

Proprietor Zanskar Courtyard Guest House, President Zanskar Hotel/Guest House and Homestay Association call on EC Tashi

Kargil, Feb 15, 2025: Sonam Dawa, Proprietor of Zanskar Courtyard Guest House, Shagar Yokma, and President of the newly formed Zanskar Hotel/Guest House and Homestay Association on Friday called on Executive Councillor, LAHDC Kargil, Er. Punchok Tashi.

During the meeting, they introduced the newly established association and briefed about its objectives, which focus on promoting and improving the hospitality sector in Zanskar.

They also discussed the current challenges and opportunities in tourism management in Zanskar, particularly after the opening of road from Himachal, Leh via Chilling and the macadamisation of Kargil-Padum road.

The President sought EC Tashi's intervention to develop a comprehensive plan that would boost tourism while preserving the unique cultural heritage and natural beauty of Zanskar, marking a significant step towards enhancing tourism management in the region. The association aims to promote sustainable tourism, improve accommodation standards, and support local business.

EC Tashi congratulated the newly elected team and expressed his support for the association's objectives and assured them his commitment to work collaboratively to enhance tourism infrastructure and promote Zanskar as a premier travel destination in UT Ladakh.

The association plans to organize workshops, training sessions, and promotional activities to attract more tourists and ensure a memorable experience for visitors. The advisor of the Association, Tenzin Motup Tahang was also in the meeting. He said that this is the right time to guide the tourism sector in Zanskar focussing on winter potential.



