

Mountain Niche Enterprise – Ladakh Tourism

- Largest industry
- Rapid growth in domestic tourism
- Rural homestays
- Union Territory
- Over tourism



Energy flows within activities



Food
Water
Room
Toilet
Laundry

Accommodation



Energy mix

- LPG
- Firewood
- Solar PV
- Solar thermal
- On grid hydro-electricity
- Diesel Generator
- Community diesel system

Energy quality

- Solar PV – reliable, only lighting
- Solar thermal – reliable, low maintenance
- Hydro – reliable during summers
- Diesel – pollution



Sight-seeing
Trekking
Handicrafts and copper

Value added activities



Energy mix

- Diesel
- Manual
- Solar PV

Energy quality

- Solar PV – reliable, only lighting



Expos
Digital marketing

Destination Promotion



Energy mix

- On grid Hydro electricity
- Diesel Generator

Energy quality

- Hydro – reliable during summers
- Diesel – pollution



Outcomes

Entrepreneurial orientation:

Product diversification - Winter tourism

Business development – Promotion

New product development - Handicrafts

Market orientation:

Market share – Domestic tourism, copper

New market/enterprise development – Homestays, handicrafts

Local economy:

Household income

Local employment

Cost saving from kerosene, cost saving from diesel

Reduced indoor air pollution



Ecosystems

RE deployment:

- 1) Solar PV, Thermal (lighting and water heating only)
- 2) Hydro Electricity (not reliable during winter)

Finance:

- 1) Subsidy for solar thermal, free solar pv,
- 2) Lack of financing for productive uses

Partnerships:

- 1) LREDA – not for maintenance and local skills
- 2) GHE – market linkages, training, business development, handicrafts

Skills:

Technology choice:

Ownership:

- 1) Community ownership

