affair in Ladakh like in any other less developed region. Participation of women in

..(102)...

agricultural activities is a common affair. Infact the proportion of female workers is much higher than male workers. There are 91.15 per cent females of the total female workforce engaged in this field in contrast to only 62.22 per cent male workers. It is mainly because job opportunities for women are fewer in other fields. Moreover not many women are educated to work in other sectors. The old tradition of involvement of whole family in cultivation continues. In Leh district the percentage of female workers is less (84.42 per cent) than in Kargil (96.97 per cent).

Large proporation of families are landowners in this region. Out of the total of 71.6 per cent workers in agriculture 66.37 per cent own their land and only 5.3 per cent are agricultural labourers. It is a feature unique to Ladakh as most of the under developed regions of India have a higher proportion of landless labourers.

Cultivation is limited to the flat area of the valleys along the river courses and slopes and also on some lower hills. Most of the area is unfit for cultivation due to rugged topography, unproductive soil or unavailability of water for cultivation. 'The total land under cultivation is slightly over 0.2 per cent of the total area of the region.'¹ 28.23 per cent of the total assessed land was used for agricultural purposes in 1971. This constituted 0.17 per cent of the total geographical area. The

1.Mann R.S. op.cit. p. 13.

expansion of 0.3 per cent area under cultivation in ten years is very low, considering the fact that 15 per cent of total assessed land carries some potential and can be cultivated if irrigation facilities are provided.

There is very little diversification in the agricultural economy. The economy is highly subsistence. Most of the agricultural area is under cereals, major proportion of which is consumed locally. There is a greater emphasis on the cultivation of food crops. Main crops grown are wheat and Grim (Naked Barley). Other grains grown are Garas and Bakla (Broad beans) and Trumba (Buck wheat). Most of these are for local consumption and marketing of surplus is negligible. About 19.5 per cent area is under non food crops most of which is under fodder crops. In some of the settlements near urban areas of Leh and Kargil a change in cropping pattern is seen. The grain crops are replaced by vegetables like cauliflower, cabbage, carrot, brinjal, peas, onions, turnips etc. These vegetables are mainly supplied to hotels and guest houses. The change is on a limited scale.

There is just one agriculture season in a year which extends between May to mid-October. Sowing and harvesting times are regulated by the weather conditions and altitude. Sometimes untimely frost and snow damages the crops when they are about to ripe.

Irrigation is one of the most important pre-requisite for cultivation, as Ladakh is an arid region. In 1971 92 percent of total gross cropped area and 100 per cent of net sown area was under irrigation.¹ The situation would not have changed much except in certain areas near Leh where afforestation on a large scale seems to have started attracting rain.

Broadly speaking there has not been much change in the level of technology used in agriculture. Largely it is carried on in a traditional manner. Primitive agricultural implements are used. Ploughing is done with the help of yak and dzo. Khurpi and shovel are used for weeding and digging. The landholdings are so small and widely spaced that better technology is difficult to implement even with the government initiative. The levels of productivity and cropping intensity continues to be low in most parts of Ladakh. Improvement is however noticed in some villages in the vicinity of highway and towns.

(ii). PASTORALISM

Animal husbandry is one of the occupations of the Ladakhis. Table 2.61 and fig. 2.5 show that about 2.91 per cent of workers are engaged in livestock rearing. Many of the people are engaged in agriculture activities and animal rearing at the same time, as

1. Singh H. op. cit. p. 170.

agriculture and pastoralism are interdependent. The Changpa nomads of Rupshu plains of the eastern part of Ladakh (Leh district) form an exception, because they rely on pastoralism as their main source of livelihood. This is the reason that in Leh district the proportion of workers in livestock rearing (4.8 per cent) is much higher than in Kargil district (1.0 per cent). In other parts of Leh district and most of Kargil district animal husbandry becomes a subsidiary occupation.

In contrast to agriculture, pastoratism has a higher percentage of male workers to total workers. In all 3.42 per cent of male workers and 1.87 per cent of female workers are engaged in this field in Ladakh. Those with animal husbandry as the main occupation and falling in the category of nomadic or semi-nomadic groups, have major proportion of male workers.

Of the animals used for rearing, sheep and goat form the major proportion in Ladakh. The other animals found are horses, ponies, Zhos, Zhomos, yaks, donkeys and dogs, though their number is less. The animals reared differ with the altitude. Highlanders mostly domesticate sheep, ponies and horses. Other animals are more commonly found in the valleys. Sheep and goat are of very good quality. Pashmina sheep are famous for the excellent quality and high yield of wool. Zhos, cattle and yaks are used for ploughing purpose. Horses, ponies and yaks are meant for

transportation. The Zhomos and common cow are the milch cattle.

Inspite of the fact that the Ladakhis domesticate so many animals, the milk production is poor. The quantity of fodder available for the livestock is not enough. Most animal products are consumed locally and only a small proportion is marketed. The products obtained from goat, sheep and yak sustain the household industry.

(iii).HOUSEHOLD INDUSTRY AND COTTAGE INDUSTRY

Manufacturing is not a very important sector in the economy of Ladakh as it engages only 1.7 percent of the total workforce. Within this category of Manufacturing, Processing, Servicing and Repairs, workers are engaged either in household industry or cottage or small scale industry as large or medium scale industrial units are not found in this region. The industrial units are run with the help of indigenous tools and methods and require small capital investment. Household industry requires less investment of capital as compared to cottage industry and it is more of a household affair. These industries are mainly based on the products of the economy of pastoralism. The main product of these industries being woollen fabrics. With the growth of tourism in this area handicraft

production has increased. The handicrafts are based on raw materials from livestock and hunting and they fetch good prices for the workers as they are well appreciated by the tourists.

It is interesting to note that there is a decline in the proportion of workers engaged in the industry over the decade. This sector engaged 2.06 per cent of the total workforce in 1971, whereas it reduced to 1.7 per cent in 1981. Another interesting feature seen is that there is a shift of workers from the household industry towards cottage or small scale industry. Of total workers engaged in industrial sector 13.9 per cent worked for cottage or small scale industry in 1971. This has increased to 64.3 per cent in 1981. Such high rise is explained by the change in census definition.

Looking at district wise figures from table 2.61 it is seen that Leh district has 2.3 per cent workers engaged in manufacturing with 1.51 per cent in cottage or small scale industry and 0.83 per cent in household industry. In contrast, Kargil district has 0.81 per cent workers engaged in cottage industry, 0.26 per cent workforce in household and altogether 1.07 per cent engaged in the manufacturing sector. Within Leh district most of the household and cottage industries are located around Leh town, in lower Shyok valley and some of the nomadic villages. Leh has a more diversified economy hence the proportion of workers is higher

in manufacturing. Also, Leh offers wider market as a result of tourist influx and presence of army. Another factor responsible is the establishment of a few small household and cottage industrial units in Leh town by government.

Table 2.63 shows that the proportion of female workers in household and cottage industries in Leh district is higher than male workers. In Leh district the proportion of female workers is 3.0 per cent in contrast to 2.0 per cent of male workers. This is however not true for Kargil district, as the percentage of female workers is 0.63 per cent and that of male workers is 1.3 per cent. It is only in the household industry where rate of female participation is higher. It is 0.37 per cent of female workers as against 0.20 per cent male workers. The reason for this is that nature of household industry is such that it requires greater proficiency in weaving and spinning, which is provided by the womenfolk.

The above discussion on the general characteristics of Ladakh in terms of its Natural Environment, Demography and Economy gives a better insight to the understanding of the changes undergone by the region as a result of development of tourism which will be dealt with later on.

CHAPTER-3

DEVELOPMENT OF TOURISM IN LADAKH

The development of tourism in the Himalayas started only recently. During early times it was restricted to mainly the religious tourism when pilgrims headed for religious shrines. Around the first quarter of the nineteenth century, Britishers established health resorts and sanitarium all along the middle Himalayas, some common ones being Simla, Mussoorie and Nainital and Darjeeling. This phase of the Himalayan tourism is called the phase of 'bourgeois tourism'¹ as these resorts were visited by the bourgeois, feudals, business executives and elite of the society. In the post independence era tourism began to be promoted in public sector. The tourism that developed subsequently was called the 'social tourism.'² Last two to three decades saw the overpowering of elite and bourgeois resorts by the mass tourists. With the construction of a highway in the trans-Himalayan zone, tourism took a leap in some higher Himalayan areas such as Ladakh, as well.

Ladakh has been a remote but never a completely isolated region. Though nature was highly restrictive on the interaction of Ladakh with the surrounding territories, this relatively

1. Singh T.V. and Kaur J. "In search of Holistic Tourism for the Himalaya." op. cit. p.370.
2. Mathieson A. and Wall G. op cit. p.137.

isolated region did not become a complete cul-de-sac or blind alley.¹ Its location was such that it formed the hub of Central Asia, therefore certain important trade routes passed through Ladakh. Being a transit area, interchange of ideas and knowledge carried on in the region. Other than trade, Ladakh remained in contact with the outsiders through Chinese and other foreign travellers; invaders; pilgrims and the Transhumant groups from the surrounding areas.

'Relations between Ladakh and the outside world had been steadily deteriorating ever since the partition of India in 1947.'² Central Asian trade via Kargil and Leh stopped in 1949 when Chinese troops invaded Sinkiang and sealed the common border with Ladakh. Its relations with Tibet were also severed as a result of Sino-Indian border dispute in 1962. Ladakh was declared a restricted area even for non-Ladakhi Indian nationals. Though the region was closed still the presence of Indian Army kept it in touch with outsiders to some extent. Finally Ladakhis got a good exposure to the modern ways of living when it was opened to tourists in 1974.

1. Singh H. "Evolution of Space Relations in a Semi-Closed systems- a Case Study of Ladakh". In Cultural Heritage of Ladakh. Chopra P.N. (ed.) Delhi: Ministry of Education and Social Welfare. 1978. p.85.
2. Eppler P. (1983) op.cit. p.253.

I DEVELOPMENT OF TOURISM

The flow of tourist traffic started in 1974, when part of Ladakh was thrown open to the international tourists by the Central Government. This was in response to the 'repeated petitions¹ of Mir Qasim, the then Chief Minister of Kashmir.' Therefore tourism is a recent phenomenon in the region.

(i) TOTAL TOURIST ARRIVAL TRENDS.

A record of international tourists has been kept at Leh since then. The other places where registration of tourists is done are Dras, Kargil and Padam in Zaskar Tehsil. Major proportion of tourists who come by road are registered at Dras, as Srinagar-Leh Highway route is most popular amongst the surface tourists. Padam keeps a record of the tourists who go to Zaskar for trekking and mountaineering as well as of those who enter Ladakh from Himachal Pradesh. The Tourist Office, Leh gets the figures from the registration books of hotels and guest houses and from the airport authority.

None of the sources give a precise figure of tourist arrivals in Ladakh as a whole. The data kept at Leh exclude the tourists who do not enter Leh and also those who stay in accommodations not registered with the Development Commissioner's office.

1. *ibid* p.253.

However these figures give a good representation of the total tourist arrivals in Ladakh. It can be seen from table 3.1 that the

TABLE 3.11

THE FOREIGN AND DOMESTIC TOURISTS ARRIVAL

YEAR	L E H				D R A S			
	† NO. OF FOREIGN TOURISTS	† NO. OF DOMESTIC TOURISTS	† NO. OF TOTAL TOURISTS	GROWTH RATE OF FOREIGN TOURISTS (PERCENT)	GROWTH RATE OF DOMESTIC TOURISTS	PERCENTAGE OF FOREIGN TOURISTS TO TOTAL TS	‡‡ FOREIGN TOURIST	GROWTH RATE OF FOREIGN TOURISTS (PERCENT)
1974	551	27	578			93.3	N.A.	
1975	650	128	778	17.9	37.4	85.5	N.A.	N.A.
1976	4,580	253	4,833	604.6	97.6	94.7	4,325	N.A.
1977	7,692	265	7,957	67.94	4.7	96.6	5,859	35.4
1978	9,621	876	10,494	26.24	229.0	91.6	8,623	47.1
1979	9,834	621	10,455	2.21	- 28.8	94.0	9,701	12.5
1980	13,104	1,013	14,117	33.25	63.12	92.8	11,070	14.1
1981	13,200	1,175	14,315	6.8	6.1		10,498	- 5.1
1982	12,786	2,936	15,722	-8.6	173.0	81.3	10,850	3.35
1983	12,933	2,854	15,787	1.14	-2.7	81.9	10,203	- 5.9
1984	11,785	3,063	14,848	-8.87	+7.3	79.3	8,522	-16.4
1985	12,245	3,698	15,943	3.9	20.7	76.8	10,301	20.8
1986	12,828	3,683	16,511	4.5	0.004	77.6	11,412	-10.7
1987	13,688	4,114	17,802	6.7	11.7	76.8	10,008	-12.3
1988	16,256	8,608	24,864	187.0	109.0	65.3	11,916	19.0

† FIGURES OBTAINED FROM TOURISTS OFFICE LEH
 ‡‡ FIGURES OBTAINED FROM TOURISTS OFFICE KARGIL
 (DOMESTIC TOURIST ARRIVAL FOR DRAS NOT AVAILABLE.)

number of International Tourists who went to Leh in 1974 and 1975 were as low as 551 and 650 respectively. It was subsequently that the region got publicised and the number of tourists rose at an exponential rate. Total number of tourists (as registered in Leh) increased to 4,580 in the following year. The growth rate of tourists between the years 1975 and 1976 was 604.6 per cent as compared to 17.9 per cent between 1974 and 1975.

Ladakh proved to be important centre for tourism with immense potential for different types of tourism like cultural, religious adventure, pleasure etc. Most international tourists were fascinated by the mystic and charms of the land and the word spread. Cumulative effect of this and other means of publicity resulted in constant rise in the tourist inflow. Leh received 7,692 and 9,621 visitors in the years 1977 and 1978 respectively. This increase was at the rate of 67.9 per cent during 1976-77 and 26.24 per cent between 1977-78. There was a slight slack in the growth rate in 1979.

Ladakh saw a boom of tourists in 1980. It was because 1980 was a special year for Ladakh, named as Iron Monkey year. It has special religious significance and it recurs at an interval of twelve years and the Ladakhis celebrate their Hemis festival with much pomp and show and display the monastery's greatest treasure, an immense thankha of Padmasambhava. The festival was also attended by the then Prime Minister Mrs. Indira Gandhi. Major factor of increased tourist arrivals was this festival.

Growth in tourist arrivals to Ladakh came to a standstill during the years 1974 to 1986. There were minor fluctuations in the rate of growth and the number of total tourist remained more or less constant. The only exception to this trend was 1983-84 when the tourist arrivals fell sharply at a rate of 8.87 per cent. At this time the political conditions in Punjab were quite unstable due to 'Operation Blue Star' and other terrorist activities. Tourists were unable to cross Punjab by road, so they could go to Ladakh safely, only by air. Another reason of this decline in tourist arrivals was that Punjab state was declared restricted area for foreigners thus they could not go to Ladakh through most common route that passes through the state.

The growth rate of foreign tourists rose steadily after 1984 because there was an improvement in the political conditions. Also because an expansion in the tourist facilities was taking place especially in Leh. This was also the time when traffic on Manali - Leh road was strengthened. The total international tourist arrivals in Leh increased at a rate of 3.9 per cent, 4.5 per cent and 6.7 per cent during the years 1984-85 1985-86 and 1986-87 respectively.

An influx of foreign tourists was experienced in the year 1988, when their number rose to 16,256 and the growth rate for 1987-88 reached 187 per cent. By now Ladakh as a tourist destination had received immense popularity in the West and other developed countries. Moreover the development of tourism

FIG. 3-11
LEH
TOURIST ARRIVALS
1974-1988

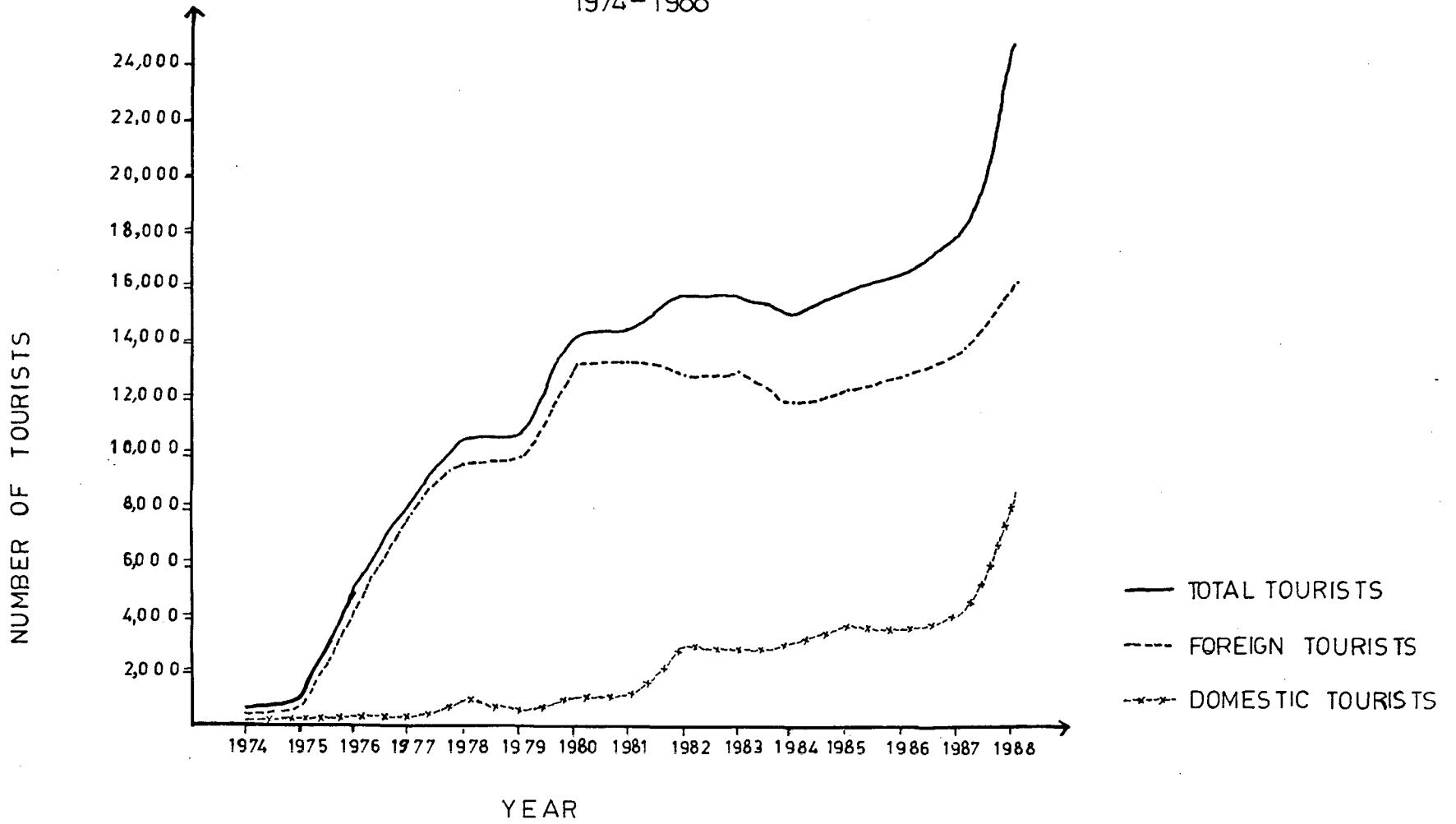
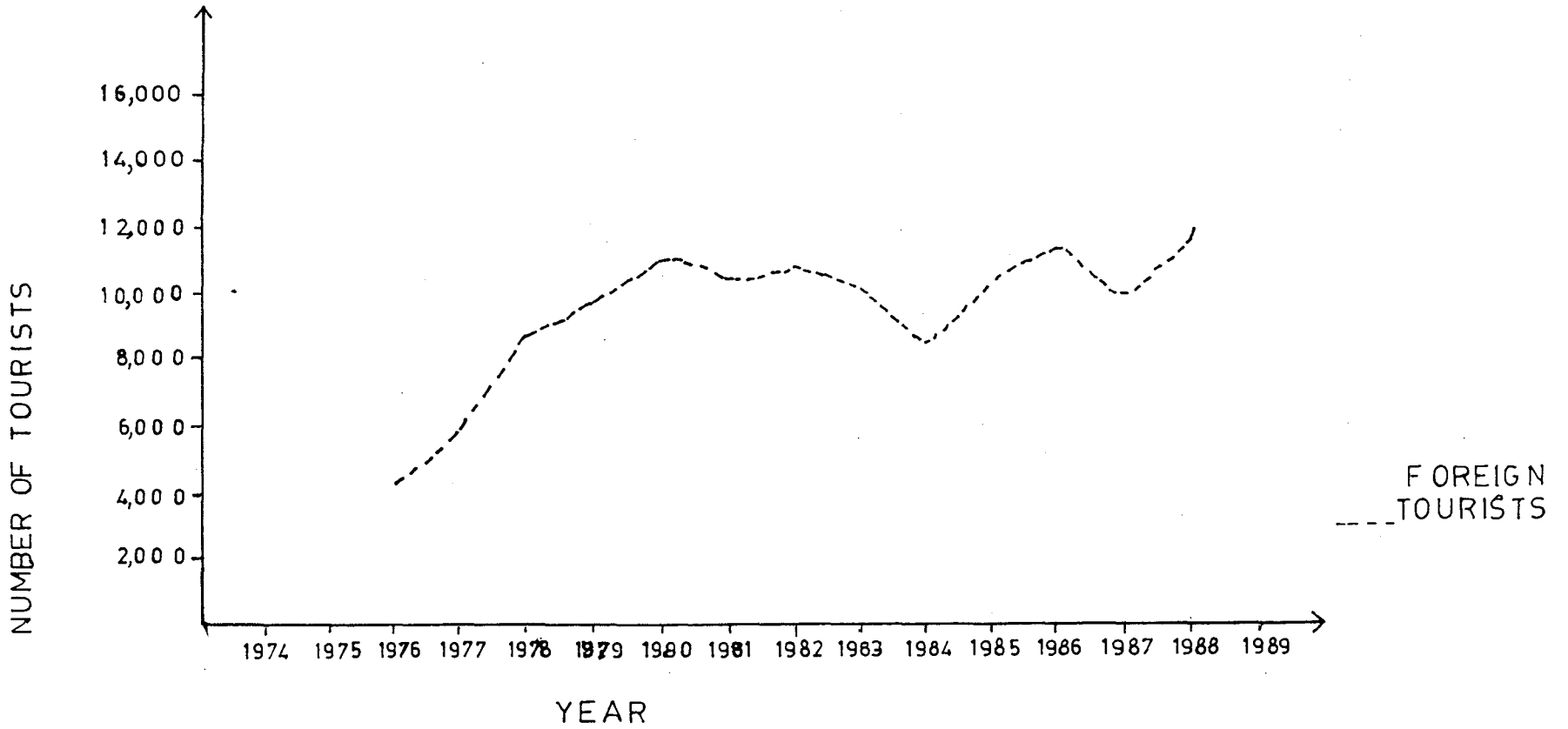


FIG. 3-12

DRAS
TOURIST ARRIVAL
1976-1988

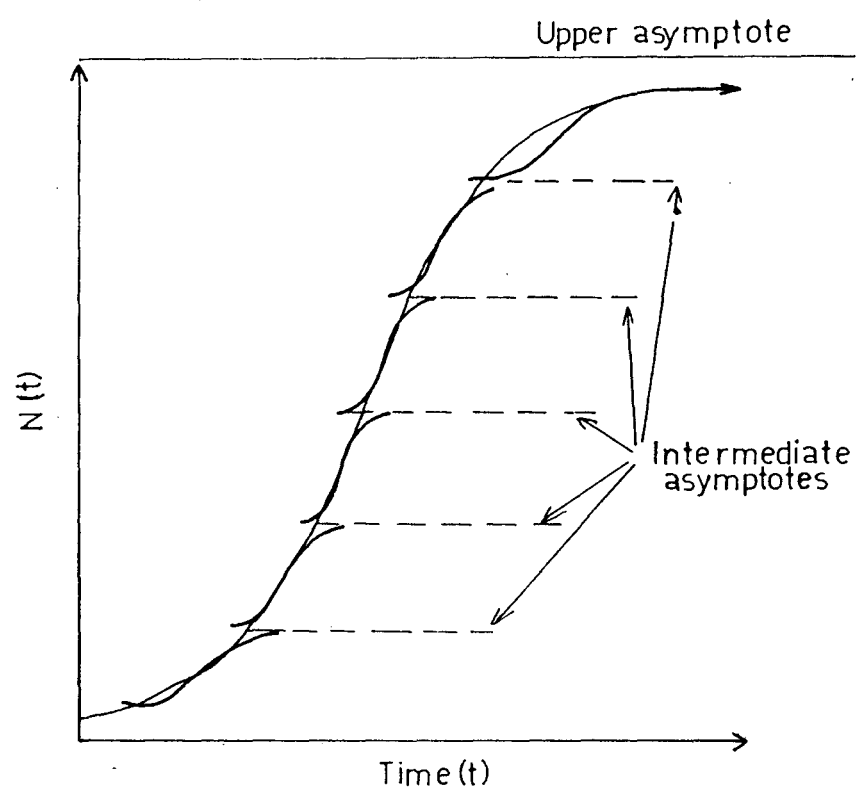
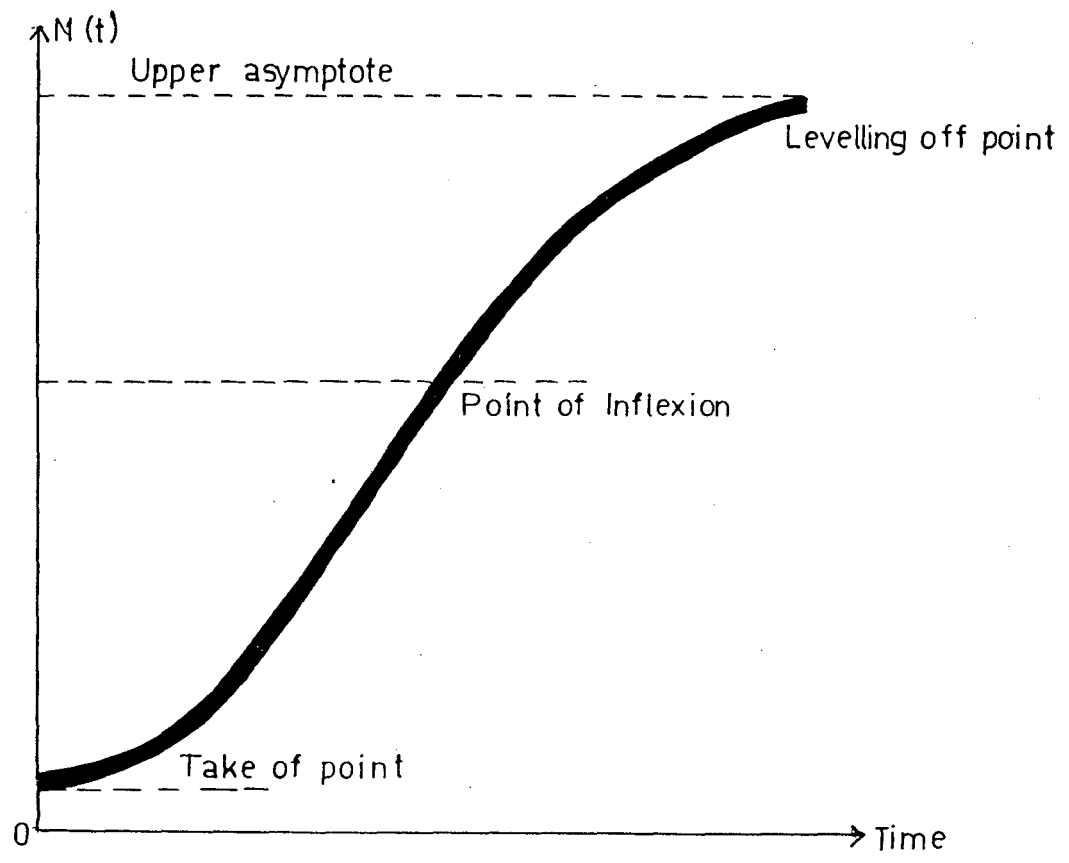


infrastructure had taken place on a larger scale .Leh was now in a position to cater to the requirements of a larger number of tourists.

It is seen from the fig 3.11 and 3.12 that international tourist arrivals as registered at Leh and Dras, follow more or less similar trends, with a few exceptions. In 1979, tourist arrival curve in case of Dras continued to rise. Where as it flattened out in case of Leh. It was probably because a higher proportion of tourists got diverted to Zaskar region. The foreign tourist arrival curve takes a much sharper downward plunge in case of Dras in the year 1984 as compared to a gentler downward trend shown by Leh. The reason being, a decline in the total number of tourists travelling by road due to disturbed political conditions in Punjab. Another prominent feature is that the tourist arrival curve in case of Leh follows a rising trend in the year 1987 where as it shows a sharp decline in Dras in the same year. Not many tourists could go to Ladakh by road in the months of June-July in 1987. This was because places around Zojila were struck by a major avalanche in November 1986 causing a great human tragedy and burying a large number of vehicles. The debris was cleared in June 1987 causing delay in the opening of Leh-Srinagar Highway. The Zoji La tragedy also caused a scare in the mind of people.

The tourist arrival curves of Dras and Leh tend to take a shape with some similarity with a typical 'S' shaped tourist

FIG/3.13
RESORT'S' CURVE



resort curve as shown in fig 3.13 'Resort growth model tend(s) to 'S' curves which means that the rate of growth is not proportional to present size.'¹ In case of Ladakh the initial stage of low growth rate was short as the region was not unknown, but had restricted area status. People were aware of the region's attractions but could not go there. Therefore, it took just two years for tourism in Ladakh to reach its take-off point. The take-off stage extended upto 1980. During this period, The development of tourist facilities (supply) and development of tourist arrivals (demand) rose simultaneously. Levelling-off point was reached in 1981. This stage signifies stabilising of the increase in tourist arrivals and the commencement of yet another 'S' shaped curve around 1986 with 1987 as a second take-off point. The sudden rise in the demand was a result of substantial rise in supply especially in Leh.

Unlike an ideal tourist resort where availability of tourist facilities (supply) is the most important sector governing the incoming tourist flow, tourist arrivals in Ladakh are regulated by numerous other factors. This is the main reason behind the deviation of tourist arrival curve shape from a typical 'S' shape. For example, Boom in tourism in the year 1980 was mainly due to a special festival at Hemis. The decline in tourist traffic

1. Singh T.V. "Tourism in the Himalaya: How much is not too much." In Singh T.V., Kaur J. (eds.) Studies in Eco-development: Himalaya Mountains and Men. Print House India, Lucknow 1983 p.433.

in 1984 was the result of disturbed political conditions in Punjab. Avalanches of winter 1986 acted as physical constraint on the increase in tourist arrivals.

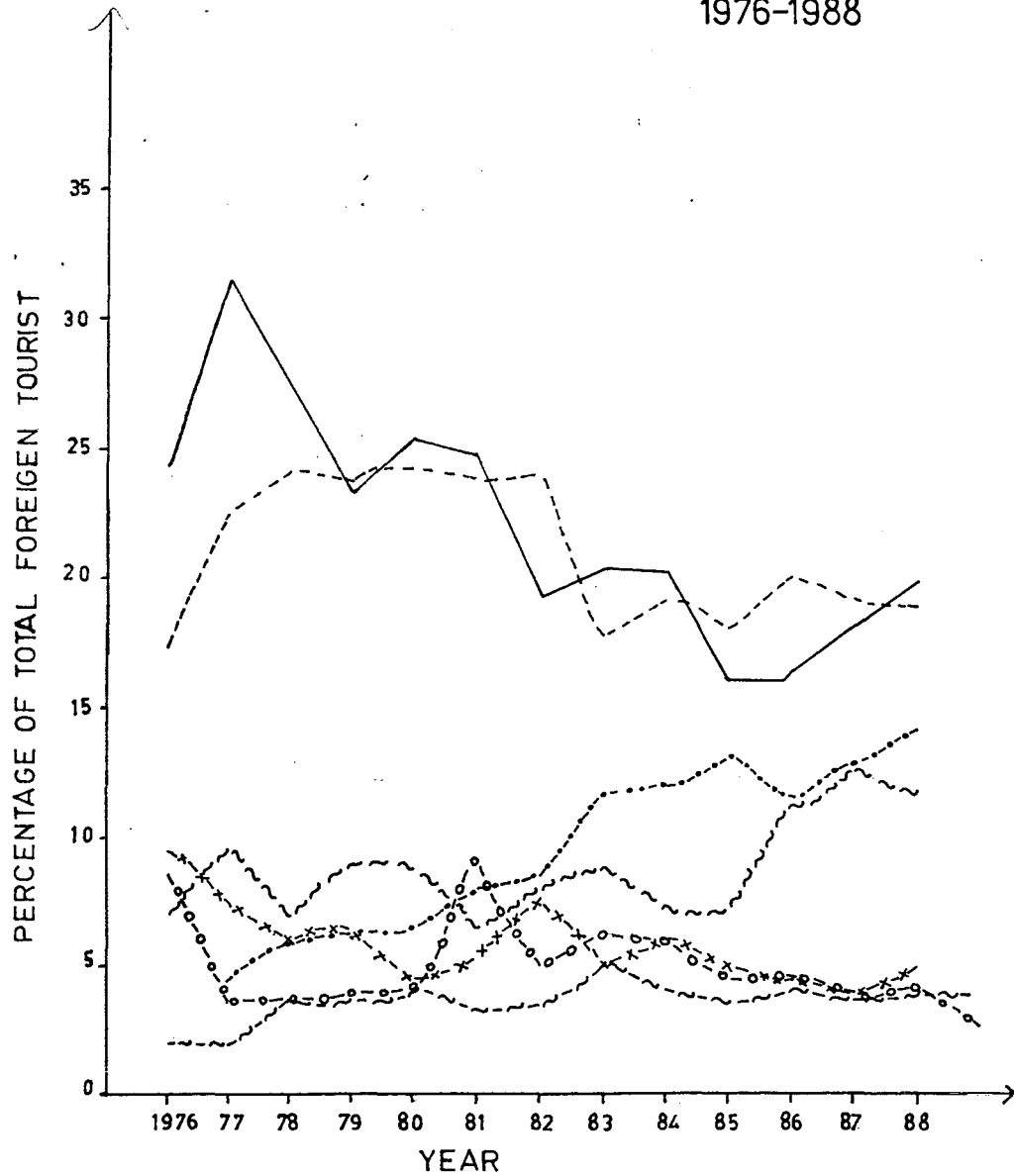
It is believed that tourism development would have continued at an increasing rate in the coming year as Leh had entered second phase of take-off around the year 1986-87. However tourist industry faced a set back due to disturbed socio-political conditions in Ladakh as well as Kashmir valley after the year 1989.

The development of domestic tourism has been extremely slow. The graph (fig 3.12) shows an upward trend but with a very low gradient. Only at two instances it is seen to have taken a quantum jump. In 1981-82 number of domestic tourists increased at the rate of 173 per cent and the rise was as high as 109 per cent in 1987-88. Domestic tourism took a long time to take hold and the number of domestic tourists increased from a mere 27 in 1974 to 8, 608 in 1988. It is felt that the domestic tourism would have continued to grow at a rapid rate, had political stability continued.

Tourism in Ladakh is dominated by the International Tourists in contrast to the State as a whole. For example, in 1980 Ladakh received 92.8 per cent foreign tourists to total tourists as

FIG. 3-21
DRAS

NATIONALITY-WISE TRENDS IN TOURIST ARRIVALS
(PERCENTAGE)
1976-1988



NATIONALITY-WISE TRENDS
IN TOURIST ARRIVALS
(PERCENTAGE)

—	WEST GERMAN TOURIST
- - - -	FRENCH TOURIST
- · - · -	BRITISH TOURIST
· · · · ·	ITALIAN TOURIST
· · · · ·	AMERICAN TOURIST
- x - x -	SWISS TOURIST
- o - o -	AUSTRALIAN TOURIST
- - - -	JAPANESE TOURIST

compared to only 10.1 per cent foreign tourists received by Kashmir valley. The proportion of domestic tourists to total tourists has however increased over the years. Domestic tourists constituted 4.67 per cent of total tourists in 1974, and it increased to 34.6 per cent in 1988.

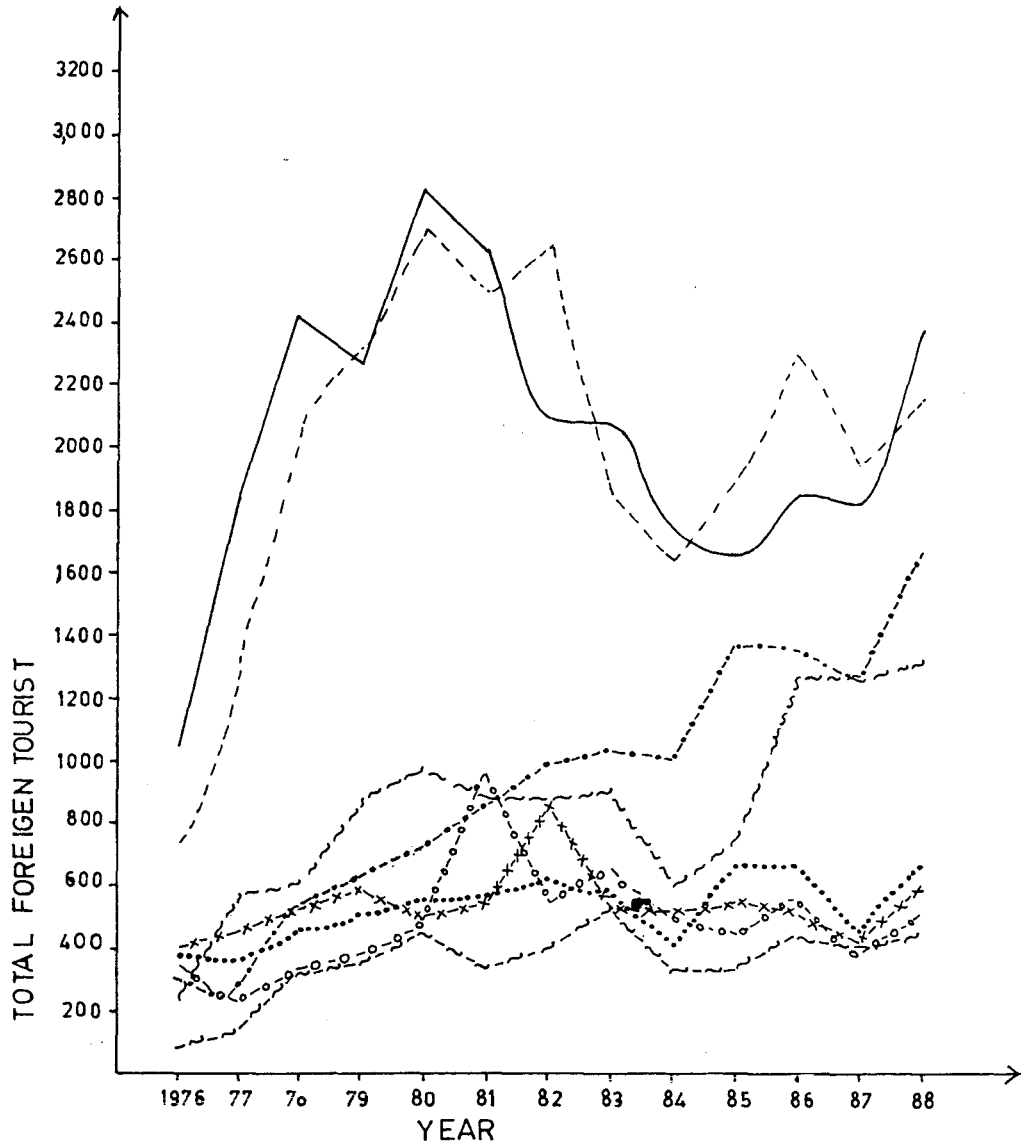
(ii). NATIONALITYWISE TOURIST ARRIVAL TRENDS.

Major proportion of International Tourists come from more developed countries such as Western Europe, U.S.A., Canada, Japan and Australia. They contributed 94.5 per cent of the foreign tourists in the year 1988. Nearly 77.9 per cent of the Western total International tourists countries come from western European countries. Out of the European countries, West Germany and France contributed major chunk their percentages being 25.7 per cent and 23.3 per cent of the total International Tourists respectively.

It is seen from fig. 3.21 that ever since the region opened to tourists, the largest number of foreign tourists have been coming from either West Germany or France. The growth rate of West German tourists was very high in the initial years as the proportion increased from 24 in 1976 to 30 per cent in 1977. Thereafter it continued to decline till 1985 with minor fluctuations. The proportion of tourists from West Germany have

FIG. 3-22

DRAS NATIONALITY-WISE TRENDS IN TOURIST ARRIVALS (1976-1988)



NATIONALITY WISE TRENDS
IN TOURIST ARRIVALS

—	WEST GERMAN TOURIST
- - - -	FRENCH TOURIST
- · - · -	BRITISH TOURIST
~ ~ ~ ~	ITALIAN TOURIST
· · · · ·	AMERICAN TOURIST
- x - x -	SWISS TOURIST
- o - o -	AUSTRALIAN TOURIST
- ~ - ~ -	JAPANESE TOURIST

seen an overall decline as 31.4 percent tourists were from West Germany in 1977 and it decreased to 20 per cent in 1988. This decline is a result of expansion of tourism market of Ladakh to other nations as well.

French tourists increased at a rapid rate till 1978. This was the time when Ladakh as a destination was being given popularity in France and consequently attracting more and more tourists. The proportion of French tourists to total international tourists remained more or less constant (24 per cent) till the year 1982. A sharp decline was seen in both per cent and absolute number in 1983 when it dropped to 18.1 per cent. Thereafter it has remained more or less constant. An overall decline in the French tourists was due to an increase in tourists from other nations which led to a relative decline in proportions.

On the whole, the number and proportions of tourist from Britain shows an increasing trend as seen from fig. 3.22 and 3.21 respectively. Britain was the fourth important nation contributing to the tourism of Ladakh from the year 1978 to 1982. After 1982 the number of British tourists increased further and it became the third important country generating tourists. Ladakh became very popular in Britain especially after the year 1982 and since then it has been attracting more and more tourists.

Italy is yet another country wherefrom tourists come in substantial number to visit Ladakh. From the year 1979 till 1982, it was the third most important nation contributing to tourists in Ladakh, thereafter it was overtaken by Britain.

The number of Italian tourists have increased over the years especially after the year 1985, however this increase was less than that of Britishers.

The total number of tourists from U.S.A. increased from 382 in 1976 to 662 in the year 1988 (fig. 3.22). However from the graph (fig. 3.21) it is seen that the proportion of American tourists to the total International Tourists remained constant with the exception of 1977 and 1984. Low percent in 1984 can be due to disturbance in Punjab.

Though the total number of Swiss tourists have remained more or less same, the proportion of these tourists to total International tourists decreased from 9.3 per cent in 1977 to 4.4 per cent in 1988. It was because there was a quantum increase in total foreign tourists.

The contribution of Australia in the tourists traffic of Ladakh is not too high. An average of percentages thought out shows that Australian tourists contributed 5.17 percent points

...(121)....

from the years 1977 to 1988. The per cent tourists trend curve does not show much variation except in the year 1976 when per cent tourists arrival from Australia was 8.3 and in 1981 when it was as high as 9.1 percent.

An average of the percentages of Japanese tourists, since the tourists started coming is 3.6 percent points. Japanese tourists increased from a mere 91 tourists in 1976 to 442 tourists in 1988. Largest number came in the year 1983 (532 tourists) when the proportion of Japanese to total international tourists rose to 5.2 per cent. Dutch tourists contributed altogether 3.5 per cent point. The proportion curve has been an undulating one.

TH-3473

It can be concluded that nine West European countries, and the U.S.A., Canada, Australia and Japan are among the twelve principle countries of origin. from fig 3.21 is seen that there has been a slight decline in the proportion of tourists coming from West Germany and France as compared to the situation in initial years of tourism development . However tourism market in European countries has only expanded with a substantial rise in tourists from Britain and Italy. There has not been any considerable rise in the tourists from nations other than West Europe. An increase in the total number of countries contributing to tourism in Ladakh is seen.



FIG. 3-31
LEH
MONTHWISE TOURIST ARRIVALS
1980-1982

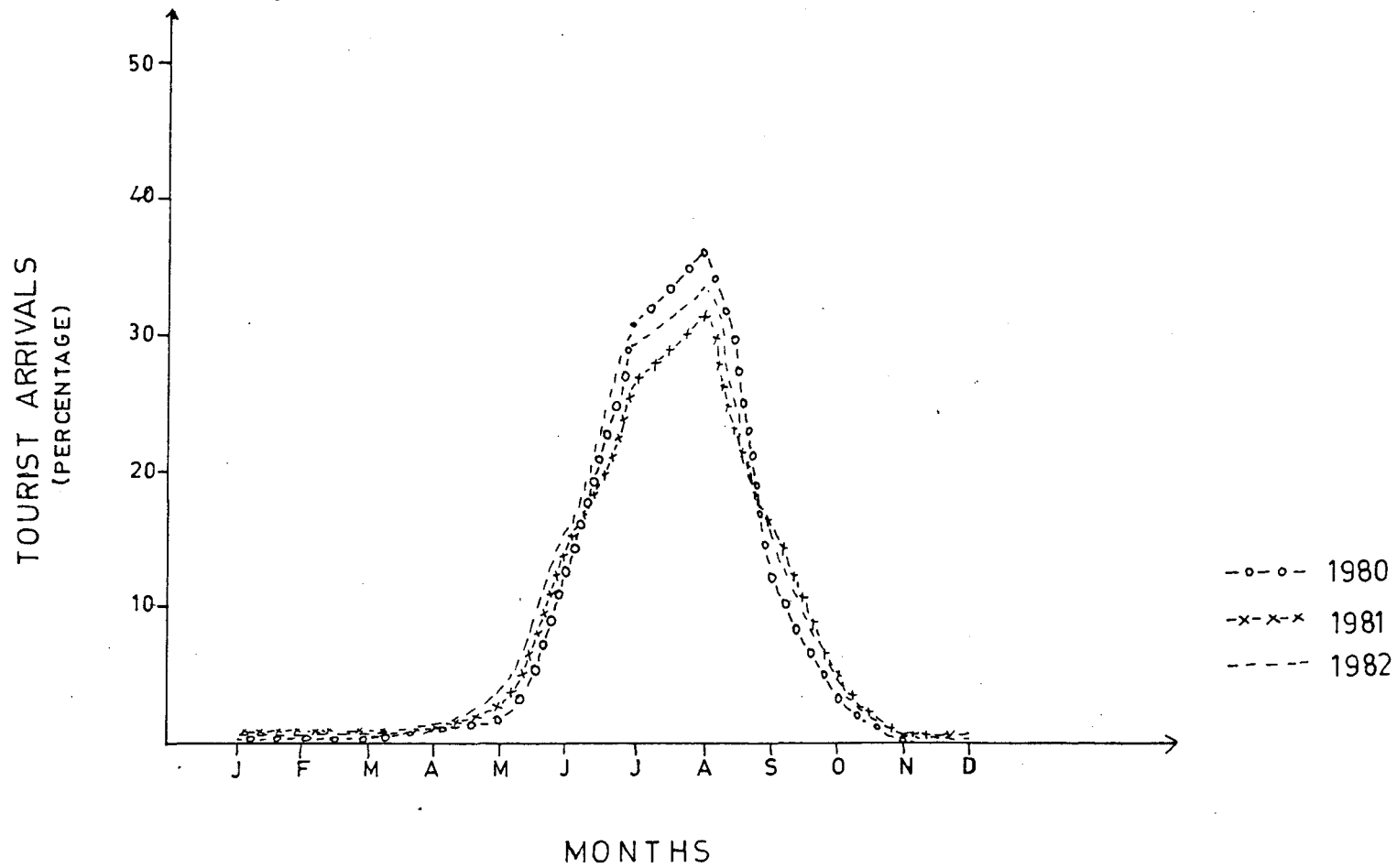
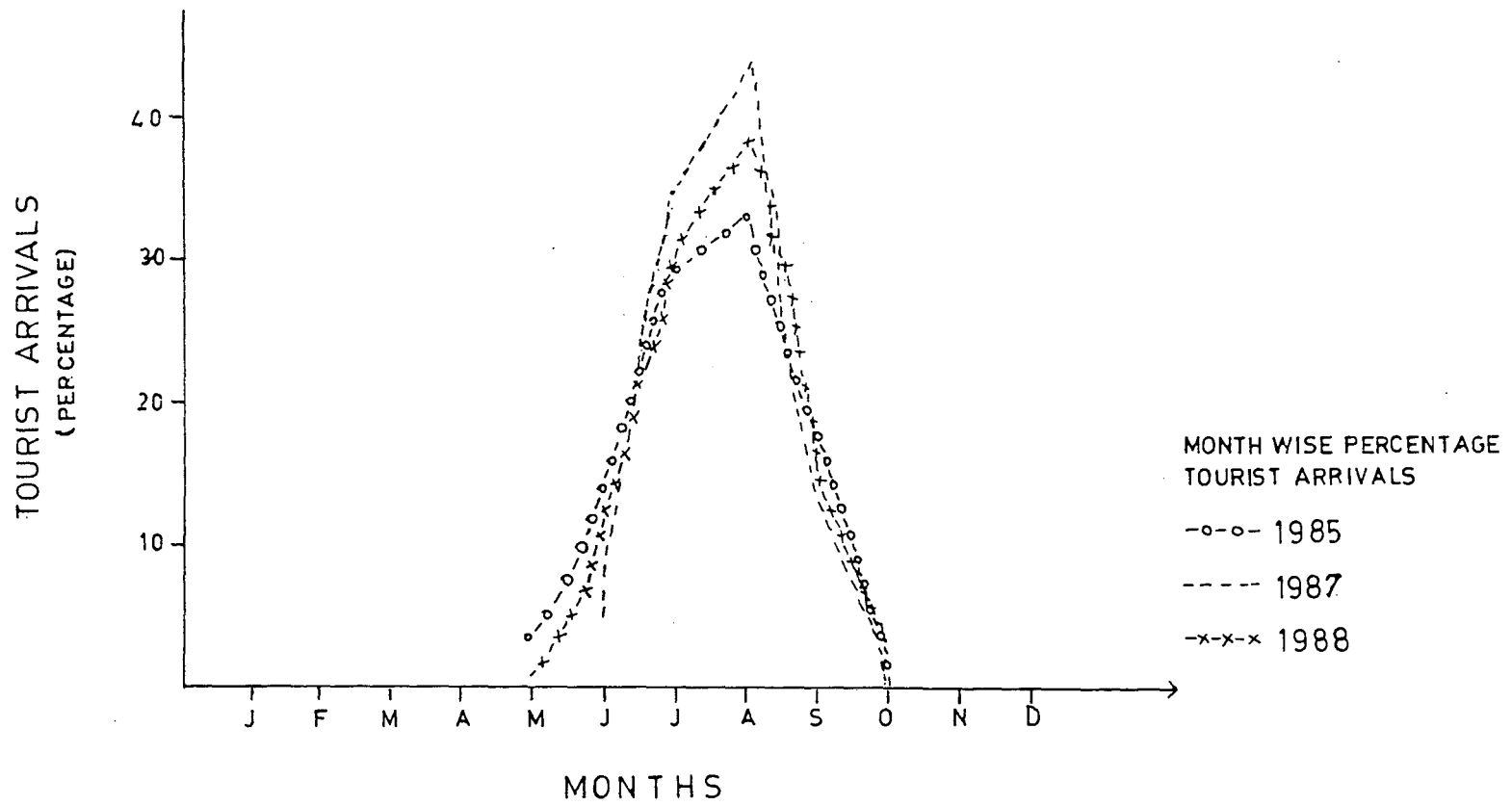


FIG. 3-32

DRAS

MONTHWISE TOURIST ARRIVALS



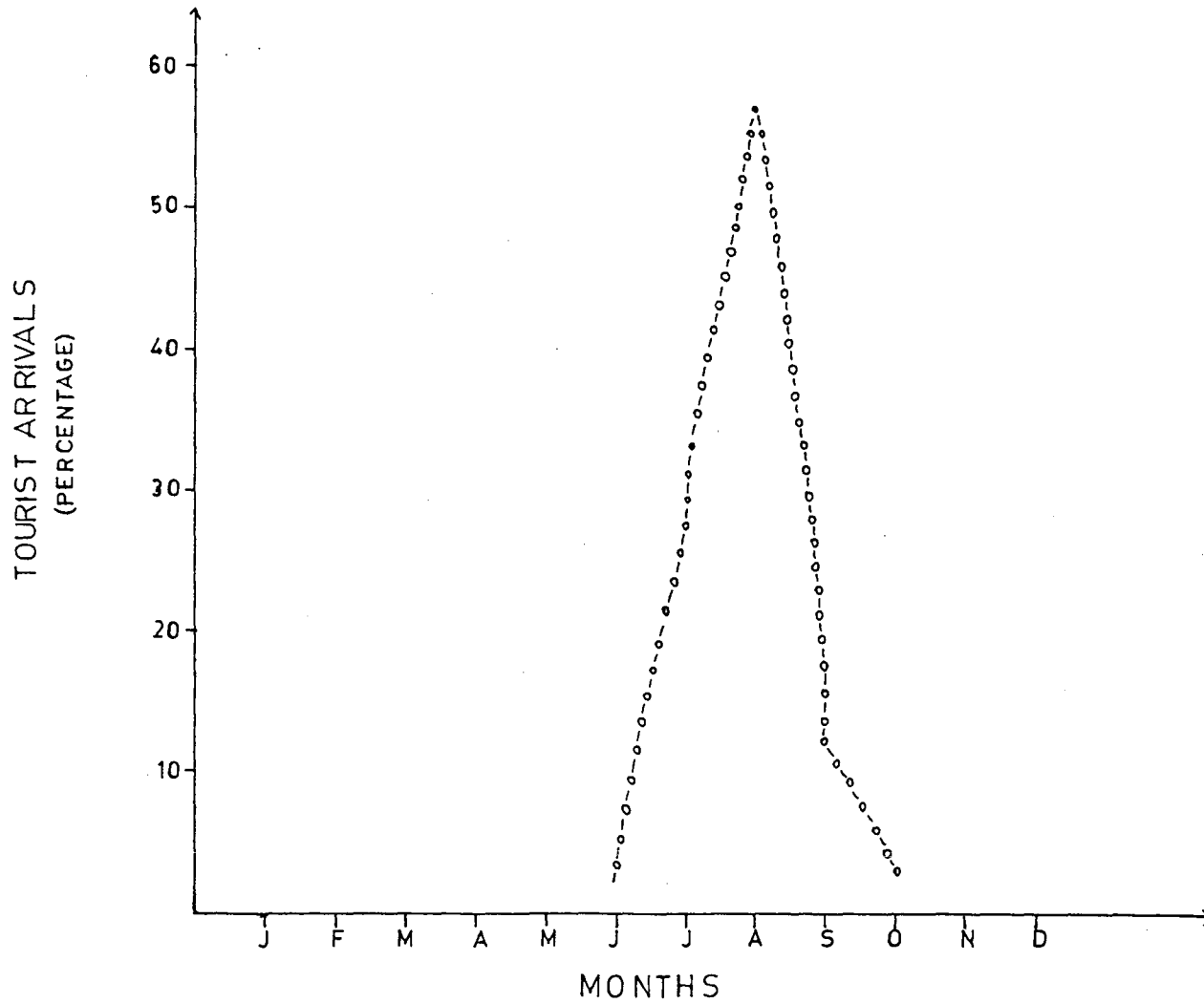
(iii). SEASONWISE TOURIST ARRIVALS

Yet another characteristic of Tourism Industry in Ladakh is that it's demand is not uniform over the year. In other words, this industry is highly seasonal in nature. Ladakh the land of many passes is cut off from rest of the world during winters for around seven months. Tourists can go there during this time by air however they generally do not like severe winter conditions therefore, their percentage is quite low.

The tourist season extends from mid May to mid-October. During this period also, the tourist traffic varies from month to month. After an analysis of seasonal spread curve of Leh and Dras as shown in fig. 3.31 & fig. 3.32 respectively, it is seen that the tourist demand from November to May is negligible. At first sudden rise sets in, in the month of June as Srinagar-Leh highway opens during this time. The 1988 figures show that the proportion of tourists increased from 1.3 per cent of total tourists in May to 12.78 per cent of total tourists in June. The main attraction for tourists during this period is the Hemis Festival.

The per cent tourist arrivals in July and August in 1988, as registered at Dras were 30.75 per cent and 38.68 per cent respectively. The months of July and August get the maximum proportion of tourists as this is the best season to visit Ladakh. Moreover this period coincides with the vacation time in the Western countries and Japan.

FIG. 3.33
ZANSKAR
MONTHWISE TOURIST ARRIVALS
1980



..(123)...

The arrival figures during the month of September decreases to a size corresponding to the June figures. By the end of September and early October, winter sets in and the proportion declines considerably followed by termination of tourist season. In September '88 the proportion of tourists were 14.8 per cent, quite similar to that in June (12.78 per cent) This decreased to 1.6 per cent in October, which confirms the above given explanation.

The graph of seasonal spread gives a similar picture in case of Leh and Dras, only difference being the absence of any tourist arrival at Dras during off-season as compared to a very low percentage tourists arrival at Leh. The situation is slightly different in the southern part of Ladakh as seen in the seasonal spread graph of Zaskar region (fig 3.33).It is seen that like Leh and Dras, this region too gets maximum proportion of tourists in August, however the percentage is much higher in this region. For example,Leh and Dras get about 35 to 40 per cent tourists in August but in Zaskar they vary from 45 per cent to 60 per cent. There is large difference in the per cent tourists coming in July and August to Zaskar where as the gap between the two months is not much in case of Leh. This is so because Zaskar is mainly visited by trekkers and mountaineers and such adventurous activities are preferred in the best season because, the risk increases if the weather turns bad. As a result of this difference, the curve

showing monthly flow of tourists in Zaskar takes a sharp conical shape at the peak season whereas in case of Leh and Dras, the curve takes more of a dome shape.

It is inferred from the above discussion that whenever the environmental and political factors have been favourable Ladakh has experienced a boom in tourism.

II. BASIS OF TOURISM DEVELOPMENT IN LADAKH

Three elements are very much essential for the successful development of tourism. These include original attraction infrastructure and tourism superstructure. The attractions offered by the region such as Landscape, climate, culture, religion, local traditions, socio - cultural structures, architecture etc, are reckoned to belong to the original offer. These attractions may induce tourists to visit particular areas or spend their holidays in specific regions. Tourism infrastructure refers to public facilities which can be used by both local residents and tourists, but benefit tourist activities in particular, for example special means of conveyance, shopping facilities and so on. Finally tourism superstructure includes institutions for boarding and lodging such as hotels, guest houses and restaurants. Tourism infrastructure and

1. Burkart A.J., Medlik S. Tourism: Past Present and Future. Heinemann: London 1974 reprint 1981. p.233.

superstructure can be termed as Tourist facilities.

(i). ATTRACTIONS

The main attractions for tourists in Ladakh are Landscape
monastic culture, adventure activities and others.

(a). LANDSCAPE

It is seen that nearly 18 per cent of the tourists
visited Ladakh primarily for its unique and moonlike landscape¹.
For another 64 per cent tourists Environmental attractions acted
as a complement to other primary if attractions such as culture and
monastries etc.

Ladakh is a moonland where earth and sky seem to meet and it
looks like the roof of the World.² What attracts the tourists the
most is the unique topography which is not found else where
except Central Tibetan Plateau and other trans-Himalayan areas. The
landscape is stark, bare and barren with not a single blade of grass
to be seen for miles. Exposed rock surfaces and sheer cliffs and
rock walls present a magnificent sight. Slopes are invariable
covered with sandy dry soil. As a result of excessive weathering

1. The figures are based on field survey conducted by the research scholar in 1989 whereby a sample of 150 Tourists was selected on random basis. They were interviewed with the help of a questionnaire. (see page 50 and appendix 1)
2. Hassnain F.M., Sumi T.D. and Oki M. Ladakh: The Moonland Light and Life Publication; New Delhi 1977. p.4.

one finds rock fragments and boulders extensively scattered all over. The colour of rocks offer yet another charm for the visitors. 'The conglomerate and limestone shine and glisten in different colours, white, yellow, amber, many shades of brown and red and violet turning as dark as black.'

Tourists are greatly fascinated by the fact that they are on one of the most elevated inhabited plateau of the earth. A maze of enormously high snow capped peaks and large glaciers dominate the terrain and there is no getting away from mountains. Though the absolute altitude of the region is very high, however the valley heights range from 2,500 metres to 4,500 metres. Passes of upto 6,000 metres and peaks reaching above 7,500 metres can be seen all around.

Another attraction for the tourists is the unique climate. The joint effect of elevation and insolation amidst snowy mountains have produced perhaps the most singular climate in the world. Burning heat by day is succeeded by piercing cold at night, and everything is parched by the extreme dryness of the air.

The contrasting features of the landscape present a cherishable picture. 'The opalescence of the mountains is broken by the silver of the streams and the light, lush green of the oases and above it all is the deep blue cloudless sky. Heavy

1. Ahluwalia H.P.S. op.cit. p.129.

rock erosion deepens the contrast of the landscape even more.¹ The rivers especially Indus have wide channels at many places and flow smoothly with the gradient dropping at a low rate. This is in contrast to the turbulent mountain streams at such high altitudes in other regions. Streams seem to be 'the only moving thing, for all is frozen in a static barrenness- a bleakness not without a touch of mystery.'²

Man's imprint on this scene of contrasts has in the main been a pleasing one. Each oasis has its village, the houses as often scattered singly among the fields or clustered together in a group or strung out along a road; these villages blend well into the Landscape³

(b) MONASTIC CULTURE

Besides the natural attractions Ladakh has tremendous potential for cultural and religious attractions. The survey shows that of all the tourists visiting Ladakh 64 per cent came primarily to experience the Tibetan religion and to observe Ladakhi culture.

1. *ibid.* p.129.

2. Hassnain F.M. and others. *op.cit.* p.77.

3. Rizvi J. Ladakh: Crossroads Of High Asia. Oxford, New Delhi. 1983. p.27.

Buddhism prevails in various regions however tourists go to Ladakh even though the natural conditions are not very welcoming. The main reason behind this is that what they get there, they do not get anywhere else. It is only in Ladakh that the purest form of Tibetan Buddhism is practiced presently. 'In Tibet itself religious activities and influences are curbed.'

The religion practiced in Ladakh is called Lamaist Buddhism. This religion is a queer mixture of Early Mahayana Buddhism Tantrism, and local polydemonism. This is the reason of its uniqueness. It was the Buddhism of Plains which got modified over the years. 'According to popular belief Ashoka's Missionaries are believed to have penetrated into Tibet and propagated Buddhism in about 250 B.C.' Many monks and scholars went to Tibet through Kashmir and Nepal. The most important event in the history of Buddhism of Tibet occurred in 747 A.D when Guru Padmasambhava, a great Indian Buddhist scholar and tantric from Udayana visited Tibet on the invitation of the then King Strontsan Gampo. His miracles made tremendous impression on the locals. 'Bonism, the indigenous religion of Tibet found Tantrism very congenial to its faith; for it provided a quick means to propitiate and woo

1. Ahluwalia H.P.S. op.cit. p.139.

2. Khosla S. "Buddhism in Ladakh" In Cultural Heritage of Ladakh Chopra P.N. (ed.) Delhi: Ministry of Education and Social Welfare. 1978. p.28.

numerous gods and spirits to yield desirable results.' The worship of demons and spirits and the use of elaborate rituals is so dominant in this religion that sometimes one wonders whether it is Buddhism at all. 'Long after Buddhism had disappeared from the place of its birth it continued to thrive successfully in Ladakh.'

Buddhism has fashioned a peculiar culture in this region. While undergoing a change itself it has changed the altitude of these people to life and world. It has created a peculiar set of values. The people of this region are humble, gentle, peace loving and God fearing. The main cause of their humility and love for peace and dispassionate attitude to life is their religion.

The main attractions for the tourists interested in monastic culture are Monasteries, other religious structures such as chortens and Mani walls; religious festivals etc.

'Not only spiritually but also materially the glory of Ladakhi Buddhism is undoubtedly the gumpa or monastery.' Entire region is dotted with them. These are most conspicuous buildings and constitute an interesting and fascinating feature of the cultural landscape and hence act as a major attraction for the tourists.

Literally gumpa means a solitary place, therefore most of them are situated away from the settlement. These are often seen

1. Ganhar J.N. "Monasteries " In Chopra P.N. (ed.) Cultural Heritage of Ladakh. Delhi: Ministry of Education and Social Welfare. 1978. p.62.
2. Harjit Singh. "Territorial Organization of Gompas in Ladakh" Himalaya Ecologie and Ethologie, Paris. 1977. p.353.
3. Rizvi J. 1983. op.cit. p.159.

...(130)....

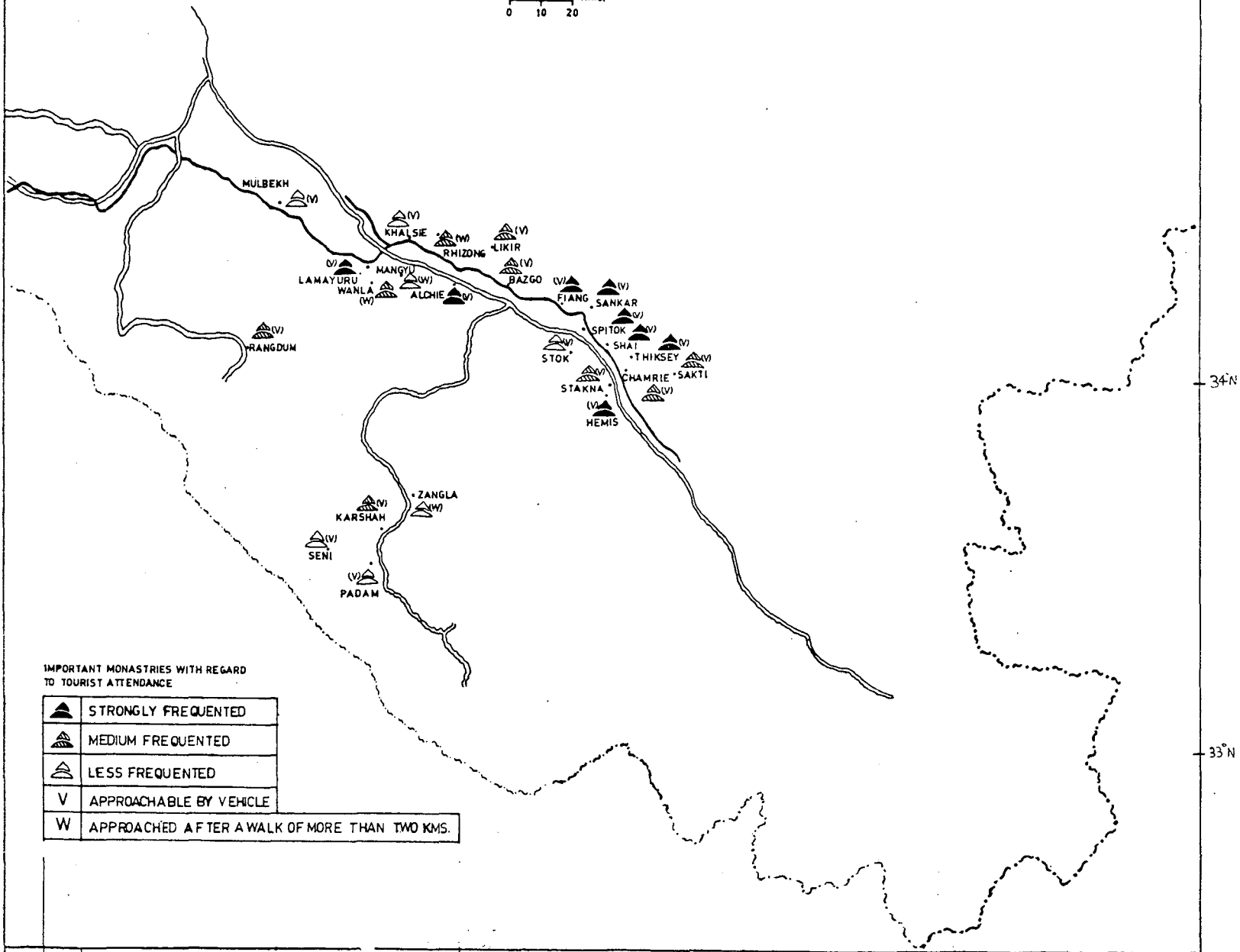
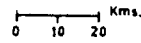
perched on a cliff or near the summit of a craggy hill or on a slope. Rising tier upon tier as much as seven or eight storeys, a gumpa dominates the landscape all around. With its massive walls and small windows it gives the appearance of a fortress or a fairy tale castle.

The interior of all monasteries is quite similar. It is a spacious building with high ceiling. In addition to a main prayer hall or worship room it contains a huge meeting room for the monks, the kitchen, prayer and library rooms a courtyard surrounded by galleries for mask dances and mystic plays and a shrine for patron demons and deities. Generally on the southern slope below the monastery are located the living quarters of the monks.

Even though a monastery gives an appearance of large mud buildings from outside, its interior is elaborately arranged and richly decorated. The mud walls are smoothly plastered and embellished with wall paintings. The entire woodwork such as windows, doors, cornices galleries and roof beams are colourfully decorated with motif paintings, carvings and ornaments .

The possessions of the gomps are rare and priceless .These are 'the repositories of the best in Ladakh's art and culture.' The paintings of these monasteries are found to be most exquisite and popular all over the world. Most paintings depict various Buddhist

FIG. 3-41
 LA DAKH
 IMPORTANT MONASTRIES WITH REGARD TO TOURIST ATTENDANCE
 1989



....(131)....

legends and hence have Buddhas, Bodhisatavas and other divinities of Buddhist pantheons, Mandalas and Buddhist good luck symbols figuring frequently. This apart they contain the thankas or scroll paintings which excite the wonder and admiration of all visitors. The sacred images and murals are of great worth and are well appreciated.

Ladakh being the land of Gompas is interspersed with the monasteries. Almost every village has a monastery, however approximately thirty important monasteries are visited by the tourists. Within these some monasteries are more popular than the others. It is seen from fig. 3.41 that eight monasteries are classified as 'strongly frequented' and they receive more than 5,000 visitors annually. Ten monasteries are visited by tourists ranging between 1,000 and 5,000 and are termed as medium frequented whereas nine monasteries get less than 1,000 tourists per year.

Amongst the strongly frequented, all the monasteries are easily accessible as they are all connected by road. Another reason for these getting large number of visitors is that, with the exception of Alchi and Lamayuru, all the monasteries are located within the vicinity of Leh town.

Alchie gompa attracts tourists mainly because it is one of the oldest gompa of Ladakh. It lies on the left bank of the River

Indus, seventy kilometres away from Leh, About five kilometres away from the village Saspol on the Leh -Srinagar road. The primary attraction of this monastery is it's thousand year old mural paintings, most of which depict scenes from the life of Buddha. 'Alchi in particular is regarded as a treasure of art and artists and art lovers do not consider their visit to Ladakh complete without a visit to Alchi.'¹ This monastery was founded in the 11th century by a celebrated Tibetan monk Rinchen Zangpo, who spent a number of years in Kashmir studying the sacred Buddhist texts. A strong Kashmiri influence in the construction of the monastery and its rich artistic embellishment can be seen.

Lamayuru lies approximately fifteen kilometres behind the 4,019m high Fotu-La, in the direction of Leh, on Leh-Srinagar road. It is also known as Yung Drung ('Swastika') and is believed to be the oldest holy site in Ladakh. It was probably a Bon shrine prior to the advent of Buddhism. Founded by Naropa, a great Kashmiri monk. The monastery is under repair at present and every effort is being made to maintain its original character. Tourists are mainly attracted to this gumpa because of it being the oldest and it being 'one of the most spectacularly picturesque of the gompas'.² For sheer spectacle value no other gumpa can match it.

1. Ganhar J.N. 1978. op.cit. p.68.

2. Rizvi J. 1983 op. cit. p.193.

Hemis receives more visitors than any other monastery. Situated at a distance of forty kilometres from Leh town it is easily accessible.' Its two day festival has given Hemis a particular reputation with outside visitors, though indeed it is by no means the most attractive of the gompas nor the one with the most peaceful or religious atmosphere.¹ Every year during the month of June or July, mask dances take place in the monastery's courtyard in honour of Guru Padmasambhav's birth anniversary. This annual festival attracts large crowd. Though all gompas have their festivals, in winters Hemis is the only one to take place in summer, which is why it has become so well known. It also has the largest thanka in Ladakh which is unfurled once in twelve years. Its next unveiling is due to take place in 1992. Moreover, Hemis is the most important Gompa of one sect of lamaistic Buddhism.

On the way to Hemis is the famous monastery of Thiksey, situated on a hill top nineteen kilometres from Leh. It is spectacularly sited as one can enjoy an enchanting view of the green Indus valley from its roof top.² Thikse is one of the largest and architecturally most impressive gompas, therefore it is visited by a number of tourists. There are several temples in this gompa containing images, stupas and wall paintings of Buddha which are exquisite.

1. Rizvi J. 1983. op. cit. p.175.

2. Ganhar J.N. 1978. op. cit. p.67.

Phyang is located at a distance of seventeen kilometres from Leh and it looks like a huge palace from a distance. Hundreds of icons of Buddha and other gods are kept in this sixteenth century gumpa. Spituk, a fifteenth century gumpa too attracts a large crowd. It is located eight kilometres from Leh. This gumpa houses many icons of Buddha, thankas, ancient masks, antique arms and an awe inspiring image of Mahakal.

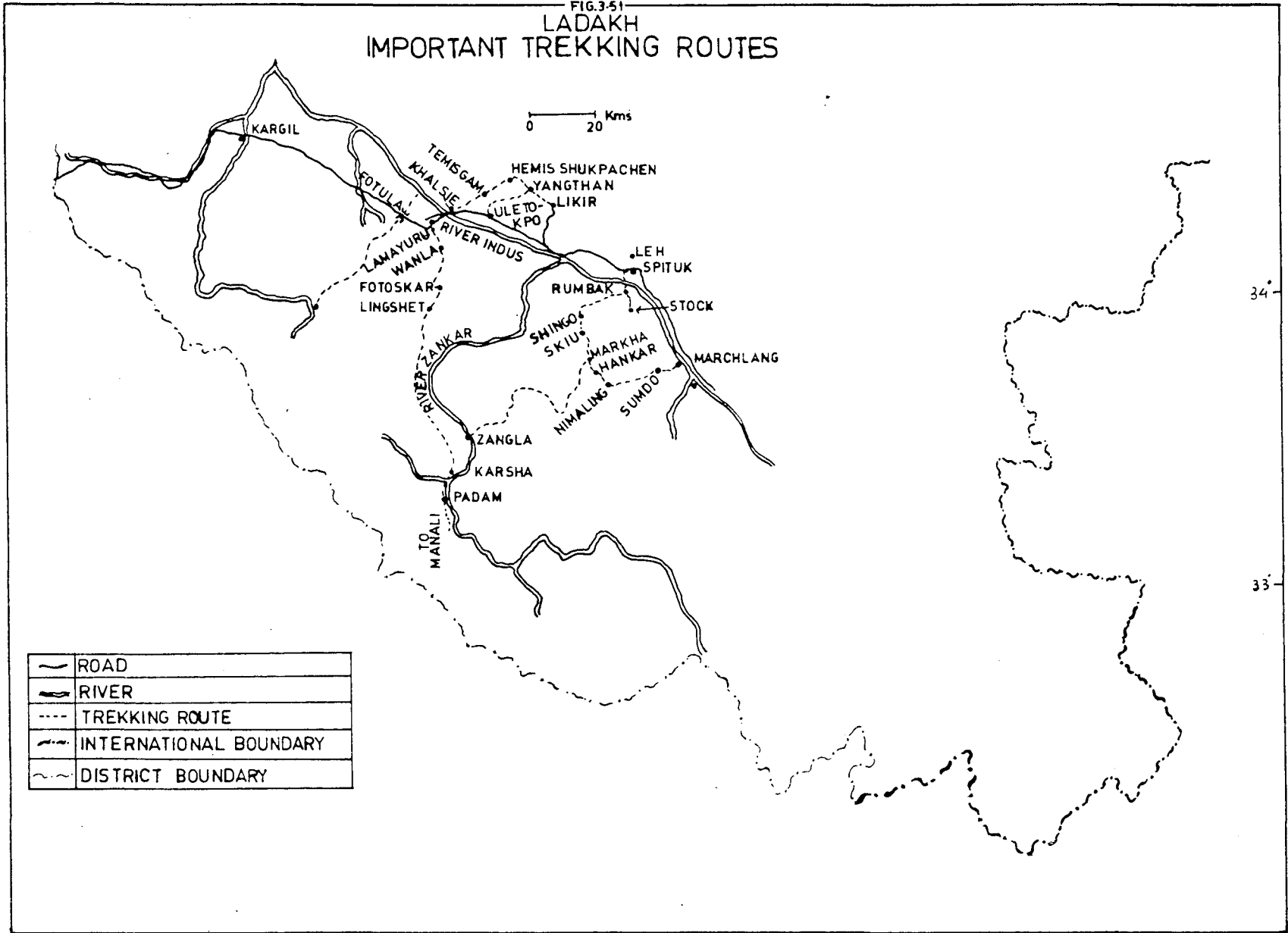
Shey is situated on a hillock fifteen kilometres upstream from Leh. It was once the residence of the royal family. A 7.5 metre high copper statue of Buddha plated with gold and the largest of its kind, is the source of attraction for the tourists. Sankar, a relatively modern monastery is closely associated with the Spituk monastery and serves as the residence of the head priest kushak Bakula. This is situated in the outskirts of Leh town.

c. ADVENTURE

The survey shows that 12 percent of tourists visit Ladakh primarily for adventure purposes. This includes tourists coming for mainly trekking, mountaineering, rafting and cycling.

Trekkers undertake trips ranging from a few days to a few weeks. During the process they walk in wilderness from one campsite to another along with their necessary belongings. This

FIG.3.51
LADAKH
IMPORTANT TREKKING ROUTES



34°
 33°

	ROAD
	RIVER
	TREKKING ROUTE
	INTERNATIONAL BOUNDARY
	DISTRICT BOUNDARY

kind of travel is no innovation in a place like Ladakh where traders and travellers have treaded on the old trade routes from times immemorable. The tourists who come for hiking and trekking come with a motive different from the traders of past. They mainly like to be close to nature and to observe the local people and traditions closely. What pulls the trekkers to Ladakh from different parts of world is that the region is a very elevated plateau, the landscape is unique, rugged topography offers greater challenges, and above all the locals are extremely hospitable, helpful and friendly. The most popular areas for trekkers are Suru valley in Kargil district, Markha valley in Leh district and vast areas of Zaskar region. Fig. 3.51 shows the most popular routes which are as follows:-

- (a) Lamayuru - Wanla- Lingshet- Padam
- (b) Lamayuru - Padam- Manali
- (c) Heniskut- Rangdum -Padam
- (g) Spituk- Rumbak- Padum
- (f) Spituk - Skiu -Hankar-Mechaleng- Leh
- (i) Kargil-Rangdum -Kishtwar
- (j) routes in Zaskar.

A small number of mountaineers visit the region, particularly Kargil District. Zaskar is considered to be a paradise for mountaineers where there are numerous high peaks and massive glaciers. Few ranges near Kargil town also attract

...(136)...

mountaineers. The most popular peaks for climbing are Stok Kangri, Gulab Kangri, Parkha Kangri, Nimaling and the Nun and Kun peaks. The latter two, with an attitude of 7,135m and 7,087 metres respectively are climbed regularly by teams from different nations. The mountaineers predominantly regard the landscape as a challenge and presumably belong to the category of tourists who do not visit the region primarily for culture and religion.

Rafting is yet another activity which is gaining popularity in Ladakh. Many tourists come from different countries for rafting in the Indus waters. River Indus is a smoothly flowing river at many places, as the underlying terrain drops at a very low gradient, and stretches from Indus near Leh town are considered ideal for rafters. Most of the tourists make Leh as their base before leaving for rafting expeditions. More adventurous take to rafting in the turbulent waters of Zanskar river.

Some tourists find cycling and mobike riding very challenging in a place like Ladakh. Mainly Japanese tourists undertake such ventures. They generally commence their journey from Srinagar and bike down to Leh on Leh-Srinagar highway. Such trips take about a weeks time as they halt several times on the way.

(d) OTHER ATTRACTIONS:

Six percent tourists go to Ladakh pulled by other

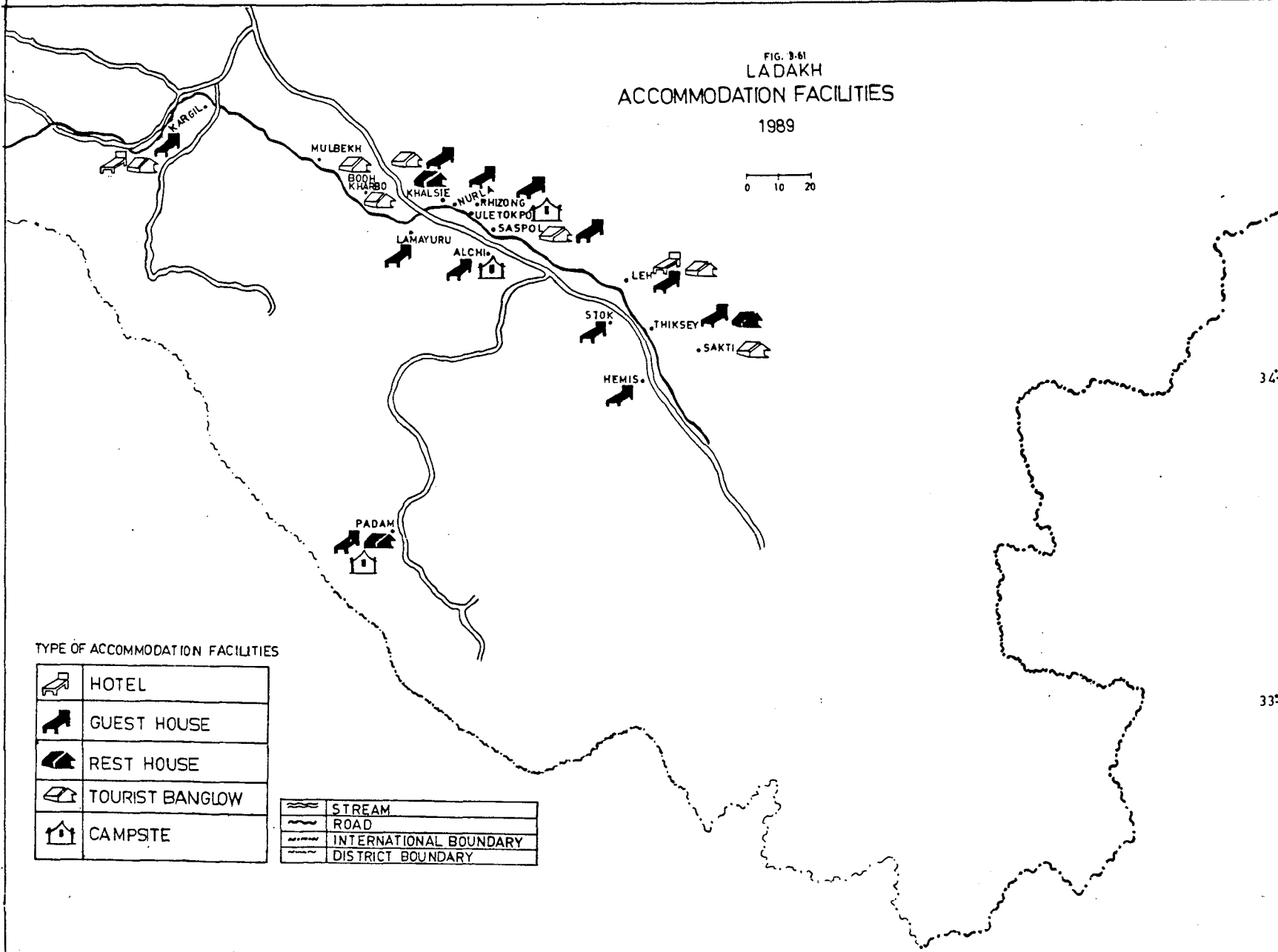
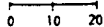
attractions such as Journalism photography, educational and research work and to study the environment, architectural designs of the monasteries palaces and houses.

(ii). TOURISM FACILITIES

Accommodation and transportation is the backbone of a tourist industry. Every tourist requires facilities though the degree of comfort and the standard of amenities required by him varies. It largely depends upon the type of tourist and type of tourism undertaken. The visitors who travel mainly for pleasure and relaxation give a lot of emphasis to the quality of amenities available at a particular tourist resort. They want to get the best out of the money they have spent. On the other hand, a tourist who selects a place like Ladakh as its destination is not too much particular about the standard of amenities available. Such a tourist aims to experience the unique culture, religion and landscape in a rugged mountainous, remote and primitive region. This destination does not sell tourism as a product. However for tourism to be sustained in such a region, certain minimum amount of facilities are very much necessary.

It has already been mentioned that mainly three types of tourists visit Ladakh. First, the mass tourists who go there as part of the conducted tours. Such tourists generally prefer fairly good standard of facilities. Second type of tourists are those

FIG. 3-61
 LADAKH
 ACCOMMODATION FACILITIES
 1989



34°

33°

TYPE OF ACCOMMODATION FACILITIES

	HOTEL
	GUEST HOUSE
	REST HOUSE
	TOURIST BANGLOW
	CAMPSITE

	STREAM
	ROAD
	INTERNATIONAL BOUNDARY
	DISTRICT BOUNDARY

who plan their trip themselves and are called individual tourists. These are mixed in terms of their expectations. Within this group there could be the ones who have similar expectations as mass tourists and those who accommodate easily to the local norms in housing, food and lifestyle. The third type are adventure tourists. They go to their destination well prepared to rough out and their expectation of facilities is not too high. In a gist it can be said that though tourists go prepared to visit a backward area and hence do not expect a very sophisticated resort and amenities however they do require certain basic facilities which can make their stay comfortable to certain degree. These facilities are needed more in certain selected places which are generally preferred by mass tourists and some individual tourists. Whereas adventure tourists generally do not prefer these and moreover they visit little more isolated places.

In the light of above, an analysis of the available infrastructure and superstructure for tourists in Ladakh has been attempted below;

(a). ACCOMMODATION:

In Ladakh the lodging facilities are managed largely by the private sector and to some extent by the public sector. The classification and fixation of the lodging tariffs is done by the District Administration. Mainly four types of accommodation facilities are available in this region. (See fig. 1.61).

...(139)....

The private hotel sector consists of all the hotels. These hotels are owned and run by private entrepreneurs who make their annual income exclusively or almost exclusively on tourism.

The private guest house sector is another type of accommodation which is quite popular amongst the tourists. These guest houses are mainly run by the local families, in their own houses. This is generally a part time business as one or more family members make their income on agriculture, government jobs or jobs provided by the Indian Army. The income through boarding is considered as supplement. Most of the time this income exceeds the basic income.

There are various campsites owned and run by different travel agencies. Some campsites are set up with tents and with other basic facilities by the travel agencies only. They charge for all the facilities provided by them. Other campsites are used for setting up tents by groups travelling to places other than Leh, mainly to visit the surrounding monasteries.

The public lodging sector provides mainly three types of accommodations such as Tourist Bungalows or Dak Bungalows, Rest Houses and Forest Rest Houses. These are run by the Government and primarily serve to accommodate government officers. At times when bed capacity is not fully utilized, these accommodations are also used by the tourists.

.....(140)....

TABLE 3.21a
LIST OF HOTELS OF LEH TOWN

A CLASS HOTELS

- | | | |
|-----------------------|-------------------|-------------|
| 1. Galdan Continental | 2. Indus | 3. Kangri |
| 4. Kanglachen | 5. K-Sar | 6. Lharimo |
| 7. Ladakh Sarai | 8. Lingosi | 9. Shambala |
| 10. Premola | 11. Singay Palace | |

B CLASS HOTELS

- | | | |
|------------|----------------|-------------|
| 1. Bijee | 2. Dragon | 3. Himalaya |
| 4. Ibex | 5. Lungee-Jung | 6. Yak-Tail |
| 7. Mandala | 8. Omasila | |

C CLASS HOTELS

- | | | |
|------------|--------------|--|
| 1. Chesker | 2. Snow view | |
|------------|--------------|--|

D CLASS HOTELS

- | | | |
|----------------|--------------|-----------|
| 1. Chaspa | 2. Dreamland | 3. Delux |
| 4. Firdes | 5. Hills | 6. Khayul |
| 7. Phumungling | 8. T-View | 8. Nurla |

...(141)...

TABLE 3.21b

LIST OF GUEST HOUSES OF LEH TOWN

UPPER CLASS GUEST HOUSES

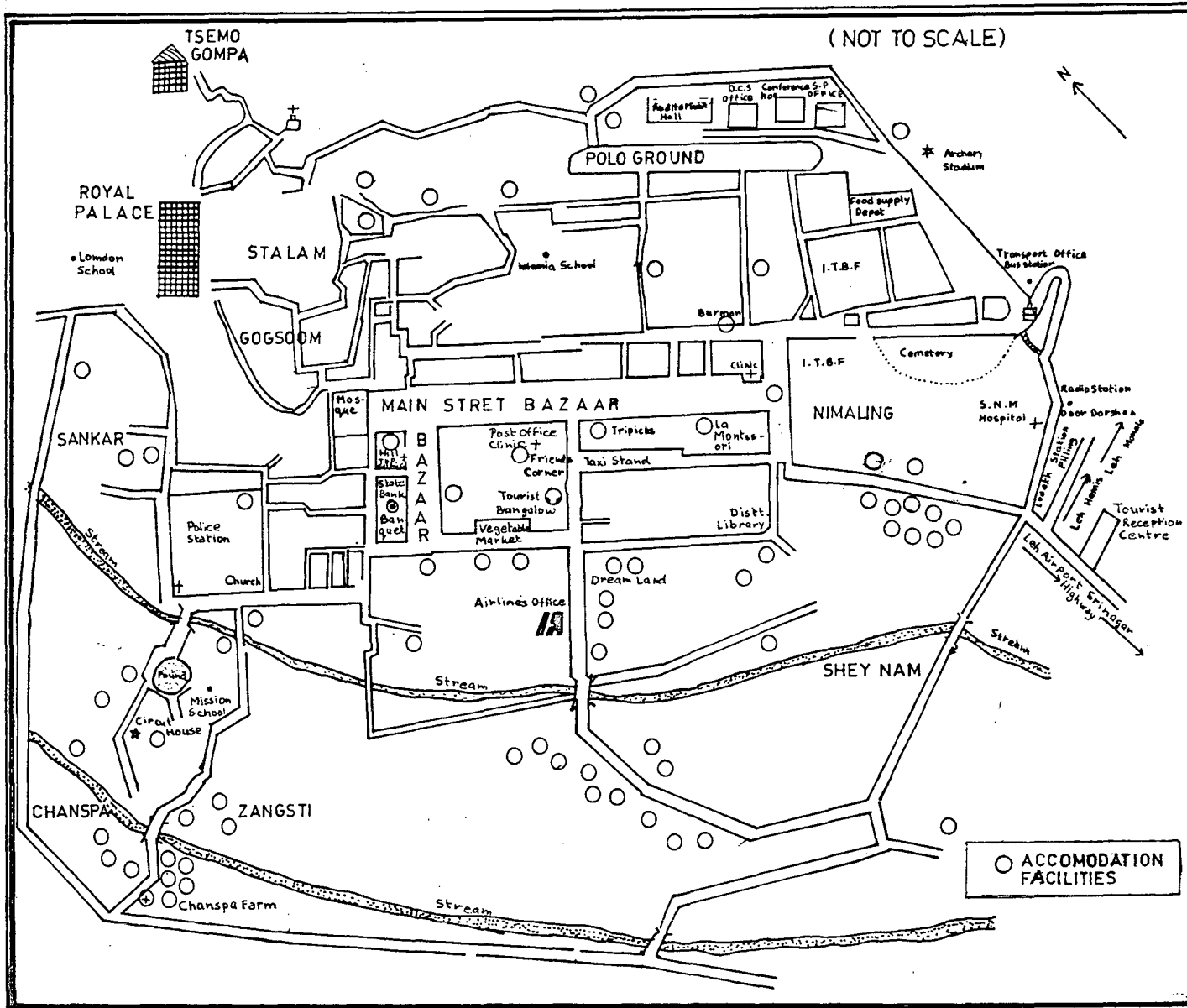
- | | | |
|----------------|-----------|-----------|
| 1. Dimla | 2. Indus | 3. Kangla |
| 4. New Antelop | 5. Zar-La | |

ECONOMY CLASS GUEST HOUSES

- | | | |
|----------------|-----------------------|-----------------|
| 1. Asia | 2. Eagle | 3. Iqbal |
| 4. Kung Zang | 5. Khan Lodge | 6. Lungs-Snow |
| 7. Larchang | 8. Mantok-Ling | 9. Mansoor |
| 10. Nezer View | 11. Namgial | 12. Old Ladakh |
| 13. Otsal | 14. Oriental | 15. Paul |
| 16. Pyog | 17. Palace view Kidar | 18. Palace View |
| 19. Padama | 20. Rinchen | 21. Rainbow |
| 22. Shalimar | 23. Skalzang | 24. Two Star |
| 25. Tsavo | 26. Taj | 27. Tak |
| 28. Ti-Sei | 29. Yasmeen. | |

FIG. 3-62

TOURIST FACILITIES AVAILABLE IN LEH TOWN



SOURCE: TOURIST OFFICE LEH

..(142)...

Leh town is the centre of tourism in Ladakh. This is so because it is the more developed town of Ladakh and has better infrastructure than any other part of this region. In addition to this, Leh is situated in the vicinity of some of the most popular monasteries of Ladakh. Leaving aside a small proportion of trekkers who go to Zaskar all the tourists make Leh as their base and then visit other places. It is possible for tourists to cover places of tourist interest during the day and return to Leh in the evening. Therefore, the tourists prefer to avail of accommodation facilities in Leh only. This is the main reason behind the concentration of accommodation facilities in Leh town and less diversification of these facilities to other sites of tourist interest. (See fig.3.62).

The total bed capacity available in Leh in 1989 was 1552 beds of these 1500 beds were provided by the private sector. Private hotels and guest houses with attached baths constituted 941 beds accounting for 62.7 per cent of total bed capacity of the private sector. Rest of the bed capacity is available at the private guest houses with common baths. These places are relatively cheaper. It shows that a greater emphasis is on higher income tourist who prefer accommodations with facilities like attached baths.

The hotels in Leh have been classified into four classes and

A class hotels which provide facilities like attached bathrooms with running hot and cold water and shower. Rooms are fully furnished. These hotels have restaurant, parking space and lawn. Eight hotels fall under the category of B class. These provide rooms with attached bathrooms with running cold water, shower facilities, fully furnished rooms, restaurant, parking space and lawn. C class hotels provide simply furnished rooms. Bathrooms are attached with running cold water. A restaurant is also attached to the hotel. Presently there are just two hotels falling under this classification. Nine hotels constitute the category of D class. These provide simply furnished room with attached baths and running cold water. Restaurant facilities are absent. The Upper class guest houses provide attached baths. In 1989 there were five such guest houses. Rest of the twentynine guest houses fall under the category of Economy class. These have common baths. The guest houses of both categories have a common kitchen which infact is a big attraction for the tourists.

Accommodation has low demand for a long period in Kargil town, though the number of recorded tourist arrivals in Kargil is considerable. This town acts as a transit area for the tourists. The road journey from Srinagar to Leh requires a night's halt at Kargil hence the visitors travelling to Leh spend an obligatory overnight here. The only tourists who spend more than a night are the trekkers heading towards Suru valley, Zaskar, or the mountaineers going for different expeditions. They stop here to

1. Information received from Tourist Office, Leh.

.....(144)....

TABLE 3.31
LIST OF HOTELS OF KARGIL TOWN

A CLASS HOTELS

- | | | |
|------------------|-------------|-----------------------|
| 1. Caravan Sarai | 2. Scons | 3. Broadway Suru View |
| 4. Siachan | 5. D'Zojila | |

B CLASS HOTELS

- | | |
|--------------|---------------------------------|
| 1. Greenland | 2. Tourist Margina
New Wing. |
|--------------|---------------------------------|

C CLASS HOTELS

- | | |
|---------------------|------------------|
| 1. Tourist Margina. | 2. International |
|---------------------|------------------|

D CLASS HOTELS

- | | | |
|----------|--------------|----------|
| 1. Crown | 2. Evergreen | 3. Delux |
|----------|--------------|----------|

GUEST HOUSES

- | | | |
|----------------|-------------------|-------------|
| 1. Naktul View | 2. Ruby | 3. Argali |
| 4. Deluxe | 5. Popular Chacha | 6. Shashila |

...(145)....

get porters or to make other arrangements. This town does not offer much attraction for the tourists.

The hotel and guest house classification is similar to that of Leh town, the only exception being that the guest houses are not subdivided. Table 3.31 shows that there were Five A class, three B class two C class and two D class hotels in 1989. The total number of guest houses was seven. By and large the organised groups occupy the A class and B class hotels. C class and D class depend primarily on individual tourists. The guest houses are demanded by the individual tourists as well as trekkers. The total bed capacity amounts to 450 units. The season extends from mid-June to October, hence for rest of the time almost all guest houses and all hotels remain closed. The occupancy rate varies with season.

Accommodation is also available to the visitors in the countryside (see fig. 3.61) though on a small scale with modest facilities. The amenities provided are at best comparable to the simple guest houses in Leh town. Tourist Bungalows run by government occasionally provide a somewhat better service since these are frequented by higher ranked government employees. In all these places there is no water supply and these serve only vegetarian food. Dras offers a total bed capacity of 22 units in 2 Rest Houses run by government. Mulbekh consists of a tourist

bungalow with six double beds and Bodh Kharboo has a Rest House with bed capacity of 12 units. Lamayuru has 3 guest houses with 22 beds of not a very good standard. Monastery gives a part of its building on contract which consists of one hall and two double rooms. Three Kilometres before approach, a very good meadow is converted to the camping site.

Khaltse forms the transit place between kargil and Leh. Though most tourists stop here for a few hours a few spend a night also. On the whole this settlement is frequented by the trakkers from Lamayuru and other places. The available accommodation consists of a Tourist Bungalow (with 6 double rooms) which is mostly used by officials on tour. A newly constructed Rest House with two double bed rooms and a Guest house with five double bed rooms are also available.

Next to khaltse is a small settlement of Nurla where there is a Guest House, with a total bed capacity of 6 beds, and a camping site. A popular campsite is located at Uletokpo which is run by arrangement with Sita Travel agency. This is used by the group tourists. Sita brings 80 groups per season, rest of the accommodation is used by others. It consists of 30 double tents. Two kilometres from this campsite is a meadow along the highway which is also used as a campsite by the individual tourists and hikers. Five kilometres from Uletokpo is the monastery named

...(147)...

Rizong Gompa which is a major attraction for the tourists. It has a guest house with a bed capacity of 10 beds.

Saspol has a tourist bungalow. It provides four double bed rooms with attached bath but no water supply. Besides there are two guest houses with a bed capacity of 12 units. Main attraction for the tourists who stop here is Alchi gompa, situated at a distance of about 4 kms. Alchi village also provides some accommodation such as a guest house with 6 double bed rooms. In addition there is a campsite run by Kai with 30 double tents used only for their package tours.

Some places around Leh town offer accommodation facilities. One hotel is present in Stok with a total bed capacity of 30 beds. Choglamsar has one A class hotel. Tiktse has a guest house and a Forest Rest House with total number of 20 beds. One Guest House is present in Hemis. A Tourist Bungalow with 8 beds, is available at Sakti.

Padam in Zanskar has three guest houses and a Tourist Bungalow with total bed capacity of 68 beds. A campsite is also available. Panikhar consists of a Tourist Bungalow with 6 double bed rooms.

These countryside lodgings do not come upto sanitary and hygienic minimum requirements. Therefore, they do not meet the

demand of organized groups who prefer to set up tents instead. The guest houses are mainly used by individual travellers and trekkers, for some are favourably located at the outset of trekking paths. By and large, the standard of the countryside accommodation is not comparable to that of Leh. The prime reason being inadequate investment in these areas. Apart from these many foreign visitors like to stay in the houses of local people in villages who spare one or two rooms for this purpose on payment.

(b) TRANSPORTATION:

Access to Ladakh is possible throughout the year by air and from May to November by road. Indian Airlines runs a bi-weekly service from Delhi (Monday/Thursday) and 5 days a week from Srinagar (excluding Monday/Thursday). The Delhi flight links up with Chandigarh as well. Vayudoot has introduced a once a week Jammu-Leh flight.

These flights save a lot of time for the tourists. A road journey from Delhi to Leh which takes some three to four days is covered by air in just 50 minutes. A two day road journey from Srinagar to Leh takes just 30 minutes. Since most of the tourists going to Ladakh are international tourists and are hard pressed for time these flights are quite beneficial. In 1988 twenty eight per cent of all foreign tourists to Leh arrived by plane. During winters all tourists fly in. Most of the conducted tours are organized in such a way that tourists arrive by bus and depart by plane. This helps the tourists in getting accustomed to the altitude of Leh.

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About 1300 passengers fly into Ladakh per week while 800 to 1000 leave the town by air, within the same period. Leh airport is situated in a basin shaped valley with surrounding mountains upto more than 6,000 m and the steady high winds do not allow the departure of a fully loaded aircraft. Therefore the outgoing flight from Srinagar and Chandigarh into Ladakh are workable fully loaded, whereas the take-off weight of the same plane leaving Leh has to be restricted to approximately two third of its capacity.

Though air travel can be very convenient for the tourists visiting a remote area like Ladakh, however these flights are not very reliable. Very often the flights are cancelled due to bad weather conditions or scarcity of aircraft. Therefore flying in and out of Leh is always subject to chance.

The main complaint of tourists is that they are not informed about these problems before they arrive in Leh. Tourists do their booking before hand and come with confirmed seats. If one flight is cancelled their name is shifted to waiting list of the next flight, which means an extended stay of four days and the departure on that day too is uncertain. Many tourists have international air linkages as follow-ons and a delayed flight can disrupt their entire schedule.

The employees of the administration and the Indian Army have priority on these civil flights, so a certain stock is always reserved for them. Therefore during the peak season especially

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in July and August, capacity problem arises. By and large, the air transport facilities seem to answer the current demand for rest of the season.

From the end of May until mid-October, the Jammu and Kashmir State Road Transportation operates a daily bus service between Srinagar and Leh. The distance of 434 kilometres is covered in two days with an obligatory night halt in Kargil town. Road travel helps the tourist in getting acclimatized as there is gradual ascend. The normal service of one B class bus with 33 seats and two to three A class coaches with 27 seats per day. The number of buses is raised according to demand with the help of advanced booking systems. A weekly Deluxe coach providing more space and comfort and wide windows can be booked on demand. All these conveyances fulfil the technical requirements of the high mountains. During the peak season and prior to the Hemis festival the number of coaches go upto eight per day. A number of A class coaches and Deluxe Coaches are kept in reserve and are leased by tour operators.

The State Transport Service has 23 buses providing linkages to short distance and out laying villages. 18 daily services cover local routes (round trip 118 kms) 6 services run 3 times a week and 16 run twice a week. 12 services run on alternate days (overnight stops) and 8 services run four times a month. These

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services link Leh with most of the areas of tourist interest. There are 3 services per day linking most of the monasteries surrounding Leh and tourists can avail the first two services as third is reserved for the locals .For some destination which are at a greater distance from Leh like Alchie, only alternative day services are available. These buses are very economical and convenient if a tourist has enough time on hand. Though all the surrounding monasteries are linked with Leh, there are very few linkages within the monasteries as a result the tourists can cover very few places in a day.

The third means of conveyance available for the tourists is private cab services. Though the number of taxis used by tourists to travel to Ladakh is rather insignificant, the cab is of great importance for internal tourist transport. There are altogether 180 cabs, Jeeps and Jongs in Leh and 60 cabs in Kargil. A small number runs on Srinagar-Leh route. Various travel circuits to places like Lamayuru, Alchie etc are commonly followed by the cab owners. The most popular are the full day and half day sight seeing circuits to the monasteries surrounding Leh. Primary tourist attractions are all within a three hour driving distance of Leh hence tourists find it more convenient to hire a cab as they can visit more places and they can time it flexibly. Each cab is shared by four or five people hence it proves to be quite economical.

The taxis do good business from June to September, during the tourist season. During winter they remain in Leh and Kargil and a few provide local services as the demand is quite low. Many taxis are sent to Srinagar before the route closes and spend winter there. This period is used for maintenance and repairs. The number of cabs has increased fast in the last few years. It is because government has made it easy to get loan to buy vehicles.

Cabs are owned by locals as well as some outsiders who come to Ladakh during the season. There are many operators who run a number of taxis and pay salary and travel allowances to the drivers. Government encourage the locals to buy cabs by giving loans. The running cost of cabs is quite high. On an average a distance of 130 kilometres results in the consumption of 50 litres of petrol costing around Rs. 600/-.

The survey shows that most of the tourists who come as individual tourists and organize their trip themselves are quite dissatisfied with the transportation facilities available for them. They very well understand the constraints under which these facilities are provided. Their main complaint is regarding the undesirable behaviour of certain people in this trade. 15 per cent tourists had problems in getting their seats for Srinagar -Leh route booked at Srinagar. They were discouraged to go to Leh

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and all attempts were made to prolong their stay at Srinagar. Some tourists were charged for A class coaches on Leh -Srinagar route while they were provided with ordinary B class buses.

Most of these tourists come from developed nations and have not much experience with uncertainty in flights. They are extremely dissatisfied with the services of Indian Airlines and the fact that they are not made aware of the irregularity of flight at an early stage.

22 per cent of the taxi users are unsatisfied with the service, the common complaint being overcharging, poor maintenance of the vehicle and poor driving skills.

(c) INFORMATION SERVICES.

Tourist Reception Centres are located in Leh, Kargil and Padam. The Tourist Reception Centre in Leh is manned by a tourist officer and two junior assistants. This centre provides the necessary information regarding transportation, accommodation places of tourist interest, trekking routes etc. It provides brochures on Ladakh and maps of Leh and surroundings, free of charge to the tourists. In addition, its job is to provide guide facilities, and give detailed information on attractions, timings, tariffs and entry fee etc. In case of a serious ailment, accident or injury to the tourist, the tourist office has to make arrangements of rescue, and the staff has an access to the

helicopter services in case of an emergency. This is very much essential since the altitude and climatic conditions of Ladakh are such that anyone can get prone to serious ailments such as, Pulmonary oedema, high altitude sickness, etc. Large number of tourists go for adventure tourism like trekking, mountaineering rafting and any accident can take place during the process. It is the duty of tourist officer to take care of such a situation and provide all the possible help.

The survey shows that most individual tourists are quite dissatisfied with the Information services. Their first complaint is that the Tourist Reception Centre is not conveniently situated. It is at the furthest end of the town, near the airport. Therefore it is not easily accessible to majority of the tourist who come in by bus, since their getting off point is the centrally located Tourist Bungalow. (Where the information services were located prior to the commissioning of the new building.) Even the tourists who fly in, take a taxi for the town directly from the airport and do not visit the Tourist Reception Centre. Once they reach the centre of town they are surrounded by the children of Guest house owners showing them the cards with the details of Guest house. Tourists find themselves totally confused and lost. There is one office in the Tourist Bungalow where assistant tourist officer sits. However very often he is not available instead peon is found who cannot interact with tourists due to lack of knowledge of any foreign language. The only way they get some information is from the tourists

who have already spent a few days and are better acquainted with the place.

Most individual tourists feel that the information is inadequate, and not satisfactory and guide services are also not upto the required standard. Recently some educated unemployed youth have been given a two week course but their standards have not been ascertained. The Tourist officer is really functioning as the protocol officer of the hospitality department of the Government. He has no time to devote to his own work other than maintaining a count of tourist arrivals which is fed to him by the tourist control points from the Airport and Dras. The vehicle of his department is also on duty for V.I.P.'S and other Government officials who occupy all the accommodation at the Tourist Bungalow (bed capacity 22 units). They also generally visit the place at the height of the tourists season as the weather conditions are good.

Another tourist information centre is situated in Kargil town. This Centre is a part of the Tourists Bungalow. The Tourist Reception Centre is centrally located and is accessible to tourists. Since most tourists spend only one night there, they do not need much help from the information department. All they need is the details of lodging facilities. Also most buses from Srinagar reach Kargil in the evening when the Information

department is closed and they leave for Leh early in the morning. They do not get an opportunity to interact with the Tourist Officer.

(d) TRAVEL AGENCY:

Travel agencies are considered another criterion of tourism infrastructure. In Ladakh travel agencies have not yet attained any significant importance. There is not a single travel agency which is fully self reliant. They merely serve as handling offices for national and international tour operators, headquarters being in Srinagar, Delhi and few other cities of Europe and America. Their main job is to check the reservation of hotel bookings and flights; to take care of the planning and organization of local cultural trips. Most agencies recruit guides outside Ladakh however in certain cases local guides are arranged by the branch office in Leh. Porters are generally recruited from Ladakh itself.

(e) SHOPPING FACILITIES:

Shopping facilities are available for tourists only in Leh and Kargil towns. There were 76 souvenir shops in 1989 in Leh town. Apart from this there were 34 market stands offering souvenirs and antiques and 15 handicraft shops selling handicraft items along with other goods. There are other shops too supplying a general range of goods which are not oriented specifically to

tourists. One can find a few wayside stands offering antiques at the entrance of some popular monasteries like Lamayuru, Alchie etc.

The souvenir demand focusses particularly on Tibetan jewellery, religious scroll paintings (thankas), religious ritual instruments, traditional carpets and antiques. Tourists are very much fascinated by these items and are willing to pay high prices to own them. Therefore, there is a lot of potential in marketing of souvenirs. However the local Ladakhis have not commercialised their skills and have not entered the souvenir industry in a big way yet. They still prefer to supply their handicrafts items to the monasteries and to local people.

Most of the souvenirs which come to Ladakh are produced in Kashmir, Nepal, Dharamsala, Delhi and Punjab. Even the souvenir shops are controlled mainly by Kashmiris and Tibetans. The survey shows that Kashmiris hold 75 per cent of all souvenir shops. Tibetan vendors who come from Himachal Pradesh and various other Tibetan settlements run 15 per cent of shops and market stands. Local Ladakhis control the rest.

90 per cent of tourists who were interviewed had complaints against the behaviour of Kashmiri shopkeepers. They almost forced the tourists to buy their items and that too at high rates. Most of them sell fake items and claim them to be locally made. Tourists were very happy with the attitude of Tibetan and Ladakhi shop keepers.

Finally it can be seen from the above discussion that the volume of tourists going to Ladakh is governed by the state of environmental and political conditions in the region. For example, the total tourist arrival curve took a sharp downward plunge in the year 1984, mainly due to the disturbed political conditions in Punjab. Again, the total number of tourists reduced considerably in 1987, as a result of closure of Leh-Srinagar highway due to avalanches of November 1986. Whenever the boom in tourist arrival was experienced, the environmental and political conditions were congenial.

It was also found that the areas offering better basic attractions and greater tourist facilities, received higher volume of tourists. Most of the tourist facilities are concentrated in Leh town and a few areas around Leh. Hence, these areas offer better infrastructure and superstructure to the tourists. As a result Leh has become the centre of tourism in Ladakh. One of the reasons of Leh becoming the focus of tourism was that it had greater attractions to offer to the tourists. There are a number of famous monasteries in the vicinity of this town which attracted the visitors. It maybe noted that Zanskar has barely any facilities to offer to the tourists, still the volume of tourists going to that place is increasing. The main reason behind this is the attraction of the landscape especially for the trekkers.

Volume of incoming tourists is also influenced by certain popular religious functions and festivals in Ladakh. For instance, the boom in the tourists arrival in 1980 was mainly due to the special festival at Hemis because of which that year was Iron Monkey Year.

CHAPTER-4

IMPACT OF TOURISM IN LADAKH

Promotion of tourism can be one of the means of introducing new growth into an economically backward but culturally rich region. Ordinarily, the upliftment of a subsistent agricultural rural economy would require the growth of manufacturing sector in a region. This can either be achieved by exploiting the local natural resources or by encouraging footloose industries. Such planning is not always easy in a primitive economy as there is a general lack of entrepreneurship, amongst the local residents. Moreover, enormous amount of capital investment is required to undertake such a project. Therefore, there is a general tendency amongst the policy makers and planners to turn to other activities such as tourism, as an alternative way to achieve the ends. It is because, there exists a widespread optimism concerning the potential of tourism and there is a belief that tourism ^{brings} brings economic prosperity in the destination area. 'Proponents of tourism development in developing countries have argued that, not only can tourism relieve the shortage of foreign earnings constraining economic development, but it can also alleviate problems of under unemployment and, in the long run, provide a price and income elastic substitute for traditional exports which face less secure futures.'

1. Dimond J. "Tourism's role in economic development: a case re-examined" In Economic and Cultural Change, No.25. 1977. p.539.

On the other hand, an economic gain may pose substantial environmental and social risks. Sometimes attempts to solve economic problems create other more complex and unforeseen problems. 'Until recently most people accepted that mass tourism was a 'good thing'; but now a lively controversy has grown about whether, in fact, indigenees are really better off for playing host to these affluent hordes.'¹ Consequences of development of tourism can be complex and contradictory, especially so, when the cultural and economic distances between tourists and hosts are substantial. Therefore, any attempt to develop tourism in an economically weak but culturally strong region should be implemented after a detailed study of the consequences that such development can produce on the local community and environment.

Ladakh presents a typical illustration of a region where tourism was promoted to boost the economy at the risk of damaging a very strong and one of the least spoilt culture. Ladakh has been "a semi-closed region" presenting an ideal case of peaceful and harmonious co-existence of the locals with two different religions. They have had very strong communal bonds and a deep dedication to the land. They have also maintained a balance with a harsh natural environment by helping each other at all times.

1. Rivers. P. "No Package Deal." In New Society. No.25. 1973 p.349.

Even though a semi-closed region, people did have healthy interaction with the traders, when the routes to Central Asia and Tibet were open. More recently, they interacted with the Indian army based in Ladakh. These outsiders were not very different from the locals and their presence contributed positively. They brought new ideas in the region and kept the locals in touch with the outside world to some extent.

Major change came in the society when Ladakh was all of a sudden thrown open to the International tourists. People of one of the "most backward region" were suddenly brought face to face with one of the "most advanced societies" of the world. Consequences of such interaction are inevitable. Tourism has definitely affected the socio-economic and socio-cultural aspects of the society. In order to assess the overall influence of International Tourism on the region it is necessary to study both the positive and adverse consequences experienced by the people.

I. SOCIO-ECONOMIC IMPACTS

In order to attempt an assessment of the impact of tourism receipts on the economy of the region it is essential to analyse the expenditure incurred by the tourists within the region.

(i) .ESTIMATED EXPENDITURE PER TOURIST IN LADAKH.

It is seen from the model, fig.1.1 (see page 13) that

TABLE 4.1

**DISTRIBUTION OF TOURISTS TYPES
PERCENT**

TYPE OF TOURIST	TOURISTS MOTIVATED BY CULTURE AND RELIGION (PERCENT)	TOURISTS MOTIVATED BY ADVENTURE (PERCENT)	TOURISTS MOTIVATED BY OTHER REASONS (PERCENT)	TOTAL
GROUP TOURISTS	40	2	-	42
INDIVIDUAL TOURISTS.	46	10	2	58
TOTAL		12	2	100

TABLE 4.2

**EXPENDITURE FOR TOURIST IN LADAKH
(IN INDIAN RUPEE)**

	EXPENDITURE BY GROUP TOURIST FOR AVERAGE OF 7 DAYS	EXPENDITURE BY INDIVIDUAL TOURIST FOR AVERAGE OF 9.5 DAYS
TRANSPORT	1,000	350
BOARDING AND ACCOMMODATION IN KARGIL.	375	160
ACCOMMODATION IN LEH	1,250	525
FOOD IN LEH	500	600
LOCAL TRANSPORTATION	350	100
MONASTRY	100	100
SOUVENIR	1,250	800
MISCELLANEOUS	400	200
TOTAL	5,225	2,835
TOTAL WITHOUT TRANSPORT	4,225	2,485

‡ACCOMMODATION IS HALF BOARD.

the main spending of a tourist is incurred in accommodation, food, transportation, sightseeing, souvenirs, and miscellaneous. On the basis of the survey, the average expenditure of the tourists was estimated. It was noted that the per tourist expenditure incurred by the group tourists was higher than the individual tourists, therefore, they were dealt separately.

Group tourists join the conducted tours where they pay a relatively higher price and they also expect better facilities than the individual tourists. The average length of stay of group tourists is however shorter. Also the proportion of group tourists to total tourists is less than the individual tourists. It is seen from table 4.11 that the group tourists and individual tourists constitute 42 per cent and 58 per cent of total tourists respectively. The average length of stay of group tourist is 7 days and that of an individual tourist is 9.5 days.¹

Most tours are organized for the group tourists in such a way that they reach Ladakh by road and return by air. The mainly travel by Super Delux Coaches and sometimes by cabs and jeeps. Some tours cover both ways by air and certain other cover both ways by road. On an average, the group tourists spend Rs. 1,000/- in transportation from Srinagar. Individual tourists use a mixed means of conveyance. Beside a small proportion who cover one way by air, most travel by road. They mainly travel by A class or B class Coaches. Few even travel by Super Delux Coaches or by

1. Based on the information gathered during the field trip.

taxis. Their estimated expenditure on transportation is Rs. 350/-.

Kargil mainly provides transit accommodation. There are hotels ranging from class A to D and the guest houses (see table no.3.22). Most group tourists occupy hotels of class A or class B. Not all group tourists spend two nights here as a few return by air. Therefore on an average they spend Rs. 375/- per head on accommodation in Kargil. This amount includes food as well.

Individual tourists stay in class C or class D hotels or the guest houses. Most of them spend two nights at this place. Those tourists who wish to go to Zaskar for trekking and mountaineering, may spend three to four days in order to arrange for food, porters etc. These tourists, again, prefer cheaper accommodation. The average expenditure of individual tourists on accommodation and food in Kargil is Rs. 160/- per tourist for two days.

Most of the tourists take up accommodation in Leh for their entire stay. Making Leh as their base, they take daily excursions to the surrounding monasteries and other places. The standard of accommodation is more or less similar to that taken in Kargil town. Group tourists stay in class A or class B hotels which provide breakfast as well as dinner. On an average, they spend Rs. 1,250/- on boarding and lodging and additional Rs.250/- on lunch for 5.5 days. Most individual tourists stay in guest houses in Leh and

some even take up accommodation in certain villages with popular Gompas such as Alchi, Saspol, Lamayuru etc as they travel around. On an average, they spend 7.5 days in Leh and surrounding areas. The expenditure incurred by them during this period is around Rs.525/- on accommodation and Rs.600/- on food. The tourists who go for trekking and other adventure activities spend a comparable amount on porters, ponies and food stuff, hence, their expenditure has not been taken up separately.

With Leh as base, tourists visit the places of their interest daily, hence the local transportation is required by them. Group tourists use jeeps and taxis and sometimes luxury coaches. The charges of these means of transportation are high, but it gets divided up, as the tourists travel in groups. On an average these tourists pay Rs. 350/- per head on transportation during their stay of 5.5 days. Individual tourists rely on public buses and at times also on taxis and jeeps, when local buses are not available. Their average expenditure on local transportation is Rs. 100/- per head during their stay.

Foreign tourists are required to buy entrance tickets for the monasteries. Both group tourists as well as individual tourists pay around Rs.100/- altogether to buy these tickets. Most of the tourists like to carry back some souvenirs from Ladakh. Souvenirs, antiques, local jewellery, local utensils, mural paintings and other handicraft items are priced highly specially for the foreign tourists. The group tourists come from

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a relatively high income group and they tend to spend more on shopping. Their estimated expenditure on souvenirs is Rs. 1,500/- whereas the individual tourists spend on an average Rs. 800/- on shopping. The miscellaneous expenditure includes expenditure on postcards, stamps, beverages, tips, film rolls etc. Group tourists tend to spend an average amount of RS. 400/- and individual tourists spend Rs. 200/-.

In the final analysis, it can be said that a tourist who undertakes a conducted tour spends on an average Rs. 5,225/- and the individual tourist incurs an average expenditure of Rs. 2,835/- per head in Ladakh, including the journey from Srinagar and back.¹

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(ii). ESTIMATED TOTAL TOURISM RECEIPTS IN LADAKH.

An estimation of the total tourism receipts in the region can be made by deleting the expenditure incurred by the tourists on transportation because this income does not flow in the economy of the region directly. It is seen from that total receipts received from group tourists as well as individual

1. The starting point of journey is considered to be Srinagar and all expenses are estimated keeping this in mind.
2. The total tourism receipts are based on the information gathered during the field trip, on the basis of the questionnaires filled by the researcher.
3. The tourists who undertake the journey from Srinagar to Leh by jeeps and cabs do not fall in this category. The expenditure incurred by them however is not too high as compared to the entire transportation sector and therefore can be neglected.

tourists is Rs.52,276,094. It should be remembered that the data was collected in the year 1989, however the analysis is being made for the previous year. Therefore the obtained amount has been adjusted to the ratio of inflation which is assumed to be 10 per cent. Thus the direct contribution of tourist industry to the economy of Ladakh for the year 1988 is estimated as Rs.47,048,485.

(iii).GROSS INCOME GENERATED

It is seen from the Model (fig.1.1 page 13) that once the total tourism receipts enter the economy of the region it tends to get multiplied. (The expenditure of the tourists in the region create new incomes and outputs, which in turn produce further expenditures and incomes. This process of respending incomes, thereby creating additional incomes is known as the multiplier effect. It is defined as "an initial impulse such as investment or expenditure giving rise to one or more primary effects such as income, savings etc. These primary effects in a course of second period may produce secondary effects. As the process continous¹ the value of money increases".

The expenditure of the tourists get converted to the income or savings of those working in the tourism sector. This has been

1. The theory is given by Kahn and Keynes.

called the "primary effect." When a part of the income is spent and respent, it gives rise to the "secondary effect. For example, the primary effects of a hotel owner which he receives in the form of hotel bills from the tourist, gets converted to secondary effects when he makes payments for electricity, furniture, food, and other services, which he provides to the tourists. Therefore, the expenditure of tourists, not only supports the tourist industry directly but also helps many other sectors of the economy to grow.

The gross income impact can be assessed by calculating the number of times the expenditure of tourists recirculates within the economy before disappearing. Gross income generation in the region is the resultant of income multiplication within the economy and income leakage outside the economy (see Research Design model page 13).

An economically backward region like Ladakh, cannot take full economic benefit from the development of tourism in the region. Such economy has a small base and weak internal structure. The internal links between the sectors are less developed and distribution of income is highly uneven. Such economy has a higher propensity to import because it cannot cater to the requirements of the tourists by increasing the production of local goods and services at a rapid rate. Leakage rates in consumer goods,

building material and capital goods must be pretty high in Himalayan regions, where on an average 40-50 per cent of food stuff/beverage are imported from outside the region, let alone, manpower for skilled and semi-skilled jobs.¹ The leakages from the economy of Ladakh are higher than many other Himalayan regions also. As per Louis Turner's estimates leakages can be as high as 60-80 per cent for a less developed region.

In quantitative terms it is extremely difficult to measure the "Gross Income generated" in the economy as a result of tourist expenditure. The value of tourism multiplier co-efficient has been estimated on the basis of past studies in the sphere.)

Clement's study shows that 'in countries where there are substantial leakages for slow turnover, the money spent by the tourists seems to turn over between 3.2 and 3.5 times a year before it disappears. The multiplier of 3.2 is the lowest that can be produced under any reasonably accurate set of circumstances.'² In another study Michael Peters³ has presented estimates of the tourism multiplier calculated by various

1. Singh T.V. "Tourism in Himalaya: How much is not too much." 1983. op. cit. p.437.
2. Clement H.G. "The Impact of Tourist Expenditure." In Development Digest. July 1969. p.71.
3. Peters Michael. International Tourism: The Economics and Development of International Tourist Trade Hutchinson, London. 1969.p 240.

sources. These range between 0.9 to 4.3. In a more relevant study conducted by the National Council of Applied Economic Research (N C A E R), a tourism multiplier co-efficient of 3.2 has been estimated for the State of Jammu and Kashmir.

Clement's analysis have been contradicted by Michael Peter because the latter has estimated tourism coefficient values lower than 3.2 for some regions. On the basis of the study by N C A E R it is estimated that the tourism multiplier is even lower in case of Ladakh. This is so because the magnitude of leakages from Ladakh are higher than that of the State of Jammu and Kashmir as a whole.

(iv). INCOME EFFECT

One significance of tourism in a less developed region is that it is a good source of income for locals. Such an economy has a weak base and therefore it offers few job opportunities.

1. Michael Peter's estimates for seven different areas:

Countries	Estimated Tourism Multiplier
i. Pacific and Far East	3.2 to 4.3
ii. Pakistan	3.3
iii. Ireland	2.7
iv. New Hampshire	1.6 to 1.7
v. Greece	1.2 to 1.7
vi. Lebnon	1.2 to 1.4
vii. Hawaii	0.9 to 1.3

2. "Impact of Tourism On The Economy of Jammu and Kashmir." Cost-Benefit Study of Tourism, National Council of Applied Economic Research. New Delhi. 1975. p.24.

TABLE 4.3
DISTRIBUTION OF INCOME GENERATED FROM FOREIGN TOURISTS.

	GROUP TOURISTS		INDIVIDUAL TOURISTS		TOTAL EXPENDITURE OF GROUP AND INDIVIDUAL TOURISTS.	PERCENT EXPENDITURE TO TOTAL EXP.
	EXPENDITURE RS.	PERCENT EXPENDITURE TO TOTAL EXPENDITURE OF GROUP TOURISTS	EXPENDITURE RS.	PERCENT EXPENDITURE TO TOTAL EXPENDITURE OF INDIVIDUAL TOURISTS		
BOARDING AND ACCOMMODATION IN KARGIL	2,304,288	8.6	2,357,700	6.4	3,661,988	7.6
ACCOMMODATION IN LEH.	7,680,982	28.9	4,453,889	21.4	12,134,871	25.46
FOOD	3,072,396	11.56	5,091,379	24.1	8,163,775	17.12
LOCAL TRANSPORTATION	2,150,675	8.19	848,563	6.3	2,999,238	6.29
MONASTERY	614,478	2.3	848,563	3.0	1,463,041	3.0
SOUVENIR	7,680,982	28.9	6,789,225	30.3	14,470,207	30.3
MISCELLANEOUS	3,072,393	11.5	1,697,126	8.0	4,769,579	10.0
TOTAL	26,576,192	100.00	21,087,514	100.00	47,663,706	

Tourism being a labour intensive industry, helps reducing unemployment in the region. If the industry develops substantially it can also raise the level of income of the people.

A large number of people can, either directly or indirectly earn their living from tourism. Those who work directly for the industry get their income in the form of wages, salaries, rents, profits and so on, by providing the required goods and services to the tourists. Indirect beneficiaries are those who supply goods and services to the ones employed directly by tourism sector.

Ladakh, an economically backward region has definitely been affected by the development of tourism in the region. It is very difficult to study the precise impact of tourism on the income of the people because of limitations in available data. An attempt has however been made to broadly outline the direct income effect of the tourist industry in Ladakh. Indirect income effects are much beyond the scope of this study.

Distribution of the initial round of tourist expenditure gives a fairly good idea of the direct income effect. It is seen from table no.4.3¹ that 33.0 per cent of the expenditure of

1. These figures are based on the information gathered during the field trip of the researcher.

...(174)..

tourists is diverted to the lodging (or sometimes half boarding) sector in the region. About Rs.12 million accounting for 25.46 per cent of the total tourist receipts are received by those providing accommodation (in some cases half boading) facilities in the town of Leh alone. Class A and Class B hotels in Leh receive 63.3 per cent (Rs. 7.68 million) of the total receipts of loding sector. The remaining amount of Rs. 4.45 million goes to the C class and D class hotels and guest houses of Leh.

The rates of A class and B class hotels are much higher than those of economy class accommodations however, the total receipts (63.3 per cent) appear to be low. The cumulative effect of "larger proportion" and "longer stay" of individual tourists result in a relatively high per cent expenditure (36.7 per cent). The distribution is uneven because 63.3 per cent receipts are going to some 19 hotels(see table 3.21a pg.140) whereas the remaining amount is presumably divided up between the B class,C class hotels and guest houses which are more than ¹45 in number. Therefore the profit of guest house owners is much less than that of higher standard hotel owners.

It is interesting to note that, though the revenues earned by upper class hotels are much higher, the distribution of receipts is more widely spread among the lower class hotels and guest houses.

1. A number of hotels and guest houses are not registered with Development Commissioner's Office, so the exact number is not available.

(In the initial stages of tourism development in Ladakh, locals had very limited knowledge of the business of hotel industry. With the backing of primary subsistences economy, they were poor entrepreneurs and lacked the courage of taking risks in business. Advantage of their inability was taken by the outsiders who were already in hotel industry. As per the norms of Government, a non-Ladakhi cannot take the ownership of a hotel, therefore, the outsiders kept the management in their hands. In most cases, locals were made to act as figureheads and were given a share from the profit, while the outsiders look away most of the profit. Even the personnel was drawn from Kashmir, Nepal and from the ranks of Tibetan refugees, who in contrast to local employees have already had some experience in hotel work.¹ Locals did not get much benefit of employment opportunity² that arose in large hotels as well. At present the situation is quite the same. Locals are learning the knowhow of running big hotels but the process is slow. As a result, the profits are still draining out of the region. The income of locals who own the hotels has increased considerably but the total number of local people to be benefitted are few.

All lower class hotels and guest houses are in possession of local residents who run them as a family business. Working of

1. Eppler P. 1983. op. cit. p.254.

2. Lower grade jobs such as those of waiters, servants etc. were available for the locals.

these hotels and guest houses is not too intricate and does not require any special training or skill. Lower grade hotels employ the local residents, whereas in most of the guest houses family members participate in the work. This way the revenue generated from tourism gets distributed amongst a large number of local residents. The rise in income level is not exponential in this case, like that of big hotel owners however, it is enough to raise their standard of living to some extent.

Elite tourists staying in big hotels expect a relatively higher standard of decor and facilities and special food. Therefore, these hotels have to get the modern appliances, furniture, fittings and food stuff from neighbouring regions. The Guest houses too import the required goods and foodstuff from other regions but on a much smaller scale. They try to fulfill their requirement from within the region as much as possible. Therefore, the upper grade hotels largely generate indirect incomes in the outside regions whereas guest houses trigger secondary income effects within the region to a large extent, which is more advantageous for the economy.

The "transit tourism" in Kargil has created a reliable and frequent demand for accommodation, mainly for night halts. About 7 per cent of tourist expenditure goes to Kargil for boarding and lodging. There are 8 hotels of upper grade and 10 registered

1. Here import implies, obtaining the goods from neighbouring regions within the country.

lower grade hotels and guest houses (see table 3.22).

Income effect for accommodation sector in this place is quite the same as that of Leh.

Accommodation in rural areas has not assumed any great significance yet. It is in Padam, Alchi and Lamayuru, where the guest houses bring receipts of certain value. The occasional overnights of individual travellers and trekkers in other small guest houses or in the houses of hospitable villagers can merely be considered as a welcome supplement for the local resident.

About Rs. 8 million, accounting for 17 per cent of total tourist expenditure was incurred on food by the tourists in Leh in 1988. This shows that the food joints like restaurants and food stalls form a good source of income for the people in Leh. There are a number of restaurants which provide different types of food such as English, Continental, Chinese, French, Indian, Local Ladakhi food etc. Most of the basic food and vegetables come from outside, therefore their prices are also high. These restaurants are run by outsiders as well as locals. They have given employment to locals as cooks, waiters and servants and thus enabled them to earn during the season. Food stalls provide mainly Indian and Ladakhi food at reasonable rates. They rely on basic

1. In most high grade hotels breakfast and dinner is provided by the hotel therefore the tourists only take lunch from the restaurants.
2. Food and Tea stalls are more popularly known as "Dhaba".

food that comes from outside as well as vegetables and cereals obtained the farms locally. Most of the guest houses also provide breakfast and dinner to the tourists staying in their accommodation. Some locals give their shops or rooms on rent to outsiders who in turn run food and tea stalls during the tourist season. These people generally come from Punjab and Kashmir for this business. Even though the leakages are high (as most of the food comes from outside) but still food stalls and restaurants have a substantial income effect on the region. Locals make profits by running their own stall or they earn in the form of wages or rents.

Income effect through restaurants and food stalls is less in Kargil because most tourists use it as a transit place. There are a few restaurants where different types of food is served. Most of the restaurants and food stalls are owned by locals therefore, it contributes to the local economy, however there is not much scope of any expansion in the near future.

Village Khaltse is another place where income effect through food joints are quite significant. The village is located midway between Kargil and Leh and is used as a break point for the buses and cabs. Small restaurants serve simple meals for lunch, in addition to beverage and fruits, especially apricots. People get a regular supplemental income throughout the summers. Very little income effects can be supposed at other intermediate stops on

Leh-Srinagar highway, such as Lamayuru, Alchi, Saspol and Dras.

It can be seen from table no.4.3 that an amount of approximately Rs.14.4 million, accounting for 30.3 per cent of total tourist expenditure was spent on purchase of souvenirs and hand'craft goods in 1988. It appears as though the strongest income effects in the region result from this sector. But a fundamental problem is concealed. Around 80 per cent of all souvenir shops in Leh are run by the outsiders especially from Kashmir Valley. Many Kashmiri people go to Leh during summer and sell the souvenirs in rented shops. Tibetan refugees also sell their goods either on market stands or by spreading their antiques and souvenirs on the sidewalks of the market. Around 89 per cent of all market stands were held by Tibetan vendors in 1989. In the same year only about 12 per cent of all souvenir shops and market stands were run by Ladakhis. Not only are the souvenirs sold by outsiders, they are largely manufactured in other regions like Kashmir valley, Nepal, Kalimpong, Delhi, Punjab etc, as well. Thus, major proportion of the income generated by selling souvenirs, flows into the other regions. Souvenir trade has become an important income source for these regions, rather than Ladakh, where they are actually sold. Locals benefit when there is an occasional demand for high standard handicraft item such as jewellery, precious stones, scroll painting or thankas etc. Otherwise, they mainly earn by renting their shops to outsiders. Other than Leh, souvenir trade is extremely limited in other places of Ladakh.

Income effects through selling of goods and commodities are also minimal. Less than 10 per cent of tourist expenditure is incurred on purchase of miscellaneous items. However, most of these goods are also brought from the surrounding regions. Here the income effects are in the form of profit, when the shopkeeper is a Ladakhi and in the form of rent, when it is let out to an outsider.

The material gain of selling entrance tickets by the monasteries and the royal palace, which are the most important cultural attractions of the country is quite obvious.¹ Ladakh Gumpa Association introduced the concept of entrance tickets for monasteries in 1978. It is seen from the table that around 3 per cent of the total tourist expenditure or Rs. 1.4 million went to the monasteries in 1988 just by selling entrance tickets. The leakages in this case are quite low, hence the income effects for monasteries are quite high in Ladakh.

(v). EMPLOYMENT EFFECT

Tourism is a service industry. It is highly labour intensive and demands mainly semi-skilled and unskilled labour. Development of tourism in an economically depressed region as Ladakh can be beneficial, as it has created jobs and reduced unemployment especially in Leh town.

1. Eppler P. 1983. op.cit. p.255.

...(181)...

Direct expenditure of total tourists generates direct employment. In other words, the employees who work directly for the tourism sector and get their wages directly from tourist spendings are direct employees.

Direct employment is provided to a number of people in Ladakh. These are provided by Tourist offices at Leh, Kargil and Padam, and Indian Airlines office in Leh. Travel Agencies provide work to many during the tourist season. People get work in Hotels, Guest Houses and Tourist Bungalow at various positions ranging from Managers to peons. Other types of employment is generated by restaurants and food stalls. Building activities for tourism sector, expanding food production (like bakery), activities in the Handicraft Training Centres and renovation of monasteries, and shops, and an increased supply of taxis and jeeps employ workers too. Other than this, employment is also provided to horsemen and trekking guides who accompany the trekkers and other tourists

Other than direct employment, tourist industry generates indirect and induced employment too. Indirect employment is still in the tourist supply sector but does not result directly from tourist expenditure. Whereas Induced employment is the additional employment resulting from the effects of the tourism multiplier as local residents spend the additional money which they have earned.

TABLE 4.4

LEH DISTRICT

AREA UNDER VARIOUS NON FOOD GRAIN CROPS.
(HECTARES)

YEAR	FOODGRAINS	FRUIT	VEGETABLES	OILSEEDS	FODDER	TOTAL
1973-74	7684	71	111	40	1286	9201
1979-80	7931	66	121	42	1492	9702
1980-81	8100	74	120	43	1520	9857
1981-82	8410	81	124	44	1579	10,238
1982-83	8252	80	131	44	1641	10,148
1983-84	8263	78	230	57	1642	10,270
1984-85	8184	92	125	66	1633	10,103
1985-86	8018	91	149	56	1657	9947

SOURCE: STATISTICAL HANDBOOK.

Tourism sector is diverse and can benefit a large number of people directly or indirectly. In case of Ladakh, however, employment of 'expatriate Labour' in the tourist industry is also high. Various travel agencies and hoteliers prefer the people from other regions such as Kashmir, Nepal, and Punjab to work for them. It is mainly because the skilled workers, like those at responsible jobs as managers etc, are hard to find in this region. The educational level of people is not yet of adequate standard, nor are they trained for the required jobs. Moreover, many travel agencies in west have their branch agencies in Delhi or Srinagar, so they prefer to get the employees from these regions only. Many times even guides are recruited from outside region.

Even though a proportion of employees are supplied from outside, Ladakh does benefit as a result of employment effect. It will be better if, in the coming years the proportion of expatriate labour can be reduced. This can be done by giving required training to locals. As the literacy level (of especially Leh town) will increase, direct and indirect employment from amongst locals will rise automatically.

(vi). IMPACT ON AGRICULTURE

There has been a decline in the workers engaged in agriculture and also in the per capita agricultural output of the region. In Leh district alone per cent cultivators to total

workers declined from 63.5 per cent in 1971 to 58.5 per cent in 1981. There was an increase in total sown area of the district Leh by 8 per cent between 1973-74 and 1985-86 and only 2.5 per cent between 1979-80 and 1985-86. A general decline was experienced in the per capita food grain production (18 per cent) and per capita all crop production (18 per cent) during the period 1973-74 to 1985-86 in Leh district.

The overall decline in per capita food grain production in Ladakh and especially Leh district is a resultant of various factors. One important reason being, a shift in the occupational structure from primary activities to tertiary activities such as growth of tourism, new jobs in government department, transportations, Trade and so on.

Growth of Tourism has to some extent resulted in a shift from food grain to non-food grain crops such as vegetables, fruit, fodder etc especially in Leh district. It is seen from table 4.4 that the area under vegetable increased from 111 hectares to 149 hectares between 1973-74 to 1985-86 (34.2 per cent increase). In case of fruit, area increased by 28 per cent during the same period. 40 per cent rise was seen in case of oil-seeds whereas the rise was only by 1 per cent in case of foodgrain during the same period. Such shift in cropping pattern is experienced as a result of high demand for fruits and vegetables especially due to growth of tourism and presence of army. These perishable food crops fetch much more money than food grains like

...(185)...

barley or wheat. Therefore, cultivation of vegetables like cauliflower, cabbage, peas, onions, potatoes, tomatoes and pumpkins is on a rise and is expected to rise further. Farmers have now realized the value of non-food grain crops and it is even more convenient for them because the region is devoid of many pests. The presence of ultraviolet rays further help vegetables to grow to a bigger size which gets the farmer higher rates. Better communication and transportation linkages with many rural areas has enabled the cultivators of villages too, in shift from food crops to non food crops.

Research work by government and private agencies is being carried on in the region and the advances made in the research laboratories are slowly reaching the farmers. It (has) made the local population aware of new developments and of inputs in agriculture.¹ Farmers of Leh town and surroundings have started switching to better quality of seeds and fertilizers, however, it may take time to spread out to rural areas. Agencies like Directorate of Agriculture has made a beginning. They have started distributing seeds, fertilizer and manure to the cultivators.

Yet another impact of growth of tourism is seen, in the increased imports of food items from outside regions. It is quite surprising that a region which was relatively self sufficient in food items has to depend heavily on imports.

1. Harjit Singh "Ecological set-up and Agrarian Structure of High Altitude Villages of Ladakh." 1989.p.7. Paper read in a seminar in U.K.

(vii). OTHER IMPACTS

It has been discussed earlier (chapter II page 106) that the proportion of workers engaged in household and cottage industry is quite low in Ladakh. There has not been much change in the past two decades either. It has also been seen that Leh town has a relatively greater proportion of population in this sector as it offers a wider market and the economy is more diversified.

The development of tourism has not had any significant impact on the production of local handicrafts in Ladakh. It is quite contrary to the belief that the local handicraft industry gets a boost as a direct result of tourism. This could probably be due to non-availability of certain raw material which is required for the production of these handicraft items. For mass production, the raw material is required in large quantity. There is greater margin of profit in manufacturing fake handicraft items in the plains and transporting it to Ladakh than in transporting the raw material. This has resulted in flooding of Leh market with poorly crafted fake handicraft work.

According to Buddhist religion, the sale of religious objects is forbidden. Therefore many local craftsmen prefer to sell their items to monasteries and local Ladakhis rather than selling it to the tourists. This is probably another reason for low handicraft production.

It has again been discussed earlier (see "Economy," chapter Two) that the development of tourism has resulted in increased

employment opportunities in the service sector and as a result the tertiary sector has expanded especially in Leh town.

(II). SOCIO-CULTURAL IMPACTS

(i). SOCIAL IMPACTS

'Social impacts of tourism refer to the changes in the quality of life of residents of tourist destinations as a result of development of tourism in that region.'¹ Though tourism is a recent phenomena in Ladakh, social impacts have been considerable. On the basis of the survey, it was seen that the qualitative changes of lifestyle as experienced by the local population due to development of tourism have not been uniform. The areas with Buddhist dominated population have undergone greater changes than that of Muslim dominated areas. It is probably due to the fact that buddhists, are more open to changes and have been intermixing with other communities for long. Moreover, historically important trade routes passed through area inhabited by Buddhists. Thus Buddhists, are more receptive to new ideas. Within the Buddhist dominated areas, social change has been predominantly felt in and around of Leh town. This is because major development of tourism has taken place in Leh only. In case of Kargil town economic impacts are more pronounced than social impacts. Yet another characteristic of social impact in

1. Mathieson A. and Wall G. op.cit. p.137.

Ladakh is that it has affected younger generation much more than the older people.

The fig 1.2 (page 15) summarized the social impacts which tourists may have on the local population. There is no doubt that Ladakh has experienced social change in the past one and a half decade. However, this change is due to the cumulative effect of presence of army, development of tourism and due to the general opening of the region to the outsiders. Therefore, it is extremely difficult to demarcate the changes in the social life as brought about solely by tourism. However, it can be safely said that the presence of army and non-Ladakhi Indians have not contributed to social change as much as the presence of foreign tourists has. As per the perceptions of the local people, the tourists come from an unfamiliar world with a very different socio-economic background, so their influence on the people is much more effective.

There has been a modification in the traditional life style and in consumption patterns of the locals. 82 per cent of locals who were interviewed wore non traditional clothes most of the time. Rest 18 per cent who wore traditional clothes only, were either women above the age of 35 years or men above 45 years. It can be inferred that most young and middleaged people have switched to non-traditional clothes which are mainly shirt trouser and pullover for men and salwar kameez for women and frock or salwar kameez for girls. It may be noted that during winters most of the

locals prefer wearing traditional dresses because they are better suited for the severe winters. Also because winter is the time for festivals and ceremonies and they prefer to be in their local costumes.

As for the food, all of the locals interviewed had adopted non-traditional food supplemented with traditional food. For example, rice has become a part of the Ladakh meals now but it was never the traditional food of Ladakh. Some people have started eating fish when earlier it was a taboo in Ladakhi society. Consumption of a variety of canned food has become common especially in Leh. Some people have started taking pasteurized cheese, tinned butter, soup, fruit cocktails etc. The locals who accompany tourists as guides and porters share most of the food carried by the foreigners. The guest house owners have modified their methods of cooking and types of food according to the requirements of the tourists. Due to high altitude and low pressure conditions, people could not cook some dishes. With the introduction of pressure cooker, it has become possible for them to cook these. This is yet another reason of new dishes becoming a part of their meals. The consumption of a very popular traditional food called Tsampa (sattu) has reduced considerably. It is made by finely grinding and mixing roasted Wheat, Barley and dried Peas. The decline in consumption is because preparation of Tsampa is difficult and time consuming. It is now possible to make new dishes in less time.

In addition to new dishes certain traditional food items have become popular as a consequence of development of tourism. Dishes like Thukpa and Mo-Mos have become more popular because meat is more easily available now.

There has been a change in drinking habits as well. Locals now consume cold drinks, bottled fruit juices, tea, coffee and other beverages. This change is mainly seen in Leh and Kargil town. Some people have even started drinking Beer and Rum in addition to their local 'chang'.¹⁺ This change is however very restricted as their local drinks 'gur-gur tea' and 'chang' are a part and parcel of their life.

It may be concluded that a change in eating habits is predominant in the town of Leh and surroundings and in Kargil Town. It is because food stuff is brought from other regions to cater to the requirements of tourists, therefore it is easily available in the areas of tourist dominance. The main change in food which is seen in most of Ladakh is the adoption of rice as important food item.

In many ways modification of lifestyle has been due to the demonstration effect which is defined as 'residents frequently resent the apparent material superiority of visitors

1. It may be noted that there is no liquor shop in entire Ladakh. Most of Rum and Beer is taken from the army. Either the Ladakhis in army get it or army people exchange it with local goods and foodstuff.

and may try to copy their behaviours and spending patterns.¹ This is especially true for youth. Young people observe the freedom and tendency of lavish expenditures of foreign tourists and react in various ways. When tourists go to Ladakh they are on a holiday therefore they tend to lead a less restraint life. They work hard in their country and spend that hard in their country and spend that hard earned money. The local on the other hand doesn't see them working hard but only sees them having a good time. As a result he carries misconceptions of the lifestyle of a Westerner. He tends to copy only this aspect of their life. Infact, the local youth may sometime get a feeling of frustration and resentment when he has to work while the tourist enjoys. Therefore, the demonstration effect can be misleading.

The local people are undergoing a change in social values in general. This change is more pronounced in Leh town and surroundings and to some extent in Kargil town. Root of Ladakhi social system is a tradition of cooperation. From time immemorable the locals have survived on the policy of interdependence and mutual help. In case of disputes, negotiations were carried on in a friendly manner. Competitive spirits and professional jealousies were virtually absent. Relationships of locals were seldom based on cash nexus. Religious or cultural

1. Mathieson A. and Wall G. op. cit.p.142.

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differences hardly affected the relationships. In general, Ladakhis formed a casteless and to great extent classless viable society and set an example of peaceful and harmonious co-existence.

With the development of tourism, a general disruption of community bond and degradation of social values has started already. The worst affected area has been Leh town and Kargil. Development of tourism has no doubt brought economic prosperity in the region however, the distribution of benefits are extremely uneven. Some people have become very rich economically whereas those who have not benefitted from tourism have become poorer as a result of high rate of inflation. Therefore, evolution of haves and have-nots have begun. Tourism has given birth to class-formation in the society and the division is based on economic status. A craze of materialistic things have begun, hence, people want to gather more and more money. Status of wealth is changing from jewellery to jackets. People want to own the new and strange objects, they see in the market and with the foreign tourists.

Locals are learning how to get maximum money out of tourists. They are noticing that 'it is possible to make a fast buck by taking more in the way of money and giving less in the way of goods and services in return.'¹ Hence, they are now adopting the methods of bargaining

1. Rizvi J. 1983. op.cit. p.111.

and setting defferent rates for different tourists. Such attitude was more common amongst the outsiders, especially Kashmiris who run shops in Leh and who are in tourist industry for a long time. Once such attitude is adopted by Ladakhis towards the tourists, there are great chances of the dealings between locals too taking similar degrees. The process of exploitation of the tourists does not yet seem to have gone very far among the Ladakhis, however, a begining has been made and it is not likely that they will be able to resist it for long.

People to some extent are changing their occupation to enter the tourist industry. This is done to increase the earnings and sometimes also because such jobs are socially more interesting. A number of young men leave their villages during summers in order to work as guides, for trekking tourists or to provide houses. Their time of absence partially coincides with the period when all agricultural manpower is required. The shortage of available labour has to be compensated by all family members in general, and by a surplus workload of the women in particular. In Leh town, a large part of the fields have been used for construction of guest houses, hotels or shops. Such changes in occupation from primary to tertiary activies are taking place because they are economically work advantageous. As the number of guest houses and shops are increasing, the feeling of competition and professional jealousy is creeping in. People who have not

benefitted much as a result of tourism and cannot afford the latest gadgets and jackets are getting envious and frustrated. However such feelings are only cropping up amongst the residents of Leh and Kargil towns and are still virtually absent in the rural areas.

Earlier the community bonds in Leh were very strong. That time main occupation of people was farming and pastoralism. People had to work under very harsh environmental conditions and they could interact with hostile nature collectively and by depending on each others help. That time separate identities on religious or economic basis was a secondary factor and was hardly noticeable. 'Labour intensive work such as sowing and harvesting, was carried out by Phuspun. Phuspun is a social unit consisting of immediate family members and close relatives such as cousins etc. Labour is done on mutual exchange basis.' As tourism and other tertiary activities are developing, the mutual help, cooperation and interdependence is not required to that degree. In addition to it, the presence of foreign tourists is encouraging materialistic culture. All this is together leading to weakening of family, communal and religious bonds.

It is because of the degradation of community bonds that

1. Harjit Singh. "Planning Strategies for removal of Regional Disparities in Educational Development. A Case Study of Leh District, Ladakh." Paper read in National Seminar on Regional Disparities in Educational Development, September 2-27, 1989. New Delhi.

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social and political conflicts are erupting. Tourism may not be the direct cause of the political turmoil which Ladakh is facing presently however, it might have aided in the process at some stage. The riots between Buddhists and muslims which took place in July 1989, only give the evidence of bonds between the different religious communities becoming weak. only a few years back this region was known for religious tolerance and peace.

If tourism has had an adverse effect on social value on the one hand, it has benefitted the society to some extent on the other. The presence of foreign tourists has resulted in a widened dimension, broad thinking and spread of new ideas. One of the most important impact has been the awareness of significance of education amongst the locals. As the interaction of young locals with more and more educated men and women is increasing, their desire to study is also increasing. They are getting the awareness that women can get equal education as men folk. Moreover, they are starting to understand that prospect of getting a good job in tourist industry as well as other tertiary activities increases with education. It has already been discussed earlier (see chapter two-" Literacy") that the number of students going to school has increased especially in Leh. There has been an increase in the number of students going to Srinagar and Delhi for college education. Even the number of students going out for professional courses such as medicine engineering etc. has increased. They are getting to know about the various scholarships offered by the government for education and are wanting to take

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advantage of them. Total number of girl students have also increased. (See chapter two, page 92) Some students and youngsters have started learning foreign languages as well, to be able to work as tourist guides. This rise in number of students is however largely restricted to Leh and Kargil towns. Literacy rate has not undergone much change in rural areas.

Yet another change in social aspect has been an awareness to raise the standard of living. Under the influence of outsiders, the quality of food, clothing and other facilities used at home has improved, especially for those who can afford it. Those with increased income, are wanting to get the modern gadgets which can make living more convenient.

Very few local people would have got an opportunity to visit the regions outside the country. Most of them would have never been able to get an insight into the culture and tradition of people of developed nations. So the tourists have widened the horizons of the local people. Even though their understanding of foreign culture is very superficial, but still they have got an idea.

(ii) CULTURAL IMPACTS

Culture is said to include patterns, norms, rules and standards, which find expression in behaviour, social relations and artefacts. ¹ Culture is reflected by various elements in a society. In case of Ladakh these elements can be:

1. Mathieson A. and Wall G. op. cit. p. 159.

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- a) religion including its visible manifestations like monasteries, prayer wheel, mani wall etc.
- b) Folklore and ceremonies.
- c) Traditions
- d) Handicrafts
- e) History
- f) Local food and drink
- g) Language
- h) Architecture typical to the region.
- i) Local dress
- j) Types of work engaged in by locals
- i) Leisure activities.

Cultural effects of tourism can now be defined as the changes in one or more elements of culture (as mentioned above) resulting from the presence and activities of tourism.

During its short history in Ladakh, tourism has affected most of the elements of culture, some to a greater extent than other. Religion has been greatly influenced by the development of tourism. Most of the tourists who visit Ladakh go there for the sake of curiosity and in order to know more about religion and culture. In the process, either intentionally or unintentionally they do damage the religious elements of the region. Tourists are largely Westerners and in west, 'religion, knowledge and emotions are sold and consumed just like material goods.¹ They tend to play with the religious sentiments of the people. Tourists seldom try to find out the cultural and social aspects of the region before going to Ladakh. More than 40 per cent give a flying visit to the region and try to see as much as possible within the limited time. As a result, what they end up doing is, clicking anything and everything that comes their way with their

1. Eppler P. 1983. op.cit. p.257.

camera. They do not realize that such attitude can have very adverse effects on the locals.

When the tourists go to the monasteries, they like to take photographs of Lamas at their prayers. This can make lamas feel self-conscious and can disturb their prayers. Over the years such acts of tourists have changed the attitudes of the lamas also. Now they do not concentrate so much in their religious Ceremonies and prayers when tourists are around, and in fact, they like to pose for the photographs.

Tourism in Ladakh has resulted in a changed thinking of local people. Now they have started valuing materialistic culture. Some monks have not escaped from this change either. Some of them have become money minded and corrupt. There have been instances when monks and other locals were misled into stealing old thankas and other religious objects and documents, by the tourists. There would be hardly any monastery from where scroll paintings and other religious goods have not been stolen. Yet another problem faced by the monasteries presently, is that some monks are leaving monasteries with a desire to take advantage of new possibilities to earn money. Earlier many parents used to send their sons to become lamas, however now they want them to take up jobs that have come up due to tourism development.

Yet another impact of tourism is the discrimination shown towards the local pilgrims at religious feasts by lamas. During the Hemis festival that takes place during summers, tourists who pay additional money are given priority over the locals. They are deprived of the show in case there is no room. Sometimes lamas also show particularly rare and beautiful thankas, statues or ritual objects to the tourists when they pay additional fee. Such attitude has led to an ill feeling and loss of confidence and respect towards their religion. It has also resulted in anti-Western sentiments in the minds of some locals, especially who come from far-off villages to attend the Hemis festival. These local people otherwise may not be having any interaction with the tourists but after such experience they tend to carry resentment against them.

In Tibetan culture religious art has never been sold or produced for sale. The tourists mass demand has degraded some religious objects to mere wares for sale. Art has always been the object of worship and it is a source of religious merit to have created sacred art, whereas western tourists appreciate the sale of religious objects for purely aesthetic and material reasons.

Thankas are made according to certain rules and regulations as per the religions requirements. A Ladakhi Buddhist who specialises in scroll painting, very seldom makes a thanka for commercial purpose without following the rules. However, a high demand for these paintings has resulted in sub-standard mass

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production of these are well as curios, statues and other ritual items in Nepal; Kashmir valley, Punjab etc. Tibetans and Kashmiris bring these items into the region and sell them even though the Buddhist Association of Ladakh forbade this kind of business in 1988.¹

This apart, innocent rural people are sometimes cheated by the tourists or locals in this trade. The rare religious and other objects are bought or exchanged by some imported goods. Thereafter these items are sold as antiques at very high prices in the International market. The locals are not aware of such fraud and they generally do not know the actual value of the rare items which for them are very ordinary. Lately, the word has been spread by the authorities and villagers thus the in the areas open to tourists have become careful in this respect. The antique however, continue to be smuggled out of the region some way or the other which is really sad.

There have been adverse affects on tradition as well. The educated young Ladakhis do not take part in the traditions, ceremonies and winter festivals due to hectic schedules. They generally go to the plains for jobs or studies during winters and hence are slowly drifting away from their culture and tradition.

Yet another impact is the commencialization of culture that has taken place as a result of tourism. Lately, there have been

1. *ibid.*

professional groups who perform the folk dances, and imitate the festivals, ceremonial mask dances etc. on the stage for the tourists. Even ceremonies like Ladakhi marriages are enacted. This is mainly done to show tourists how the ceremonies are performed during winters. Such professional group organize Shows in class A and Class B hotels too, and charge the tourists heavily. In the same vein a group of students named SECMOL has also started similar Shows. The intension in this case is not to earn money but to promote their culture. They charge very reasonable amount from the tourists.

In a way, commercialization of religion is also taking place. In Buddhist religion, there has never been any entrance ticket to enter a monastery. Foreign tourists are however required to buy the tickets. It seems as if a Gompa is more of a museum.

There have been some positive effects of tourism on the culture as well. Locals realize that tourists from all over the world are visiting their land for its culture, religion and landscape. This has inculcated an awareness of the value of local culture, social customs community bonds and religion. The people now want to preserve these feature as far as possible. It has to some extent resulted in revival of old traditons and cutoms which the younger generation was loosing.

Thus, it can be seen that the opening of subsistent agricultural economy of Ladakh to tourism, has resulted in a sudden inflow of money into the region, which has led to major changes in the Economic structure. The occupational structure has undergone a shift of workers from primary sector to the tertiary sector, and the secondary sector has remained more or less stagnant.

Ladakh however has not been able to take full benefit from tourism. As a result of its small economic base and weak internal links it has relied heavily on imports, so as to cater to the requirements of tourists. The out flow of the money has therefore been very high.

The spread effects have taken place though on a limited scale, because the distribution of money generated through tourism has been quite uneven. Most of it has been concentrated in Leh and Kargil towns.

Development of tourism has also had mixed impacts on the social and cultural aspects of the Ladakhi society. It has resulted in commercialization of culture and religion; weakening of community bonds and degradation of social values on the one hand and on preservation of culture; spread of new ideas; and awareness of significance of education on the other.

CHAPTER 5

SUMMARY OF CONCLUSIONS

1). Travel is an ancient phenomenon though tourism is very recent in origin. Man mainly travelled for religion or for trade in early times and such journeys were often hazardous. Industrialization resulted in increased leisure, increased income and speedy transport hence, travel became comfortable and safe. The main motive behind tourism in the post-War era was pleasure. It was considered to be a luxury at that time. Slowly it became possible even for a common man especially in the developed regions to undertake travel as a form of recreation. Lately, it has become a way of life for a small section of people of the developing nations too.

The past decade has seen a diversification in the motivation of travel. Cultural and Ethnic tourism is gaining popularity and more and more tourists are heading for the less developed regions in order to experience the culture and religion of those places. The proportion of adventure tourists is also rising.

Tourism has become a very significant economic activity as well. It is not only the largest single item of the world's Foreign Trade but also the fastest growing economic activity. A large number of countries have given tourism the status of an industry.

It is believed tourism brings with it economic prosperity as it generates additional income and employment hence this industry

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is economically beneficial especially for the developing regions. Apart from the economic benefits, tourism has cultural significance also as it brings into contact people of different races, nationality and backgrounds.

Certain pre-conditions such as attraction, transportation, accommodation and other infrastructure, are essential for the development of tourism. The expectations of the tourists in terms of the standard of these facilities is largely governed by the type of travel and the kind of destination chosen by the tourist. Tourists heading for environmentally difficult areas such as mountains, deserts, wildlife parks etc do not mind compromising on the standard of facilities.

With the popularity of cultural and adventure tourism, the Himalayas in general are becoming an important destination even for the international tourists, as it has preserved some very old cultures and it also offers great challenges to adventure tourists. This has resulted in both negative and positive impacts on the host societies.

The changes undergone by Ladakhi society are serious because Ladakh was a semi-closed region which was thrown open to the international tourists all of a sudden.

II). Ladakh is not easily accessible mountainous region with hardly any place less than 2,500 m. in height. There are four major mountain ranges namely the Karakoram, the Ladakh, the Zaskar and the Great Himalayan range running more or less

parallel to each other.

River valleys present a much more hospitable environment as these are less rugged. Indus valley is the most important as it forms the lifeline of the region. Other important valleys are Zaskar, Dras, Suru, Wakha, Shyok, and Nubra.

The region being a trans-Himalayan table land, is a cold desert with very contrasting and peculiar climate. Extreme contrast is experienced in the temperatures, seasonally as well as daily. Climate regulates the tourist season and it also acts as an attraction for the tourists.

Due to rugged topography, high altitude and cold arid conditions, the population of Ladakh is very unevenly distributed. Most of it is concentrated in the river valleys. Leh tehsil has largest area and population whereas, Kargil tehsil has the highest density of population.

Ladakh has shown a low growth of Population over the years. In last two decades, rate of growth has taken an upward plunge mainly due to the relative economic development of the region and the growth of the tertiary sector. Improvement in the medical facilities has resulted largely in the reduction of death rates. The growth in the urban areas has been mainly due to out migration from the rural areas.

The changes of sex-ratio over the decades show that it

has not been steady. The main reason being out migration from villages due to chronically poor agricultural economy. Recently, the decline in the sex-ratio has been of a higher magnitude in urban areas. This is due to development of tourism and subsequent availability of new job opportunities.

Ladakh has always been a backward region in the field of education. One of the reasons for low literacy has been the limited interaction with outsiders and economic backwardness of the region. With general opening of the region and with development of tourism, the rate of literacy has increased. There is a change in the thinking of locals in view of the significance of education especially in the urban areas.

Ladakh being an economically backward region, has major chunk of its population employed in the primary sector. Leh district has a more diversified economy as the proportion of workers engaged in primary sector are less than that in case of Kargil district. In last two decades a shift of workers from primary to tertiary sector has taken place in the occupational structure. This shift is more pronounced in case of Leh district especially in urban area. Secondary sector has remained more or less stagnant.

III). (Though Travellers and Traders have been visiting Ladakh from time immemorable, however Tourism started only in 1974. Eversince it has been thrown open to international tourists, it has received

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influx of tourists. With minor fluctuation, the number of tourists has increased year after year. Ladakh as a destination is not too popular amongst the domestic tourists, however, tourists from various other nations especially from Europe visit this region.

Two main factors have enabled tourism to develop successfully in this region. These are the attractions offered by the region and the facilities that were constructed over a certain period of time. Main attraction for largest proportion of tourists is the unique culture and Lamaistic religion followed by landscape and adventure activities. Other than Tibet, there is hardly any area offering these attractions. Hence, the initial offer of the region becomes the prime factor responsible for development of tourism in this region.

Development of tourists facilities, though to a limited extent played a big role in tourism development in Ladakh. Most tourists do not visit this region solely for the sake of pleasure. They are aware of its backwardness and hence their expectations for facilities and other conveniences are not too high. The mere availability of essential requirements has helped tourism to grow.

Most tourists were found to be impressed by the boarding, lodging and availability of different types of food in Leh town. These facilities were above their expectations. Their main dissatisfaction was due to unorganized transportation facilities especially air

transport. Another problem they faced was with shopping facilities where the behaviour of some shop owners especially non-Ladakhis, was stated to be undesirable.

Ladakh experienced boom in tourism with minimal investment. This shows that Ladakh has immense potential for tourism. The main hurdle for the sustenance and further development of tourist industry is the instability of physical environment and political disturbances.

IV). Promotion of tourism can be one of the ways of introducing economic growth in a region which is economically backward but culturally strong. However, many times such economic gain is at the cost of degradation of environment, culture and religion, especially when the cultural and economic distance between the tourists and hosts is considerable. A typical example of such tourism is presented by Ladakh where tourism was promoted to boost the economy at the risk of damaging it's strong and unspoilt culture.

The expenditure of tourists give a fairly good idea of the impact of tourism receipts on the economy of Ladakh. It was found from the survey that the main expenditure of tourists was incurred on transportation, accommodation, food, local transportation, monastery entrance fees souvenirs etc. It was also found that the total expenditure incurred by the group

tourists was more than that incurred by the individual tourists. This was so inspite of the fact that group tourists constituted only 42 per cent of total tourists and their length of stay was shorter (on an average of 7 days) as compared to the individual tourists (who stayed in Ladakh at an average of 9.5 days).

Once the tourism receipts enter the economy of Ladakh, these tend to get multiplied. This is so because a part of the revenue earned due to tourist expenditure is spent and respent, as a result total quantum of money keeps increasing as it changes hands. This process continues till this money is totally leaked out of the economy. It was found that the leakages in Ladakh are very high because the economy has a small base and weak internal linkages. Therefore, the multiplier coefficient in case of Ladakhi economy is quite low. In this study the multiplier coefficient was estimated to be lower than that for Jammu and Kashmir State which is 3.2.

As tourism is a labour intensive industry it has helped a large number of people in Ladakh to earn their living either directly or indirectly from tourism. It is seen from the survey that 33 per cent of the expenditure of tourists is directed to the lodging sector in Ladakh, of which 63.3 per cent is received by lodging sector of Leh town above. It was found that the income effects for the lower grade hotels and guest houses were more beneficial for the Ladakhi society than the upper grade hotels, even though the total receipts received by the former were less

than that received by the latter. It was also found that about 16 per cent of total tourism receipts were received by the boarding sector and this has high income effects.

Purchase of souvenirs and handicraft goods appear to generate high income effects in the Ladakhi economy as around 30 per cent of total tourism receipts were found to be received by this sector. In reality it is not true because 80 per cent of all souvenir shops are run by the outsiders. Consequently most of the profits are leaked out of the economy. The income generated by the monasteries by selling entrance tickets is quite beneficial because leakages are quite low in this case.

Tourism has had high employment effects in Ladakh as it has created jobs and reduced unemployment to some extent. Direct employment has been provided by the Tourist offices, Indian Airlines, Travel agencies, Hotels, Guest Houses, Restaurants, Food stalls, building activity, shops and local transportation sector to name a few. In addition, tourism has also had impact on the cropping pattern, service sector and local resources.

Development of tourism in Ladakh has had social and cultural impacts on the society as well. It has changed the quality of life of the hosts to some extent. The changes undergone by the society has not been uniform. It was found that the areas with Buddhist population experienced a greater change than those inhabited by Muslims. Within the buddhist dominated areas

social change has been predominantly felt in and around Leh town. Also the influence of tourism on the younger generation has been much more pronounced than the other age groups.

Development of tourism has resulted in the transformation of demographic structure. The urban areas have experienced a high rate of growth mainly due to in-migration from the rural areas. This has also resulted in the change of sex-ratio. In the urban areas the sex-ratio has lowered.

The society has experienced an overall change in the traditional lifestyle and consumption pattern. A large proportion of people have limited their wearing of traditional clothes only to winters. A number of non-traditional food items have become a part of the meals of the locals.

Demonstration effect has resulted in a craze for materialistic things. As a result, a feeling of jealousy has set in and has disrupted the community bonds to some extent. A misconception of Western way of life is carried in the minds of the local youth and this has given rise to a feeling of resentment and frustration.

There have been some positive effects of tourism on the culture as well. Locals have now realized the value of their culture and have started taking steps to preserve it. Interaction with tourists has resulted in spread of new ideas and significance of education in the minds of locals.

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ANNEXURE - I

CENTRE FOR THE STUDY OF REGIONAL DEVELOPMENT
JAWAHARLAL NEHRU UNIVERSITY

(SURVEY OF TOURISTS VISITING LADAKH, 1989)

1. NAME _____ 2. AGE _____ YEAR _____
3. SEX _____ 4. NATIONALITY _____
5. PERMANENT ADDRESS _____
6. Occupation _____ 7. EDUCATIONAL _____
INCOME _____ CURRENCY. _____
8. MOTIVATION
(tick one or more)
- Pleasure
 To experience unique moon-like landscape.
 To experience unique culture
 To know more about Buddhist religion.
 For adventure tourism (Specify) _____
 For educational purpose (Specify) _____
 To explore new and strange places.
 Others (Specify) _____
9. SOURCE OF INFORMATION:
- own previous experience.
 From others who visited earlier.
 Publicity.
 Travel agencies.
 Tourist offices.
 Books and Literature.
 Others (Specify) _____
10. PLAN OF TRAVEL:
- Group Travel
 Travel with Friends.

(CONTD..)

A N N E X U R E II
CENTRE FOR THE STUDY OF REGIONAL DEVELOPMENT
JAWAHAR LAL NEHRU UNIVERSITY
(SURVEY OF LOCAL PEOPLE OF LADAKH)
1989

DATE: _____ PLACE: _____

1. NAME _____ 2. AGE _____
3. SEX _____ 4. OCCUPATION _____

SUMMERS _____

WINTERS _____

5. ADDRESS _____

6. EDUCATION: _____ 7. MONTHLY INCOME: _____
(Rs.)
SUMMERS _____

WINTERS _____

8. i) Do you wear non-traditional clothes? (tick any one)-
----Never ---Rarely -----Often ---Always
ii) When did you start wearing them, _____
iii) What kind of clothes? (give details.) _____

9. i) Do you eat non-traditional food? (Tick any one)-
-----Never ---Rarely -----Often ---Always
ii) When did you start? _____
iii) What kind of food? _____

10. i) Do you follow religious customs faithfully?
-----Yes -----Not very Particular
ii) If no, were you always like this? When did you change?

11. i) Do you follow social customs faithfully?
---Yes ---Not very particular.
ii) If no, were you always like this? When did you change?

12. (For those who changed their employment to enter tourism or related field)
i) Since when are you in this field _____
ii) Why did you change the field _____
iii) How much did you earn (monthly) from your previous Occupation _____
iv) Which occupation do you prefer _____
v) Did you have to change your place of stay due to occupation (give details) _____

- vi) Was there any modification in family size due to change in occupation (details) _____
13. How do you feel when you see the tourists having a good time and you have to work?
; : Dislike it and wish you could do the same
; : Don't bother much and ignore it
; : Other (Specify)
14. How do you feel when you see tourists financially better off and with a different like style.
; : Like it and wish you were like that too
; : Dislike it and ignore
; : Other (Specify)
15. Do you feel that tourists are given more importance at religious places and festivals because they have more money? _____ Yes _____ No.
16. Do you face much difficulty in obtaining
; : Agricultural Products of daily consumption.
; : Livestock Products of daily consumption.
; : Daily use commodities.
; : Others (Specify)
17. What improvements in social amenities or services structure do you find in recent years? (say 5 years) _____

18. What more amenities and services do you think should be provided to you _____

19. What kind of new job opportunities have come up due to development of tourism. _____

20. What changes the women work force have undergone due to development of tourism _____

21. What are the main problems which you are facing due to tourists _____

(CONTD...)

22. You feel that -

tourism should be further encouraged

tourism should be discouraged.

It should be as it is

Other (Specify)

23. What are your perceptions about the tourists and their impacts (say Yes or No.)

- A- 1. Interference in your simple living _____
- 2. Set bad examples especially for youth _____
- 3. Superimposition of foreign culture _____
- 4. Cultural degradation in the society _____
- 5. Upsetting the regard for religion and religious practices. _____
- 6. Culture has become a commodity for tourists. _____
- 7. Inflation at a high rate _____
- 8. Inavailability of local goods for non-tourists. _____
- 9. Inferiority complex and resentment among locals. _____
- 10. Promotion of overly commercial way of thinking. _____
- 11. Rising criminality and loss of morals. _____
- 12. Increasing beggar mentality. _____
- 13. Lowered standard of arts and crafts. _____
- 14. Sanitation problems _____
- 15. Crowding and congestion. _____
- 16. Others. _____

- B- 1. Contact with outside world _____
- 2. Spread of knowledge _____
- 3. Understanding Other Cultures. _____
- 4. Economic prosperity in the region. _____
- 5. Maintenance and promotion of local culture. _____
- 6. Appreciation of local culture and tradition by outsiders. _____
- 7. Opening of new craft centers. _____
- 8. Encouragement of local handicraft industry _____
- 9. Increased availability of social amenities. _____
- 10. Improved self image of the society. _____
- 11. Increased employment opportunities. _____
- 12. Increased rate of urbanization _____
- 13. Better land use _____
- 14. Changes in demographic structure _____
- 15. Greater education opportunities _____
- 16. Others. (Specify) _____

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A N N E X U R E - I I I

DISTRICT WISE DISTRIBUTION OF SEX-RATIO

JAMMU AND KASHMIR STATE

1 9 8 1

REGION/DISTRICT	SEX-RATIO
1. JAMMU & KASHMIR STATE	892
2. LADAKH REGION	870
3. KARGIL DISTRICT	853
4. LEH DISTRICT	886
5. ANANTNAG DISTRICT	887
6. PULWAMA DISTRICT	896
7. SRINAGAR DISTRICT	872
8. BADGAM DISTRICT	879
9. BARAMULA DISTRICT	870
10. KUPWARA DISTRICT	858
11. DODA DISTRICT	903
12. UDHAMPUR DISTRICT	906
13. KATHUA DISTRICT	916
14. JAMMU DISTRICT	917
15. RAJAURI DISTRICT	906
16. PUNCH DISTRICT	889
