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Nota di contenuto	-- Historical reflections of the growth of tourism through entrepreneurial efforts in Ladakh. -- Entrepreneurial challenges: Socio-economic and environmental constraints at high altitude. -- Contemporary entrepreneurial activities in Ladakh's tourism industry: Stories from pioneers and daredevils. -- Moving forward: Indigenous knowledge to prepare the next generation and educate Ladakh's visitors. -- Concluding discussion: Relevant takeaways for scholars and practitioners.
Sommario/riassunto	This book explores inspirational entrepreneurial activities in the tourism industry of Ladakh, India. It particularly looks at ways to develop an entrepreneurial yet environment-friendly tourist destination. The book starts off with in-depth historical reflections of entrepreneurship and tourism in one of India's fastest growing tourist destinations. Subsequently, the book studies the unique entrepreneurial challenges and opportunities in Ladakh's extreme resource-scarcity and remote context based on empirical evidence

from entrepreneurs and stakeholders in the tourism industry. In addition, a broad overview of contemporary entrepreneurial activities in the tourism industry in Ladakh is presented, underscoring the importance of indigenous knowledge and cultural traditions for developing sustainable tourism. Based on qualitative data analyses and literature reflections, this book provides scholars, students, professionals and policymakers an alternative view on entrepreneurial activities in the tourism industry of an ecologically jeopardized region.
