



NEW
TOURISM
FOUNDATION

An Ideating Foundation for Tourism and Heritage

Presents

Seminar On

NEW INDIA : NEW LADAKH

Tuesday, 3rd December 2019, Shangri-La's - Eros Hotel, New Delhi

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Supporting Organisations



WelcomHeritage



All Kargil
Travel and Trade Association
(AKTTA)

About New Tourism Foundation

- **New Tourism Foundation is registered as a trust, no profit organization.**
- **New Tourism foundation's mission is to take the Tourism to greater heights by building greater synergies and promoting the tourism, Pan India.**
- **Moving ahead the NTF will have councils at different regions and subjects.**
- **'Ladakh Tourism council' to promote from Ladakh Comprehensively has been established under this program, as our first council.**
- **Foundation's key role will be to deliberate, advocate and advise appropriately on the key issues of Tourism.**
- **Foundation shall be organising seminars, round table conferences, and Marts to promote the tourism.**
- **A unique initiative within the sphere of marts, is being planned and shall be unveiled shortly.**
- **New Tourism Foundation shall work with all related bodies, organizations and ministries which shall be assisting in promoting tourism.**





TOURISM IN LADAKH – OPPORTUNITIES, CHALLENGES AND POTENTIAL

A Report Post Deliberations at Seminar
NEW INDIA : NEW LADAKH
on 3rd December 2019 at Shangri La Hotel
Curated by



This was organised in the New Delhi, post Ladakh becoming union territory on 1st November, to deliberate the way forward. It was attended by the stakeholders from Ladakh as well as a large number of travel trade operators at New Delhi.



New India : New Ladakh | December 3, Hotel Shangri-la's New Delhi

A Brief Background Information on Ladakh:

Ladakh is one of the highest inhabited regions of the world with altitudes of habitation ranging from 8,000 to 16,000 feet from sea level. Great mountain ranges - the Himalayas, the Ladakh, the Zaskar and the Karakorum. Unlike other mountainous regions in the world, this unique society has evolved without much interference from any central authorities or outside regional forces, thanks to the difficult accessibility of the region.

Ladakh had been an independent kingdom, founded in 930 AD by a Tibetan prince. Then, in July, 1834, the region was annexed by Raja Gulab Singh, the Dogra ruler of Jammu and a powerful vassal of Maharaja Ranjit Singh of Punjab. General Zorawar Singh Kahluria, who was at that time Gulab Singh's Wazir of Kishtwar region of Jammu, overran Ladakh easily in a conquest expedition.



On accession of the princely State of Jammu and Kashmir to the Union of India on October 27, 1948, Ladakh became a part of the Republic of India as a district of the State of Jammu and Kashmir. In the autumn of 1960, the region was for the first time connected by a motorable road to Srinagar in Kashmir, when, on August 18 that year, the first convoy of the Hungarian-produced sturdy Mercedes Benz 'Unimog' trucks rolled into Leh bazaar



New India : New Ladakh | December 3, Hotel Shangri-la's New Delhi

Tourism in Ladakh:

Ladakh was thrown open for tourism in the year 1974, restricted only to a few interior areas through what were called inner-line and restricted-area permits. The ground reality now is that the post-1947 Ladakh has become a meeting ground of two very distinct sublime cultures – Indian and Ladakhi – and thereby the crucible for a new and, hopefully, more sublime culture in which the best of both can be said to have been fused.

The challenge for the Ladakhi of today is to see how best a harmonious conciliation of the two can be brought about, preserving the positive and unique elements of the Ladakhi and the India cultures, values and social mores. All in all, Ladakh of today is a small but a bright and colourful patch of the 'Indian mosaic ' that instinctively cherishes all that the Indian nation-state



New India : New Ladakh | December 3, Hotel Shangri-la's New Delhi

Opportunities For Tourism in Ladakh:

- 1. Opening of Ladakh Route for Kailash-Mansarovar Pilgrimage:** The Kailash-Mansarovar pilgrimage object in northern Tibet is held in deep veneration by Hindus, Buddhists and Jains all over India, indeed all over the world. Fortunately, to the relief of prospective pilgrims, Indian and Chinese authorities had agreed in the year 2015 to open more routes, but these do not include the traditional Ladakh route. Opening of the Ladakh route (via Demchok) for Indian tourists can bring considerable spin-off benefits to both the pilgrims and the people of Ladakh. Like the Nathula route in Sikkim, the Ladakh route will be trafficable all along unlike their alternatives in Himachal Pradesh and Uttarakhand. But the principal advantage of the Ladakh route lies in the reduced round-trip travel time – seven days against double that time of the Nathula route which is also trafficable all along.
- 2. Air, Road & Rail Connectivity:** In the recent past, air and surface connectivity to Leh in Ladakh has rendered the Kailash-Mansarovar pilgrimage route via Ladakh the shortest as well as the safest and consequently the cheapest. Leh, the central city of Ladakh, is now well connected by air and surface communication links. Presently, it is approachable by two national highways throughout the summer - from Manali in HP and Kashmir in J&K. With the completion of tunnels, under construction across Zujila pass in Kashmir (J&K) and Rohtangla pass in Lahaul (HP), The Bilaspur-Leh railway line is already under advanced survey.



New India : New Ladakh | December 3, Hotel Shangri-la's New Delhi

Opportunities For Tourism in Ladakh:

- 1. White Water Rafting:** Presently river rafting facilities are available for tourists on a small portion of the Indus River and one of its tributaries, the Zaskar River, near their confluence in Nimmo village. This sport has come to become very popular with domestic tourists. There is scope for extension of this tourism product to other tributaries of the Indus like Nubra and Shayok in Leh and Suru and Dras in Kargil. For facilitating this sport in the valleys of these rivers.
- 2. Winter Tourism:** Of late, winter tourism by way of Chadar-Trekking on Zaskar River has been seen becoming increasingly popular with domestic tourists. Chadar-Trekking is walking on the frozen river with the desired degree of caution.
- 3. Helicopter Joy-ride and Site-seeing:** Tourists visiting the region in both summer and winter would like to have joy-rides in and around Leh and Kargil towns and site-seeing flights to regions like Zaskar, Nobra, Changthang and the Aryan villages. Build helipads in Leh and Kargil towns and Padam (Zaskar), Deskit (Nobra), Nyoma (Changthang) and Dah villages.
- 4. Glacier Climbing/Hiking:** Climbing of Nun Kun Glacier and Stok Kangri Glacier used to be quite popular in the past. For some reason this has gone out of fashion in the recent past.



New India : New Ladakh | December 3, Hotel Shangri-la's New Delhi

A Vision Document for Tourism in Ladakh:

In the year 1980, the district administration of Leh had got a 'Vision Document' prepared to give proper direction to the fledgling tourism industry in the region. This document was taken as a road-map for developing facilities for many years. As envisaged in the document, an annual tourism festival was started in Leh district in 1982 wherein the best of Ladakhi culture, handicrafts, flora and fauna were brought for display at one place towards end of the season. Folk archery, pony polo, Ladakhi folk theatre and cultural items constituted the sheet anchor of the festival. Alongside, the tourists were treated to local culinary delights (dishes and drinks), as well as yak and Bactrian double-humped camel riding. This festival, held initially as an annual event, was primarily aimed at extending the short tourist season in Ladakh. But alongside it helped in broad-basing tourist arrivals during the short summer season of Ladakh



To exploit fully the tourism potential of a destination, it is also important to see that there is commensurate development

- In infrastructure like intra-region road connectivity, affordable transport facilities, improvement in public utilities like water and electricity supply, improvement of sanitation facilities like sewage and garbage disposal
- above all, promoting hospitality in keeping with the Indian motto of 'atithi devo bhava'. Alongside, conscious efforts are required to be made to preserve the fragile eco-system and the distinct cultural heritage of different parts of this uniquely placed only trans-Himalayan region of the country.
- These are issues required to be discussed, debated and analysed by all stake-holders at appropriate forums so as to help policy makers to take informed decisions and planners to lay down sound strategies to see that this fragile region of the India does not go the way some of the heavily but unimaginatively thronged destinations in the world have. Having prepared a vision document as above, the next important thing to be done is to lay down an imaginative tourism marketing strategy.





Invocation by the Buddhist monks



Scan to hear



'I had visited Ladakh earlier also but during this trip of mine, I got to know more about Kargil and the opportunities there. I was quite surprised to note that large carvings in stones had not been made public so far. Those must be highlighted and it will attract a large number of tourists. We are capturing details and soon the Prime Minister will be making announcements towards the outlays and plans. I firmly believe that PM is the biggest ambassador of Tourism. Tourism finds space in all his speeches. Under his leadership, our nation has jumped to 34th point from 67th in global index.'

Sh. Prahlad Singh Patel,
 Minister for State (Ind. Charge)
 Government of India, Tourism and Culture



Scan to hear

Pointers by Mr Prahald Singh Patel, Minister of State for Culture and Tourism

- As soon as Ladakh was announce as union Territory, I was one of the first to reach out leh along with the delegation.
- I have been thinking for Ladakh and have come to firm conclusion that Culture and Tourism, in the context of Ladakh, can not be separated.
- While we travelled to Ladakh along with stake holders, who promote Ladakh, We had great opportunity to discuss the issue sin details with the players of Tourism in Ladakh. We understood clearly that they feel that Ladakh is not really looking at the route of mass tourism, they are rather exploring the options of quality tourism, who are eco savvy, and responsible.
- The local trade bodies illustrated in details as the land is at almost saturation point, given the lakes, agricultural land and the other tracks.
- Another key challenge is the Health, considering the altitude of Ladakh, as tourist on Landing shall be able to able acclimatise and enjoy Ladakh rather than falling sick.
- One of the serious synchronisation is required to work with the security concerns of the location, considering that a large sensitive boarder passes thru the UT.
- I had visited Ladakh earlier also but during this trip of mine, I got to know more about Kargil and the opportunities there. I was quite surprised to note that large carvings in stones had not be made public so far. Those must be hi lighted and it will attract large number of tourists.
- We are capturing details and soon the Prime Minister will be making announcements to wards the outlays and plans.



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Pointers by Mr Prahald Singh Patel, Minister of State for Culture and Tourism (Contd.....

- I firmly believe that PM is biggest ambassador of Tourism. Tourism finds space in all his speeches. Under his leadership, our nation has jumped to 34th point from 67th in global index.
- Another point to consider that there is large traffic and opportunity for Adventure tourism, we need to ensure safety parameters and probably organise a formal trained human resource pool, which shall be able to take care of eventualities.
- There is also need to identify the routes and ensure that they are pollution free. Each route shall be marked at every 20 Km with toilets, medical facilities and to ensure that there is no pollution around this route.
- The Hospitality trade of Ladakh shall come forward for this, as government will find it difficult to handle this complex and distant activity.
- I have been told that Kargil air strip, which has been part of army, a part of this can be utilised for making it a transient point.
- Apart from tourism, Ministry of ayush has announced a degree college at Leh already. The development activities are moving at Good pace and we have also requested the MP to give the proposals, so as decisions can be taken and issues can move forward.
- ASI has also been advised to identify and create a list of monuments/carvings etc at Ladakh.
- We had also met the Buddhist tourist for Ladakh and they had mentioned that this has large opportunity we need to create guides who can converse in their languages, such as Japanese etc.



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‘Ladakh has been labelled as Unexplored paradise, the issue is how do we take it to Global community with the sense of responsible tourism. Ladakh eco system is fragile and needs handling with care.

It’s joint responsibility of all players to bring in quality tourism to Ladakh with sense of responsible tourism’.

Jamyang Tsering Nmagyal, *Member Parliament, Ladakh*



Scan to hear

Pointers by Mr Jamyang Tsering Nmagyal, Member Parliament

- He welcomed the fact that a seminar has been organised on this issue. He was also grateful to the minister for sparing time and joining at the seminar.
- Ladakh has been labelled as Unexplored paradise, the issue is how do we take it to Global community with the sense of responsible tourism. Ladakh eco system is fragile and needs handling with care.
- It's joint responsibility of all players to bring in quality tourism to Ladakh with sense of responsible tourism.
- People at Ladakh understand clearly that their incomes improve with tourism and are keen to participate in it, in responsible manner.
- Recently i heard a stat that 30000 water bottle get used per day for tourist, essentially such disposal will create ecological imbalance. Need to create concrete plans for same.
- While lot of Tourism for adventure, trekking, cycling etc has been explored and exposed, more shall be done towards educational tours, bird watching, expeditions etc. We need to take all facets and move forward.



Scan to hear

Pointers by Mr Jamyang Tsering Nmagyal Member Parliament

- Once again will like to compliment the Minister for Tourism to be first to reach Ladakh along with stake holders. Not only points were noted there but I notice some points have already been auctioned.
- Defence minister has recently indicated opening of siachen glacier for tourists. This will create additional opportunities for tourism. All Ladakh Tour Operators association shall organise FAM trips to siachen.
- We need to bring in lot more professionalism to Ladakh Tourism. There is greater need to impart training to people there. Minister has already promised institutions which shall be able create trained manpower.
- New Tourist routes and locations are being developed. PM has also mentioned to LG that Home stays at Ladakh must be promoted. We must ensure that this is taken forward and action is planned.
- Once again I thank the organisers for this seminar



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'New Tourism foundation mission is to take the Tourism to greater heights by building greater synergies and promoting the tourism, Pan India .Moving ahead the NTF will have councils at different regions and subjects.

To begin with under this program we have already established, Ladakh Tourism council

Mr Vinod Zutshi, IAS Retd.
Former Secretary, Ministry of Tourism
Government of India

President, New Tourism Foundation



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The Deliberations by Mr Vinod Zutshi

Coming to New India

- New India is experiencing an upsurge of smart travelers who are internet dependent and savvy, are looking for information online and desire control in their hands.
- Domestic Tourism is keeping the New India moving with greater pace and proving to be the game changer.
- The improved infrastructure such as better airports, roads, accommodation, information system has encourage large number of travelers to get easy access and control and firming up their travel plans,

Coming To Ladakh

- With The recent announcement of Ladakh as UT, it now presents innumerable opportunities for tourism, employability and economy and business development.
- The stature of UT will ensure better co-ordination, thereby creating policies and controls.
- Ladakh has Valley's, lakes, Trekking, adventure, eco tourism and nature tourism.
- To Show aces all this in right perspective and to garner quality tourism, sustainable policies shall be evolved, which shall be aimed at protecting social and environmental and cultural character of Ladakh.
- It has to be ensured that the economic benefits of the Ladakh tourism first help the economy and people of Ladakh, with the involvement of people of Ladakh



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It’s joint responsibility of all players to bring in quality tourism to Ladakh with sense of responsible tourism’.

**Mr. Sunil Gupta,
Secretary General, New Tourism Foundation
Former CEO WelcomHeritage Hotels**



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Today, after four and a half decade of opening Ladakh for tourism, over 30% of the inhabitants of the region are deriving direct or indirect sustenance from the tourist industry. It is the only industry that has potential and flourishing in Ladakh. The fledgling Ladakh tourism is in need of hand-holding by the Ministry of Tourism & Other stake holders in Delhi for further expansion for which there is still lot of potential and candidates for diversification are given in what follows

Mr C Phunsog, *Vice Chancellor, University of Ladakh*



Scan to hear

Pointers By Mr C Phunsog, IAS, Former Chief Secretary J & K

Responsible Tourism enjoins upon all stake-holders – tour-operators, hoteliers, governments and local bodies and tourists themselves – to take responsibility to make tourism sustainable. It casts upon all stake-holders the responsibility of:

- 1) Putting in place the Global practices and acceptable norms for all spheres of tourism, be it hotels, transport, Conducting tours, cuisines and related facilities.
- 2) Minimising negative economic, social and environmental impacts on visited places;
- 3) generating greater economic benefits to the local people;
- 4) involving local people in decisions that are likely to affect their lives and life-changes;
- 5) making positive contributions to the conservation of natural and cultural heritage of visited places, and to the maintenance of world's diversity;
- 6) providing more enjoyable experiences to tourists;
- 7) being culturally sensitive; and
- 8) fostering mutual respect between visitors and local people.
- 9) Thus, where Sustainable Tourism addresses the rights aspect of stake-holders, Responsible Tourism emphasises their duties aspect.

Hence, Ecotourism can be defined as Sustainable and Responsible Tourism applied together to a relatively fragile area like Ladakh.



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'New Tourism foundation mission is to take the Tourism to greater heights by building greater synergies and promoting the tourism, Pan India .Moving ahead the NTF will have councils at different regions and subjects.

Under the Aegis of , Ladakh Tourism council duly led Mr Tashi Motup. Our Objective is to take the issues comprehensively and bring in growth to tourism for Ladakh and there by economy

Mr Tashi Motup Kau, Tourism Expert, Ladakh



Scan to hear



- Mr Rajput shared a pictorial presentation and created a big case for Kargil to be equally strong destination
- Kargil has been one stay so far, Now that Ladakh has become UT. Kargil shall get opportunity to expose all points and make Kargil more than 1 night stay.
- Kargil has heritage villages, Clear river waters.
- Another route for Amarnath Yatra can be opened thru Zodzila pass from Pangla. Amarnath is only 13 kilometers from there.

Mr Anil K Rajput, Joint Secretary ADTOI



Scan to hear



“Ladakh hotels started as guest houses and today have evolved as great centres of hospitality, rendering experience of Ladakh”.

Mr Tsewan Yanjgor, President, All Ladakh Guest Houses and Hotels association

“Ladakh is full of Peaks and lot can be done towards expeditions. Whenever trackers reach, each and every village and family in that village gets opportunity to engage in”.

Mr Tsetan Angchuk, President, All Ladakh Tour Operators Association





“Biggest Challenge and issue to arrive at responsible tourism and need to build trust and confidence amongst travellers for quality tourism. *Ladakh.*”

Mr Vishwas Makhija,
Founder India Insight Tours and Luxury India



“Kargil has been one stay so far, Now that Ladakh has become UT. Kargil shall get opportunity to expose all points and make Kargil more than 1 night stay”.

Mr Mohd. Hamza, Kargil, An eminent writer and Tourism Promoter



We thank,

- Hon'ble minister Sh. Prahlad Singh Patel, minister of state, for Tourism and culture, Government of India
- Sh. Jamyang Tsering Mmagyal, Member Parliament, Ladakh
- Sh. C Phunsog, Vice chancellor, University of Ladakh
- All supporting organisations for giving us their support. IATO, ADTOI, TOCL, ALTOA, ALHAGHA, AKTTA, Indian Heritage association, Welcomheritage,
- Mr Tashi Motup for heading our first Regional council-Ladakh
- President, Mr Vinod Zutshi

Ar. Sanjay Soni, Vice President Marketing,
New Tourism Foundation



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Ladakh Tourism Council:

Being the recently achieved the UT Status, it brings in opportunity of creating Independent more pragmatic policies designed to take care of development sustaining Heritage, Culture . At the same time bringing in development thru global investments and inputs . This council shall create policies which are conducive to regional/local cultures, availability and pragmatic global practices for quality.

Connectivity

Air & Road : The Leh Airport shall be used for bringing in more additional flights and the tariff need to be controlled to avoid present situation of tariff peaking during season. That becomes a damper.

Road connectivity to improve and considering the the time taken to reach, infrastructure at every 250 kms must be created for accommodation and other facilities.

Opening of Ladakh Route for Kailash-Mansarovar Pilgrimage:

Performing the Kailash-Mansarovar yatra via Ladakh will bring down the pilgrimage expenditure by at least half that of the existing routes. This will create additional footfalls for Ladakh.

Product Development & Quality

Quality: It is most important to ensure that quality of experience of travellers improve. This requires using skills which can render the services of present age expectation. A befitting set of institutions or teams shall be developed to ensure that they reach out the people of Ladakh and train them. Most important is the guides contingent as they become ambassadors of the region.

White Water Rafting: Presently river rafting facilities are available for tourists on a small portion of the Indus River and one of its tributaries, the Zaskar River, near their confluence in Nimmo village. This sport has come to become very popular with domestic tourists. There is scope for extension of this tourism product to other tributaries of the Indus like Nubra and Shayok in Leh and Suru and Dras in Kargil

Winter Tourism: Of late, winter tourism by way of Chadar-Trekking on Zaskar River has been seen becoming increasingly popular with domestic tourists. Chadar-Trekking is walking on the frozen river with the desired degree of caution. The Tourism Department could take steps to further popularise this unique product by construction of safe shelters along the 90 kilometre route from Padumin Zaskarto Nimmo in Leh and ensuring timely air-borne rescue operation for possible accidents and emergencies. The possibility of similar areas shall be explored.

Helicopter Joy-ride and Site-seeing: Tourists visiting the region in both summer and winter would like to have joy-rides in and around Leh and Kargil towns and site-seeing flights to regions like Zaskar, Nobra, Changthang and the Aryan villages.

Glacier Climbing/Hiking: Climbing of Nun Kun Glacier and Stok Kangri Glacier used to be quite popular in the past. For some reason this has gone out of fashion in the recent past. Glacier Climbing/Hiking could be restarted as a part of the tourism product diversification for Ladakh. To these two popular glaciers could be added the Siachen Glacier in Nubra, hitherto prohibited on security grounds, but recently thrown open by an announcement by the Ministry of Defence at Defence Minister's level. Such expeditions could be allowed after a brief training carried out at the snouts of the glaciers for about a week.

9:30.00AM

Registration and Hi Tea

10.00AM

Opening

*Introductory Address by Mr. Vinod Zutshi, IAS (Retd.)
Former Secretary Tourism, Government of India,
President National Tourism Foundation*

*Address By Mr. Rigzin, Samphel, IAS, Commissioner
& Secretary Union Territory of Ladakh*

*Address by Address By Mr. Jamyang Tsering
Namgyal, Member Parliament, Ladakh*

*Inaugural Address by Sh. Prahlad Singh Patel,
Minister of State for Tourism (Independent Charge),
Government of India*

Vote of Thanks

11.00 to 11.50AM

Presentations -

• 11.00AM to 11.20AM

Speaker - 1

VISIT LADAKH

*Mr. C. Phunsog, IAS (Retd.), Vice Chancellor,
University of Ladakh, Former Chief Secretary,
Government of Jammu & Kashmir*

• 11.25AM to 11.45AM

Speaker - 2

LADAKH READY FOR TOURISM

*Mr. Rigzin Samphel, IAS, Commissioner -
Secretary, Union Territory of Ladakh*

12.00PM

Panel discussions -

• 12.00PM to 12.40PM

PANEL PRESENTATIONS,

Moderator Mr Tashi Motup,

Panelist 1. Mr. Cheering Angchuk, President TOCL

Panelist 2. Tsetan Angchuk, President ALTOA

Panelist 3. Mr. Tsewang Yangjor, President ALHGHA

• 12.40PM to 1.15PM

OPEN HOUSE FOR QUESTIONA AND ANSWERS

Vote of Thanks: Sunil Gupta

Secretary General New India Tourism

1.30PM

Luncheon

न्यू टूरिज्म फाउंडेशन ने नए भारत, नए लद्दाख की दिल्ली में की शुरुआत

नई दिल्ली। भारत की पर्यटन और विरासत के लिए समर्पित संस्था न्यू टूरिज्म फाउंडेशन ने नए भारत, नए लद्दाख पर एक दिवसीय सेमिनार का आयोजन किया। इस सेमिनार में पर्यटन एवं संस्कृति राज्य मंत्री (स्वतंत्र प्रभार) प्रहलाद पटेल मुख्य अतिथि के रूप में शामिल हुए। इसे अलावा अन्य वक्ताओं में लद्दाख से भाजपा सांसद जामयांग सेरिंग नामग्याल, लद्दाख विश्वविद्यालय के उप कुलपति और जम्मू-कश्मीर के पूर्व सचिव सी कुंसोक और पूर्व पर्यटन सचिव विनोद जुल्शी मौजूद थे। इस मौके पर मॉडिया को संबोधित करते हुए पर्यटन राज्य मंत्री प्रहलाद सिंह पटेल ने कहा कि मेरा मानना है कि हम संस्कृति को अलग नहीं कर पर्यटन से अलग नहीं कर सकते और जो कोई भारत आता है वे भारत की विरासत को देखने आते हैं।



लद्दाख सुंदरता और समृद्ध संस्कृति के एक आदर्श संयोजन के साथ सबसे सुंदर गंतव्य स्थलों में से एक

हैं। इस गंतव्य स्थल के बारे में सबसे अच्छी बात यह है कि वे गुणवत्ता वाले पर्यटन को प्रोत्साहित करने की इच्छा

रखते हैं जो ये दर्शाता है कि वे अपने गंतव्य स्थल की कितनी परवाह करते हैं। हम भी लेह लद्दाख में साहसिक

पर्यटन के लिए एक पूरी तरह से सुसज्जित सुविधा सह प्रशिक्षण केंद्र का प्रस्ताव रखते हैं और साथ ही ये प्रस्ताव रखते हैं कि क्या लेह लद्दाख में पर्यटन सुविधाओं के लिए हमारे पास समस्त मार्ग को जानकारी हो सकती है। ये पीपीपी मॉडल या सरकार द्वारा चलाया जाने वाला हो, ये तय नहीं है। हालाँकि हम जो चाहते हैं वह ये है कि लद्दाख जैसी जगह पर प्रदूषण नहीं होना चाहिए और इसके अलावा लद्दाख में पर्यटन को बढ़ावा देने के लिए हमारा शत-प्रतिशत समर्थन है।

समय की जरूरत है कि लद्दाख को घरेलू और अंतर्राष्ट्रीय यात्रियों के सामने विश्व के एक सर्वोत्तम पर्यटन स्थल के रूप में पेश किया जाए। पर्यटन मंत्रालय ने लद्दाख में पर्यटन को बढ़ाने के लिए क्षमता निर्माण, जागरूकता बढ़ाकर, होटलों की कमी को दूर करने के लिए ब्रेक एंड

ब्रेकफास्ट योजना को प्रोत्साहित करने और साहसिक पर्यटन को बढ़ावा देने के लिए अपनी प्रतिबद्धता और योजनाओं को घोषणा की है। इस नई पहल की चर्चा करते हुए न्यू टूरिज्म फाउंडेशन के अध्यक्ष विनोद जुल्शी ने कहा, नवगठित केंद्रशासित प्रदेश में पर्यटन और सांस्कृतिक गतिविधियों के अपार अवसर है। केंद्र के साथ बेहतर समन्वय और ज्यादा संसाधनों की मदद से लद्दाख में पर्यटन के बढ़ने को अपार संभावनाएं हैं। न्यू टूरिज्म फाउंडेशन देश के इस समृद्ध पर्यटन स्थल को वैश्विक पटल पर लाना चाहता है। टूरिज्म फाउंडेशन के महासचिव सुनील गुप्ता ने कहा, न्यू टूरिज्म फाउंडेशन भारत में पर्यटन से जुड़े मुद्दों पर काम करना चाहता है और इस तरह के शैक्षिक सेमिनारों को आयोजन करता रहेगा। साथ ही फाउंडेशन देश में पर्यटन को बढ़ावा देने की दिशा में काम करेगा।

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Tuesday, 28 Dec, 16:59 pm
Millennium Post

FEATURES

Ladakh encourages quality tourism: Prahlad Singh Patel



Team MP

New Tourism Foundation, an ideating foundation for tourism and heritage of India, organised an exclusive one-day seminar on 'New India - New Ladakh', on December 3, 2019. The seminar was attended by Minister of State, Ministry of Tourism and Culture (Independent Charge) Prahlad Singh Patel. Other speakers included BJP MP from Ladakh Jamyang Tser Namgyal, C Phursok, IAS (Retd) Vice Chancellor of University of Ladakh and Former Chief Secretary of Jammu and Kashmir and Vinod Zutshi, IAS (Retd), Former Secretary, Ministry of Tourism, Govt of India.

Addressing the media, Prahlad Singh Patel, Minister of State, Ministry of Tourism and Culture (Independent Charge), shared, "I believe we cannot separate culture from tourism and whoever come in India come to see the heritage of India. And Ladakh is one of the most beautiful destinations with a perfect combination of beauty and rich culture. The best thing about this destination is that they wish to encourage quality tourism not quantity tourism, which shows how much they care about their destination. We also propose a fully equipped facility cum training centre for adventure tourism in Leh Ladakh and also we propose to have a complete route for tourism facilities. What we want is that there should not be pollution in a place like Ladakh. Also we look forward to give our 100% support to promote Ladakh in whichever way we can".

The need of the hour is that Ladakh has to be showcased and aggressively promoted in the perspective, before the Domestic and International travellers.

Talking about new initiatives, Vinod Zutshi, IAS (Retd), President, New Tourism Foundation, shared, "The newly acquired Union Territory status has opened the doors for innumerable opportunities for expanding tourism and cultural activities in the region. The new status of Ladakh will provide a great platform for tourism to prosper as there will be greater support from the Centre, more resources, and greater support from agencies and stakeholders."

https://m.dailyhunt.in/news/india/english/millennium-post/epaper-millpost/ladakh-encourages-quality-tourism-prahlad-singh-patel-newind-151177410_1/2

12/28/2019 Encourage Quality Tourism in Ladakh, said Minister Prahlad Singh Patel - Hospibuz


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Encourage Quality Tourism in Ladakh, said Minister Prahlad Singh Patel

06/12/2019



Marking a seminar on 'New India — New Ladakh' regulated by New tourism Foundation, a Trust chaired by former tourism Secretary to Government of India, Vinod Zutshi in Delhi, Prahlad Singh Patel, Minister of State with individualistic charge of tourism & Culture stated that the Centre is committed to providing 100% guide to line up tourism infrastructure amenities further as improve quality tourism in Ladakh. Ladakh, he said, is one of the foremost beautiful destinations that could be an excellent union of beauty and rich culture.

<https://www.hospibuz.com/encourage-quality-tourism-in-ladakh-said-minister-prahlad-singh-patel/>



New India : New Ladakh | December 3, Hotel Shangri-la's New Delhi

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Centre is totally committed to promote Ladakh as a quality tourist destination: Prahalad Singh Patel

Tuesday, December 3, 2019, 18:43 Hrs [EST]
HB Staff | New Delhi

Addressing a seminar on 'New India - New Ladakh' organised by New Tourism Foundation, a Trust created by former Tourism Secretary to Government of India, Vinod Zutshi in Delhi, Prahalad Singh Patel, Minister of State with Independent Charge of Tourism & Culture stated that the Centre is committed to offer 100% support to set up tourism infrastructure facilities as well as promote quality tourism in Ladakh. Ladakh, he said, is one of the most beautiful destinations which is a perfect combination of beauty and rich culture.

The Minister said that the Centre has already proposed a fully equipped facilitation cum training centre for Adventure Tourism in Leh-Ladakh and also proposed mapping of tourist facilities in the region. He appreciated the efforts of the tourism stakeholders to entice quality tourism into the region than quantity tourism which would damage the fragile eco-system of the destination.

Zutshi expressed the belief that the newly acquired Union Territory status for Ladakh would open the doors for innumerable opportunities for expanding Tourism and cultural activities in the region. The new status of Ladakh will provide a great platform for tourism to prosper as there will be greater coordination with the Centre, more resources, and greater support from agencies and stake holders of tourism industry, he said.

"We at New Tourism Foundation believe in bringing the hidden tourism treasures of the country on a global platform and this particular initiative of ours is one step forward in this direction. Ladakh has huge potential in tourism and we hope through our efforts we will be able to promote the rich culture and heritage of the state to gain more tourists to Ladakh." Zutshi said that the Foundation will always advocate and promote tourism in the New India with vigour. He also proposed series of programmes, seminars, etc. in that direction. The Foundation will also organise Global Heritage Tourism Meet to promote culture and heritage of India in the middle of next year.

New Tourism Foundation will also set up State-wise chapters to improve dialogue and engagement at all levels to promote tourism, he added.

Sandip Gupta, Secretary General, New Tourism Foundation, mentioned that the foundation will work towards bridging the issues pertaining in India Tourism and organising more such educative seminars.

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‘नए लद्दाख’ पर दिल्ली में एक दिवसीय सेमिनार

December 4, 2019 LegendNews 0 Comments

नई दिल्ली। भारत की पर्यटन और विरासत के लिए सर्मापित संस्था New Tourism फाउंडेशन ने 'नए भारत, नए लद्दाख' पर एक दिवसीय सेमिनार का आयोजन किया। इस सेमिनार में पर्यटन एवं संस्कृति राज्य मंत्री (स्वतंत्र प्रभार) प्रहलाद पटेल मुख्य अतिथि के रूप में शामिल हुए। इसे अलावा अन्य वक्ताओं में लद्दाख से भाजपा सांसद जामयांग सिरिंग नामग्याल, लद्दाख विश्वविद्यालय के उप कुलपति और जम्मू-कश्मीर के पूर्व सचिव सी फुसोक और पूर्व पर्यटन सचिव विनोद जुवली मौजूद थे।

इस मौके पर मीडिया को संबोधित करते हुए पर्यटन राज्य मंत्री प्रह्लाद सिंह पटेल ने कहा, "मेरा मानना है कि हम संस्कृति को अलग नहीं कर पर्यटन से अलग नहीं कर सकते और जो कोई भारत आता है वे भारत की विरासत को देखने आते हैं। लद्दाख सुंदरता और समृद्ध संस्कृति के एक आदर्श संयोजन के साथ सबसे सुंदर गंतव्य स्थलों में से एक है। इस गंतव्य स्थल के बारे में सबसे अच्छी बात है कि वे गुणवत्ता वाले पर्यटन को प्रोत्साहित करने की इच्छा रखते हैं जो वे दर्शाता है कि वे अपने गंतव्य स्थल को संभाल रहे हैं। हम भी लद्दाख में साहसिक पर्यटन के लिए एक पूरी तरह से सुसज्जित

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Team MP (/) 3 Dec 2019 10:08 PM

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12/28/2019

New Tourism Foundation to Launch "New India: New Ladakh | A News Of India

New Tourism Foundation to Launch "New India: New Ladakh

By [admin](#) - December 3, 2019



@ Vikas Sharma | Sr Journalist

New Delhi: New Tourism Foundation, an ideating foundation for tourism and heritage of India, organised exclusive One day Seminar on NEW INDIA –NEW LADAKH. The seminar was attended by Honourable Minister of State, Ministry of Tourism and Culture (Independent Charge) Shri Prahlad Singh Patel. Other Speakers include BJP MP from Ladakh Jamyang Tsering Namgyal, Mr C. Phunsok, IAS (Retd) Vice Chancellor of University of Ladakh & Former Chief Secretary of Jammu and Kashmir and Mr Vinod Zutshi, IAS (Retd), Former Secretary, Ministry of Tourism, Govt of India.

Addressing the media, **Shri Prahlad Singh Patel**, Honourable Minister of State, Ministry of Tourism and Culture (Independent Charge), shared, "I believe we cannot separate culture from tourism and who so ever come in India come to see the heritage of India. And Ladakh is one of the most beautiful destination with a perfect combination of beauty and rich culture. The best thing about this destination is that they wish to encourage quality tourism not quantity tourism, which showcase how much they care about their destination. We also propose a fully equipped facilitation cum training centre for Adventure tourism in Leh Ladakh

<http://anewssofindia.com/2019/12/03/new-tourism-foundation-to-launch-new-india-new-ladakh/>

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12/28/2019

न्यू टूरिज्म फाउंडेशन ने 'नए भारत, नए लद्दाख' की दिल्ली में शुरूआत की - Shabdawani Samachar शब्दवाणी समाचार

Shabdawani Samachar शब्दवाणी समाचार

न्यू टूरिज्म फाउंडेशन ने 'नए भारत, नए लद्दाख' की दिल्ली में शुरूआत की

December 5, 2019 • Daily Shabdawani Samachar

शब्दवाणी समाचारवार वीरवार 05 दिसम्बर 2019 नई दिल्ली। भारत की पर्यटन और विरासत के लिए समर्पित संस्था न्यू टूरिज्म फाउंडेशन ने 'नए भारत, नए लद्दाख' पर एक दिवसीय सेमिनार का आयोजन किया। इस सेमिनार में पर्यटन एवं संस्कृति राज्य मंत्री (स्वतंत्र प्रभार) प्रह्लाद पटेल मुख्य अतिथि के रूप में शामिल हुए। इसे अलावा अन्य वक्ताओं में लद्दाख से भाजपा सांसद जामयांग सोंरिंग नामग्याल, लद्दाख विश्वविद्यालय के उप कुलापति और जम्मु-कश्मीर के पूर्व सचिव सी फ्रेंसोक और पूर्व पर्यटन सचिव विनोद बुखी मौजूद थे।



इस मौके पर मीडिया को संबोधित करते हुए पर्यटन राज्य मंत्री प्रह्लाद सिंह पटेल ने कहा, " मेरा मानना है कि हम संस्कृति को अलग नहीं कर पर्यटन से अलग नहीं कर सकते और जो कोई भारत आता है वे भारत की विरासत को देखने आते हैं। लद्दाख सुंदरता और समृद्ध संस्कृति के एक आदर्श संयोजन के साथ सबसे सुंदर गंतव्य स्थलों में से एक है। इस गंतव्य स्थल के बारे में सबसे अच्छी बात ये है कि वे गुणवत्ता वाले पर्यटन को प्रोत्साहित करने की इच्छा रखते हैं जो ये दर्शाता है कि वे अपने गंतव्य स्थल की कितनी परवाह करते हैं। हम भी लद्दाख में साहसिक पर्यटन के लिए एक पूरी तरह से सुसज्जित सुविधा सह प्रशिक्षण केंद्र का प्रस्ताव रखते हैं और साथ ही ये प्रस्ताव रखते हैं कि क्या लद्दाख में पर्यटन सुविधाओं के लिए हमारे पास समस्त मार्ग की जानकारी हो सकती है। ये पीपीपी मॉडल या सरकार द्वारा चलाया जाने वाला हो, ये तय नहीं है। हालांकि हम जो चाहते हैं वह ये है कि लद्दाख जैसी जगह पर प्रदूषण नहीं होना चाहिए और इसके अलावा लद्दाख में पर्यटन को बढ़ावा देने के लिए हमारा शत-प्रतिशत समर्पण है।

समय की जरूरत है कि लद्दाख को पर्यटन और अंतर्राष्ट्रीय यात्रियों के सामने विश्व के एक सर्वोत्तम पर्यटन स्थल के रूप में पेश किया जाए। पर्यटन मंत्रालय ने लद्दाख में पर्यटन को बढ़ाने के लिए क्षमता निर्माण, जागरूकता

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Centre is totally committed to promote Ladakh as a quality tourist destination: Prahalad Singh Patel

By TM Staff | New Delhi

Addressing a seminar on 'New India - New Ladakh' organised by New Tourism Foundation, a Trust chaired by former Tourism Secretary to Government of India, Vinod Zutshi in Delhi, Prahalad Singh Patel, Minister of State with Independent Charge of Tourism & Culture stated that the Centre is committed to offer 100% support to set up tourism infrastructure facilities as well as promote quality tourism in Ladakh. Ladakh, he said, is one of the most beautiful destinations which is a perfect combination of beauty and rich culture.

The Minister said that the Centre has already proposed a fully equipped facilitation cum training centre for Adventure Tourism in Leh-Ladakh and also proposed mapping of tourist facilities in the region. He appreciated the efforts of the tourism stakeholders to enforce quality tourism into the region than quantity tourism which would damage the fragile eco-system of the destination.

Zutshi in his introductory remarks expressed the belief that the newly acquired Union Territory status for Ladakh would open the doors for innumerable opportunities for expanding Tourism and cultural activities in the region. The new status of Ladakh will provide a great platform for tourism to prosper as there will be greater coordination with the Centre, more resources, and greater support from agencies and state holders of tourism industry, he said. "We at New Tourism Foundation believe in bringing the hidden tourism treasures of the country on a global platform and this particular initiative of ours is one step forward in this direction. Ladakh has huge potential in tourism and we hope through our efforts we will be able to promote the rich culture and heritage of the state to give more tourists to Ladakh."

Zutshi said that the Foundation will lobby, advocate and promote tourism in the New India with vigour. He also proposed series of programmes, seminars, etc. in that direction. The Foundation will also organise Global Heritage Tourism Mart to promote culture and heritage of India in the middle of next year. New Tourism Foundation will also set up State-wise chapters to improve dialogue and engagement at all levels to promote tourism, he added.

Sunil Gupta, Secretary General, New Tourism Foundation, mentioned that the foundation will work towards bringing the issues pertaining in India Tourism and organising more such educative seminars.

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New India : New Ladakh | December 3, Hotel Shangri-la's New Delhi

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New Tourism Foundation conducts seminar on New India: New Ladakh

New Tourism Foundation conducts seminar on New India: New Ladakh

The seminar organised by New Tourism Foundation is an effort to bring all stakeholders on a common platform and to deliberate on showcasing Ladakh before the world in a more aggressive manner.

By News Desk • December 4, 2019



New Tourism Foundation organised exclusive one day seminar on New India –New Ladakh. The seminar took place on 3rd December 2019 was attended by Honourable Minister of State, Ministry of Tourism and Culture (Independent Charge) Prahlad Singh Patel as the Chief Guest of the event. Other Speakers include BJP MP from Ladakh Jamyang Tsering Namgyal, C. Phunsok, IAS (Retd) Vice Chancellor of University of Ladakh & Former Chief Secretary of Jammu and Kashmir and Vinod Zutshi, IAS (Retd), Former Secretary, Ministry of Tourism, Govt of India.

Speaking on the occasion, **Prahlad Singh Patel**, Honourable Minister of State, Ministry of Tourism and Culture (Independent Charge), shared, "I believe we cannot separate culture from tourism and who so ever come in India come to see the heritage of India. And Ladakh is one of the most beautiful destination with a perfect combination of beauty and rich culture. "The best thing about this destination is that they wish to encourage quality tourism not quantity tourism, which showcase how much they care about their destination.

"We propose a fully equipped facilitation cum training centre for Adventure tourism in Leh Ladakh. Apart from this we are exploring opportunities to have a complete route for Leh Ladakh for tourism facilities. It could be based either on PPP Model or managed by the government. However, what we want is that there should not be any pollution in a place like Ladakh. Also we look forward to give our 100% support to promote Ladakh in whichever way we can," he added.

Talking about this new initiative, **Vinod Zutshi**, IAS (Retd), President, New Tourism Foundation shared, "The newly acquired UT status has opened the doors for innumerable opportunities for expanding tourism and cultural activities in the region. The new status of Ladakh will provide a great platform for tourism to prosper as there will be greater coordination with the Centre, more resources, and support from stake holders of tourism."

"We at New Tourism Foundation believe in bringing the hidden tourism treasures of the country on a global platform and this particular initiative of ours is one step forward in this direction. Ladakh has huge potential

<https://www.whereabouts.in/new-tourism-foundation-conducts-seminar-on-new-india-new-ladakh/>



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12/28/2019

न्यू टूरिज्म फाउंडेशन ने नए भारत, नए लद्दाख की दिल्ली में शुरूआत की – मयूर संवाद

Saturday, December 28, 2019

मयूर संवाद
आजकल के आवाज



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न्यू टूरिज्म फाउंडेशन ने 'नए भारत, नए लद्दाख' की दिल्ली में शुरूआत की



mayur sambad • December 3, 2019 • ब्यापार

संवाद (दिल्ली) भारत की पर्यटन और विरासत के लिए समर्पित संस्था न्यू टूरिज्म फाउंडेशन ने 'नए भारत, नए लद्दाख' पर एक दिवसीय सेमिनार का आयोजन किया। इस सेमिनार में पर्यटन एवं संस्कृति राज्य मंत्री (स्वतंत्र प्रभार) प्रह्लाद पटेल मुख्य अतिथि के रूप में शामिल हुए। इसे अलावा अन्य कर्ताओं में लद्दाख से भाजपा सांसद जामयंग सेरिंग नामग्याल, लद्दाख विश्वविद्यालय के उप कुलपति और जम्मू-कश्मीर के पूर्व सचिव सी फुसोक और पूर्व पर्यटन सचिव विनोद जुत्शी मौजूद थे।

<http://mayursambad.in/2019/12/%e0%a4%a8%e0%a5%8d%e0%a4%a4%e0%a5%82-%e0%a4%9f%e0%a5%82%e0%a4%b0%e0%a4%b6%e0%a4%...>

INSIDER | INCREDIBLE INDIA

travel trade insider
December 2019

Tourism in Ladakh expected to grow exponentially post UT status; a brand name on the anvil

The tourism industry in Ladakh is expected to benefit significantly post its newly established status of Union Territory (UT), a section of industry stakeholders shared on the sidelines of an event in New Delhi.

* Neeraj Khatri



This new found confidence comes in the wake of the Indian government's plans to invest in infrastructure projects in Ladakh. Amit Shah, India's Home Minister recently shared that development projects amounting to Rs. 50,000 crore in various sectors including tourism are in the pipeline for Ladakh. The centre government is also working towards setting-up a facility to train manpower for the tourism sector in Ladakh.

The Indian Tourism Minister (Prahlad Singh Patel) visited Ladakh soon after it was accorded the UT status and met the local tourism and hospitality stakeholders to understand their concern and how to grow tourism in Ladakh.

"Siachen glacier is not yet opened for tourism purpose. Local tourism industry stakeholders have identified facilities that are needed to be put in place there. We will soon share a proposal with union government in this regard," said BJP's Member of Parliament (MP) from Ladakh, Jamsang Tsering Namgyal on the sidelines of the New India - New Ladakh seminar that took place on December 3, 2019 in New Delhi.

"The Honorable Prime Minister (Narendra Modi) has also said that there is a need to develop homestays in Ladakh. Considering that even the Prime Minister is so keen to grow tourism in Ladakh, we are confident that the sector will record strong growth in the near future," added Namgyal.

In order to promote Ladakh in the international markets, a brand name for tourism marketing will also be introduced. Presently, the new brand name and its logo are being finalized with consultants and announcement in this regard will be made soon.

"The idea is to promote Ladakh as an individual destination and not club it with other destinations. We are hopeful that tourism and hospitality segments will grow in a sustainable manner post the new UT status for Ladakh," said Namgyal.

New Tourism Foundation's New India - New Ladakh seminar was also attended by Minister of State, Ministry of Tourism and Culture (Independent Charge), Prahlad Singh Patel who was the Chief Guest at the event.

"We want to have a fully equipped facilitation cum training centre for adventure tourism in the region besides developing infrastructure that can help in the tourism development. We will offer 100 per cent support to promote Ladakh in whichever way we can," said Patel.

"The need of the hour is to promote Ladakh aggressively and in the right perspective, before the domestic and international travellers. The aim is to enable Ladakh to offer quality tourism and make it one of the best tourism destinations in the world," added Patel.

Vinod Zutshi, President, New Tourism Foundation shared, "The newly acquired UT status has opened the doors for innumerable opportunities for expanding tourism and cultural activities in the region. The new status of Ladakh will provide a great platform for tourism to prosper as there will be greater coordination with the centre, more resources, and greater support from agencies and stakeholders of tourism industry"

Other Speakers at the event included C. Phunsok, Vice Chancellor of University of Ladakh & Former Chief Secretary of Jammu and Kashmir and Tashi Motup Kau, who is the first Chairman of Ladakh Tourism Council of New Tourism Foundation who also owns WelcomHeritage Lha-Ri-Sa-Restor.

Sunil Gupta, Secretary General, New Tourism Foundation mentioned that the foundation will work towards bringing the issues pertaining to India tourism in spotlight and organising more such educative seminars.

New India-New Ladakh seminar was an effort to bring all stakeholders on a common platform and to deliberate on showcasing Ladakh before the world in a more aggressive manner to promote this unique, but lesser known destination and to build a road map for bringing quality tourism and sustained tourism in Ladakh.



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- Tourism in Ladakh expected to grow exponentially post UT status; a brand name on the anvil

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न्यू टूरिज्म फाउंडेशन ने 'नए भारत, नए लद्दाख' की दिल्ली में शुरुआत की

नई दिल्ली, (बीओ) भारत की पर्यटन और विरासत के लिए समर्पित न्यू टूरिज्म फाउंडेशन ने 'नए भारत, नए लद्दाख' पर एक दिवसीय सेमिनार का आयोजन किया। इस सेमिनार में पर्यटन एवं संस्कृति राज्य मंत्री (स्वतंत्र प्रभार) प्रहलाद पटेल मुख्य अतिथि के रूप में शामिल हुए। इसे अलावा अन्य बक्ताओं में लद्दाख से भाजपा सांसद जामयांग सेरिंग नामग्याल, लद्दाख विश्वविद्यालय के उप कुलपति और जम्मू-कश्मीर के पूर्व सचिव सी फुंसोक और पूर्व पर्यटन सचिव विनोद जुशौली मौजूद थे।

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कार्यक्रम में भाग लेते हुए पर्यटन राज्य मंत्री प्रहलाद सिंह पटेल।

गतव्य स्थल के बारे में सबसे अच्छी बात ये है कि वे गुणवत्ता वाले पर्यटन को प्रोत्साहित करने की हच्चा रखते हैं जो ये दर्शाता है कि वे अपने गंतव्य स्थल को कितनी परवाह करते हैं। हम भी लेह लद्दाख में साहसिक पर्यटन के लिए एक पूरी तरह से सुसज्जित सुविधा सह प्रशिक्षण केंद्र का प्रस्ताव रखते हैं और साथ ही ये प्रस्ताव रखते हैं कि क्या लेह लद्दाख में

पर्यटन सुविधाओं के लिए हमारे पास समस्त मार्ग को जानकारी हो सकती है। ये पीओपी मॉडल या सरकार द्वारा चलाया जाने वाला हो, ये तय नहीं है। हालांकि हम जो चाहते हैं वह ये है कि लद्दाख जैसी जगह पर प्रदूषण नहीं होना चाहिए और इसके अलावा लद्दाख में पर्यटन को बढ़ावा देने के लिए हमारा शत-प्रतिशत समर्थन है।

‘नए भारत, नए लद्दाख’ की शुरुआत

नई दिल्ली। भारत की पर्यटन और विरासत के लिए समर्पित संस्था न्यू टूरिज्म फाउंडेशन ने नए भारत, नए लद्दाख पर सेमिनार किया। सेमिनार में पर्यटन एवं संस्कृति राज्य मंत्री (स्वतंत्र प्रभार) प्रह्लाद पटेल मुख्य अतिथि के रूप में शामिल हुए। अन्य वक्ताओं में लद्दाख से भाजपा सांसद जामयांग सेरिंग नामग्याल, लद्दाख विवि के उप कुलपति और जम्मू-कश्मीर के पूर्व सचिव सी फुंसोक और पूर्व पर्यटन सचिव विनोद जुत्सी मौजूद थे। पर्यटन राज्य मंत्री प्रह्लाद सिंह पटेल ने कहा, मेरा मानना है कि हम संस्कृति को अलग नहीं कर पर्यटन से अलग नहीं कर सकते और जो कोई भारत आता है वे भारत की विरासत को देखने आते हैं। लद्दाख सुंदरता और समृद्ध संस्कृति के एक आदर्श संयोजन के साथ सबसे सुंदर गंतव्य स्थलों में से एक है। इस गंतव्य स्थल के बारे में सबसे अच्छी बात ये है कि वे गुणवत्ता वाले पर्यटन को प्रोत्साहित करने की इच्छा रखते हैं जो ये दर्शाता है कि वे अपने गंतव्य स्थल की कितनी परवाह करते हैं।

न्यू टूरिज्म फाउंडेशन ने ‘नए भारत, नए लद्दाख’ की दिल्ली में शुरुआत की

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New India : New Ladakh | December 3, Hotel Shangri-la's New Delhi

New Tourism Foundation to launch "New India: New Ladakh"



New Delhi, Dec 4: New Tourism Foundation, an ideating foundation for tourism and heritage of India, organised exclusive One-day Seminar on NEW INDIA –NEW LADAKH. The seminar was attended by Honorable Minister of State, Ministry of Tourism and Culture (Independent Charge) Shri Prahlad Singh Patel. Other Speakers include BJP MP from Ladakh Jamyang Tsering Namgyal, Mr C. Phunsok, IAS (Retd) Vice Chancellor of University of Ladakh & Former Chief Secretary of Jammu and Kashmir and Mr Vinod Zutshi, IAS (Retd), Former Secretary, Ministry of Tourism, Govt of India.

Addressing the media, Shri Prahlad Singh Patel, Honorable Minister of State, Ministry of Tourism and Culture (Independent Charge), shared, "I believe we cannot separate culture from tourism and who so ever come in India come to see the heritage of India. And Ladakh is one of the most beautiful destination with a perfect combination of beauty and rich culture. The best thing about this destination is that they wish to encourage quality tourism not quantity tourism, which showcase how much they care about their destination.

We also propose a fully equipped facilitation cum training centre for Adventure tourism in Leh Ladakh and also we propose if we can have a complete route for Leh Ladakh for tourism facilities. It could be PPP model or government managed, that is not decided. However what we want is that there should not be any pollution in a place like Ladakh. Also we look forward to give our 100% support to promote Ladakh in whichever way we can".

The need of the hour is that Ladakh has to be showcased and aggressively promoted, in the right perspective, before the Domestic and International travellers and to enable Ladakh to offer Quality Tourism and make it one of the best tourism destinations in the World.

Ministry of Tourism has already announced its resolve and plans to support tourism in Ladakh through Capacity Building, Building awareness, supporting Bed and

breakfast scheme to tide away the shortage of hotels and promoting Adventure sports. He also owns WelcomeHeritage Lha-Ri-So Resort in Ladakh. Ladakh is also an 'Unexplored Paradise' with a distinct uniqueness, that cannot be found anywhere on this planet. Ladakh is the most crowned desert which has an array of natural wonders in the form of mountain passes, monasteries, lucid lakes and valleys. Ladakh is a place where you can script your adventures and soak in the sweeping vistas of powdery snow, barren lands and turquoise lakes.

Mr Vinod Zutshi, IAS (Retd), President, New Tourism Foundation shared, "The newly acquired Union Territory status has opened the doors for innumerable opportunities for expanding Tourism and cultural activities in the region. The new status of Ladakh will provide a great platform for tourism to prosper as there will be greater coordination with the Centre, more resources, and greater support from agencies and stake holders of tourism industry.

We at New Tourism Foundation believe in bringing the hidden tourism treasures of the country on a global platform and this particular initiative of ours is one step forward in this direction. Ladakh has huge potential in tourism and we hope through our efforts we will be able to promote the rich culture and heritage of the state to gain more tourists to Ladakh." Mr Sunil Gupta, Secretary General, Tourism Foundation, mentioned that New Tourism Foundation will work towards bringing the issues pertaining in India Tourism and organising more such educative seminars. Also the foundation will work towards promoting the tourism of the country.

Tashi Motup Kau, President of All Ladakh Hotel and Guest House Association from 2011 to 2018, who is he is the first chairman of Ladakh Tourism Council by New Tourism Foundation is

Ladakh encourages quality tourism: PRAHLAD SINGH PATEL

Minister of State for Tourism and Culture spoke at the seminar on 'New India –New Ladakh'

OUR CORRESPONDENT

New Tourism Foundation, an ideating foundation for tourism and heritage of India, organised exclusive one-day seminar on 'New India –New Ladakh', on December 3, 2019.

The seminar was attended by Minister of State, Ministry of Tourism and Culture (Independent Charge) Prahlad Singh Patel. Other speakers included BJP MP from Ladakh Jamyang Tsering Namgyal, C Phunsok, IAS (Retd) Vice Chancellor of University of Ladakh and Former Chief Secretary of Jammu and Kashmir and Vinod Zutshi, IAS (Retd), Former Secretary, Ministry of Tourism, Govt of India.

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tion believe in bringing the hidden tourism treasures of the country on a global platform and this particular initiative of ours is one step forward in this direction. Ladakh has huge potential in tourism and we hope through our efforts we will be able to promote the rich culture and heritage of the state to gain more tourists."

Sunil Gupta, Secretary General, Tourism Foundation, mentioned that the Foundation will work towards bringing up issues pertaining in Indian Tourism and organising more such educative seminars.

Tashi Motup Kau, President of All Ladakh Hotel and Guest House Association from 2011 to 2018, who is he is the first chairman of Ladakh Tourism Council by New Tourism Foundation is also very aggressively promoting tourism of Ladakh all over India.

Ladakh is also an 'Unexplored Paradise' with a distinct uniqueness, that cannot be found anywhere on this planet.

Ladakh is the most crowned desert which has an array of natural wonders in the form of mountain passes, monasteries, lucid lakes and valleys. Ladakh is a place where you can script your adventures and soak in the sweeping vistas of powdery snow, barren lands and turquoise lakes.



New India : New Ladakh | December 3, Hotel Shangri-la's New Delhi

न्यू टूरिज्म फाउंडेशन ने 'नए भारत, नए लद्दाख' की दिल्ली में शुरुआत की



संवाद (दिल्ली) भारत की पर्यटन और विरासत के लिए समर्पित संस्था न्यू टूरिज्म फाउंडेशन ने 'नए भारत, नए लद्दाख' पर एक दिवसीय सेमिनार का आयोजन किया। इस सेमिनार में पर्यटन एवं संस्कृति राज्य मंत्री (स्वतंत्र प्रभार) प्रह्लाद पटेल मुख्य अतिथि के रूप में शामिल हुए। इसे अलावा अन्य वक्ताओं में लद्दाख से भाजपा सांसद जामयांग सेरिंग नामग्याल, लद्दाख विश्वविद्यालय के उप कुलपति और जम्मू-कश्मीर के पूर्व सचिव सी फुंसो और पूर्व पर्यटन सचिव विनोद जुत्सी मौजूद थे। इस मौके पर मीडिया को संबोधित करते हुए पर्यटन राज्य मंत्री प्रह्लाद सिंह पटेल ने कहा, मेरा मानना है कि हम संस्कृति को अलग नहीं कर पर्यटन से अलग नहीं कर सकते और जो कोई भारत आता है वे भारत की विरासत को देखने आते हैं। लद्दाख सुंदरता और समृद्ध संस्कृति के एक आदर्श संयोजन के साथ सबसे सुंदर गंतव्य स्थलों में से एक है। इस गंतव्य स्थल के बारे में सबसे अच्छी बात ये है कि वे गुणवत्ता वाले पर्यटन को प्रोत्साहित करने की इच्छा रखते हैं जो ये दर्शाता है कि वे अपने गंतव्य स्थल की कितनी परवाह करते हैं। हम भी लेह लद्दाख में साहसिक पर्यटन के लिए एक पूरी तरह से सुसज्जित सुविधा सह प्रशिक्षण केंद्र का प्रस्ताव रखते हैं और साथ ही ये प्रस्ताव रखते हैं कि क्या लेह लद्दाख में पर्यटन सुविधाओं के लिए हमारे पास समस्त मार्ग की जानकारी हो सकती है। ये पीपीपी मॉडल या सरकार द्वारा चलाया जाने वाला हो, ये तय नहीं है। हालांकि हम जो चाहते हैं वह ये है कि लद्दाख जैसी जगह पर प्रदूषण नहीं होना चाहिए और इसके अलावा लद्दाख में पर्यटन को बढ़ावा देने के लिए हमारा शत-प्रतिशत समर्थन है।"

समय की जरूरत है कि लद्दाख को घरेलू और अंतर्राष्ट्रीय यात्रियों के सामने विश्व के एक सर्वोत्तम पर्यटन स्थल के रूप में पेश किया जाए। पर्यटन मंत्रालय ने लद्दाख में पर्यटन को बढ़ाने के लिए क्षमता निर्माण, जागरूकता बढ़ाकर, होटलों की कमी को दूर करने के लिए ब्रेक एंड ब्रेकफास्ट योजना को प्रोत्साहित करने और साहसिक पर्यटन को बढ़ावा देने के लिए अपनी प्रतिबद्धता और योजनाओं की घोषणा की है। इस नई पहल की चर्चा करते हुए न्यू टूरिज्म फाउंडेशन के अध्यक्ष विनोद जुत्सी ने कहा, "नवागठित केंद्रशासित प्रदेश में पर्यटन और सांस्कृतिक गतिविधियों के अपार अवसर है। केंद्र के साथ बेहतर समन्वय और ज्यादा संसाधनों की मदद से लद्दाख में पर्यटन के बढ़ने की अपार संभावनाएं हैं। न्यू टूरिज्म फाउंडेशन देश के इस समृद्ध पर्यटन स्थल को वैश्विक पटल पर लाना चाहता है।"

लद्दाख में पर्यटन को बढ़ावा देने के लिए पूर्ण समर्थन : पटेल

नई दिल्ली। भारत की पर्यटन और विरासत के लिए समर्पित संस्था न्यू टूरिज्म फाउंडेशन ने नए भारत, नए लद्दाख पर एक दिवसीय सेमिनार का आयोजन किया। इस सेमिनार में पर्यटन एवं संस्कृति राज्य मंत्री (स्वतंत्र प्रभार) प्रह्लाद पटेल मुख्य अतिथि के रूप में शामिल हुए। अन्य वक्ताओं में लद्दाख से भाजपा सांसद जामयांग सेरिंग नामग्याल, लद्दाख विश्वविद्यालय के उप कुलपति और जम्मू-कश्मीर के पूर्व सचिव सी फुंसो और पूर्व पर्यटन सचिव विनोद जुत्सी मौजूद थे। पर्यटन राज्य मंत्री प्रह्लाद सिंह पटेल ने कहा, मेरा मानना है कि हम संस्कृति को अलग नहीं कर पर्यटन से अलग नहीं कर सकते और जो कोई भारत आता है वे भारत की विरासत को देखने आते हैं। लद्दाख सुंदरता और समृद्ध संस्कृति के एक आदर्श संयोजन के साथ सबसे सुंदर गंतव्य स्थलों में से एक है। इस गंतव्य स्थल के बारे में सबसे अच्छी बात ये है कि वे गुणवत्ता वाले पर्यटन को प्रोत्साहित करने की इच्छा रखते हैं जो ये दर्शाता है कि वे अपने गंतव्य स्थल की कितनी परवाह करते हैं। हम भी लेह



लद्दाख में साहसिक पर्यटन के लिए एक पूरी तरह से सुसज्जित सुविधा सह प्रशिक्षण केंद्र का प्रस्ताव रखते हैं और साथ ही ये प्रस्ताव रखते हैं कि क्या लेह लद्दाख में पर्यटन सुविधाओं के लिए हमारे पास समस्त मार्ग की जानकारी हो सकती है। ये पीपीपी मॉडल या सरकार द्वारा चलाया जाने वाला हो, ये तय नहीं है। हालांकि हम जो चाहते हैं वह ये है कि लद्दाख जैसी

जगह पर प्रदूषण नहीं होना चाहिए और इसके अलावा लद्दाख में पर्यटन को बढ़ावा देने के लिए हमारा शत-प्रतिशत समर्थन है। नवगठित मंत्रालय ने लद्दाख में पर्यटन को बढ़ाने के लिए क्षमता निर्माण, जागरूकता बढ़ाकर, होटलों की कमी को दूर करने के लिए ब्रेक एंड ब्रेकफास्ट योजना को प्रोत्साहित करने और साहसिक पर्यटन को बढ़ावा देने के लिए अपनी प्रतिबद्धता और योजनाओं की घोषणा की। न्यू टूरिज्म फाउंडेशन के अध्यक्ष विनोद जुत्सी ने कहा, नवगठित केंद्रशासित प्रदेश में पर्यटन और सांस्कृतिक गतिविधियों के अपार अवसर है। केंद्र के साथ बेहतर समन्वय और ज्यादा संसाधनों की मदद से लद्दाख में पर्यटन के बढ़ने की अपार संभावनाएं हैं। न्यू टूरिज्म फाउंडेशन देश के इस समृद्ध पर्यटन स्थल को वैश्विक पटल पर लाना चाहता है। टूरिज्म फाउंडेशन के महासचिव सुनील गुप्ता ने कहा, न्यू टूरिज्म फाउंडेशन भारत में पर्यटन से जुड़े मुद्दों पर काम करना चाहता है और इस तरह के शैक्षिक सेमिनारों को आयोजन करता रहेगा।



FACES OF TOURISM



New India : New Ladakh | December 3, Hotel Shangri-la's New Delhi





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