

## **CHAPTER-V**

### **DATA ANALYSIS AND INTERPRETATION**

#### **5.1 DATA ANALYSIS**

Data analysis represents the outcome of the findings that come to the fore after analyzing the data. Research questions framed for the study are described by the analysis and outcome that is revealed after applying various techniques. It is a mechanism adopted to address the patterns and test the hypotheses set up for the study by the researcher. It helps to organize the raw data into predictable outcomes that help to describe the information sought during the process of the research project (Malterud, 2001). It helps in the organization of the raw data in an ordered manner and to derive the conclusions. Organisation of the data for the outcomes and understanding the emerging trends and explaining the paradigm is the main objective of the data analysis. It is mainly concerned with the analysis of the primary data. It is the comprehensive summary of the research and explanation of the numbers in terms of words seeking to answer the gaps that have developed in the study area. Data analysis mainly explains two parts in research project. One: data preparation and two: descriptive statistics. It explains the results as per the understanding of the researcher who has indulged in the study.

Data was collected using questionnaire for the tourists who visited Jammu. This chapter is divided into various parts with sections devoted to Refinement of scale and validation followed by the analysis of the objectives of the study besides the verification of the hypotheses set up for the study. Various sections are devoted to the rationale of the scale adoption and demographic profile of the respondents to ascertain the level of heritage awareness and concern for its preservation and conservation. Besides ample space has been devoted to explain the research gaps and the need to develop new promotional policies for adopting innovation in devising the marketing strategies. Analysis of the raw data was done by SPSS version 17.0

## 5.2 SCALE REFINEMENT

Quantification of the data is the most important requirement of the research project which otherwise was in qualitative terms(Walle,1997). For this purpose Rensis Likert's scale commonly known as Likert scale was applied in this study besides the dichotomous question of alternatives 'yes' or 'no' to the data collected from the respondents. The respondents were asked to respond in terms of several degrees of strongly disagree, disagree, neither agree nor disagree, agree and strongly agree; never, rarely, sometimes, often, always, Not at all, a little, somewhat, mostly and completely. Responses to the items were such that a response indicative of most favorable was given the highest score and vice versa.(Strongly Disagree=1,strongly Agree=5, Not at all=1,always=5,Not at all=1,completely=5).

Most of the established scales used in the study were modified to suit the purpose of the research. For this purpose it was imperative to test the validity and reliability as in the absence of such a process it was difficult to ascertain whether the scales actually measure what they were supposed to do. The process of validation and refinement of the instruments has been explained in the following description (Athanasopoulos, et al, 2008).

Validity of the study is the indicative of the importance of the study and the purpose; it has inherent in its objectives. It can be expressed by making judgments about the research conducted and undertaken in the study. Content validity represents as to how appropriate is the content and the face validity is the judgment such that measure appears to be sound. While conducting the study, respondents were asked a series of questions during and after the pre test so that the verification could be made about their interpretation and understanding of the items in the questions (Chu, 2008).

To address the face validity issues, the questions used in the research instruments were devised on the questions from various studies in the field of heritage conservation and heritage management. Nearly 200 questions were reviewed and a total of 62 questions were selected with modification and adaptation before incorporating them in the questionnaires(Jamal et al,2001). It was kept in mind that the reliability of the study refers to whether a measure yields consistent results from multiple applications(Dann et al,1988).In fact, reliability cannot be exactly measured but it can

be estimated. Internal consistency reliability method is used to assess the consistency of results across the items for a test. It allows to study the properties of measurement scales and the items that compose the scales. It provides information about the relationships between individual items in the scale. Alpha (Cronbach or Coefficient) was used to calculate the reliability. This model is based on internal consistency and average inter-item correlation. For this data is coded numerically. It assumes that observations should be independent and errors should be uncorrelated between items, each pair having a bivariate normal distribution (Gromwood et al ,2015).

Tests of reliability include test-retest method, equivalent forms, split values method and internal consistency method. In this study SPSS version 17.0 for windows was used, the internal consistency has been used, standard of which at minimum level is 0.6. Keeping in view the nature of study conducted for the heritage of Jammu region in Jammu and Kashmir state for the first time, minor differences can be justified. The reliability tests were conducted not only on the basis of data collected from pilot study but, the final survey data was also subjected to the same tests. Increase in the alpha value in the final survey indicates then improvement in the research instrument (Popham et al, 2007).

### **5.3 DATA PURIFICATION**

After proper editing and adjustments, the raw data was reduced and purified through factor analysis with the help of 17.0 version of SPSS Software. The principal component analysis along with varimax rotation was used to minimise the number of variables by dropping all those having loadings on more than one factor and with the loadings less than 0.55 on all the factors.

In the first round, six statements were dropped due to factor loading below 0.50. After 24 iterations, 12 factors with 76.85% variance explained emerged. In second, third, fourth and fifth rounds two, one, two, one items were respectively dropped. After fifth round, all factors appeared with factor loading above 0.5, but due to proportionate factor loading on more than one factor, factor loadings above 0.55 were retained in the sixth round. Thus, in order to get more clear factorial design, items with factor loadings less than 0.55 were ignored and the factors with Eigen value equal to or more than 1 were retained after the last round.

Finally, in the eleventh round, eight factors appeared with 86.577% variance explained. Hence, the factor analysis got completed in six iterations (Table 5.1).

**Table 5.1: Factorial Profile of Heritage Tourism Construct for Jammu Region**

<b>Rounds</b>	<b>No. of factors extracted</b>	<b>Variance Explained</b>	<b>No. of items retained</b>	<b>Iterations</b>	<b>No. of items deleted</b>	<b>Extent of factor loading of the dimension retained</b>	<b>KMO</b>	<b>Bartlett</b>
1	12	76.854	55	24	6	ABOVE 0.50	0.841	9679.68
2	12	79.525	53	22	2	ABOVE 0.50	0.802	9560.85
3	11	78.632	52	9	1	ABOVE 0.50	0.787	9006.16
4	11	79.042	50	9	2	ABOVE 0.50	0.781	8649.42
5	10	78.492	49	10	1	ABOVE 0.50	0.761	8134.3
6	10	79.124	45	10	4	ABOVE 0.55	0.762	7920.82
7	10	81.575	44	7	1	ABOVE 0.55	0.727	6718.32
8	10	82.623	43	8	1	ABOVE 0.55	0.72	6592.93
9	10	83.465	40	6	3	ABOVE 0.55	0.717	6399.62
10	8	81.161	36	6	4	ABOVE 0.55	0.686	5694.34
11	8	86.577	36	6	-	ABOVE 0.55	0.649	5182.62

The factors finally selected have been given self-explanatory headings viz: ‘Heritage Tourism Promotion Strategies’ (18.105% VE), ‘Heritage Tourism Administration’ (16.782% VE), ‘Preservation and Conservation of Heritage Tourism’ (13.602% VE), ‘Sensitization about Heritage Tourism’ (11.263% VE), ‘Heritage Tourism Facilities’ (11.263 % VE), ‘Grievance Redressal Mechanism’ (8.234% VE), ‘General Awareness regarding Heritage Tourism’ (7.648% VE) and Heritage Tourism Infrastructure’ (7.527% VE) (Table 5.2). The values obtained in each round to measure KMO sampling have been between 0.649 and 0.841, which are acceptable. The Bartlett values supported further computation of factor analysis, as the correlation matrix appears to be an identity matrix, implying considerable inter-correlations between variables (Table 5.1).

F<sub>1</sub>=HTPS=Heritage Tourism Promotion strategies

F<sub>2</sub>=HTA=Heritage Tourism Administration

F<sub>3</sub>=PCHT=Preservation and Conservation of Heritage Tourism

F<sub>4</sub>=SAHT=Sensitization About Heritage Tourism

F<sub>5</sub>=HTF=Heritage Tourism Facilities

F<sub>6</sub>=GRM=Grievance Redressal Mechanism

F<sub>7</sub>=GARHT=General Awareness About Heritage Tourism

F<sub>8</sub>=Heritage Tourism Infrastructure

#### **5.4 TESTING HYPOTHESES**

##### **GROUP WISE HERITAGE TOURISM**

In order to measure the Heritage Tourism in Jammu, the respondents were divided into groups on the basis of their sensitization qualification, gender, age, religion, marital Status and monthly income. The one-way ANOVA was used to compare the overall means of the groups. The results indicate that the gender has no significant effect on the sensitization of Heritage Tourism [F (2, 298) = 0.005, p > 0.05].

However, all other factors viz. Age [ $F(2,298) = 6.573, p < 0.05$ ], educational Status [ $F(3,297) = 3.636, p < 0.05$ ], religion [ $F(5,295) = 3.495, p < 0.05$ ], marital status [ $F(2,298) = 5.916, p < 0.05$ ], and monthly income [ $F(5,295) = 27.693, p < 0.05$ ] have significant effect on the sensitization of Heritage Tourism (Table 5.2). Thus, the first hypothesis i.e. ‘There is no significant sensitisation in the local population about heritage sites in Jammu region’ stands accepted.

**Table 5.2: Overall Analysis of Variance Regarding the Heritage Tourism Sensitization.**

	Sum of Squares	df	Mean Square	F	Sig.
<b>GENDER-WISE</b>					
Between groups	.001	1	.001	.005	.944
Within groups	59.838	299	.277		
Total	59.839	300			
<b>AGE-WISE</b>					
Between groups	3.448	2	1.724	6.573	.002
Within groups	56.391	298	.262		
Total	59.839	300			
<b>EDUCATIONAL STATUS-WISE</b>					
Between groups	1.958	3	.979	3.636	.028
Within groups	57.882	297	.269		
Total	59.839	300			
<b>RELIGION-WISE</b>					
Between groups	1.884	5	.942	3.495	.032
Within groups	57.955	295	.270		
Total	59.839	300			
<b>MARITAL STATUS-WISE</b>					
Between groups	3.121	2	1.561	5.916	.003
Within groups	56.718	298	.264		
Total	59.839	300			
<b>MONTHLY INCOME-WISE</b>					
Between groups	23.642	5	4.728	27.693	.000
Within groups	36.197	295	.171		
Total	59.839	300			

## FACTOR-WISE MEASUREMENT OF HERITAGE TOURISM

The overall mean value arrived at 2.41, which reflects slightly ‘below average’ mean score attributed by the tourists (Table. 5.2). Out of eight dimensions, only two have highest mean scores on five-point Likert scale falling between ‘4-5’ range of Heritage Tourism (Table 5.3). The standard deviations of these two dimensions show lesser variance in the views of the respondents. These dimensions are ‘Heritage Tourism Promotion Strategies’ (4.10) and ‘Heritage Tourism Administration’ (4.31) (Table 5.2).

Thus, it can be inferred from the above data that the tourists visiting Jammu Region are less aware of Heritage Tourism, the concepts of preservation and conservation have not been given required attention, lack of infrastructure and other facilities (availability in limited destinations only) and non availability of any grievance redressal procedure for tourists visiting the area (Massidda et al, 2012).

**Table 5.3: Factor wise percentage of Heritage Tourism in Jammu**

FACTOR	GROUPS			
	1-2 POINTS	2-3 POINTS	3-4 POINTS	4-5 POINTS
F <sub>1</sub>	02	11	40	47
F <sub>2</sub>	26	47	23	04
F <sub>3</sub>	02	12	34	52
F <sub>4</sub>	25	37	26	12
F <sub>5</sub>	03	19	76	02
F <sub>6</sub>	33	21	45	01
F <sub>7</sub>	40	32	25	03
F <sub>8</sub>	21	23	49	07

**Table 5.4: Summary of Results after scale purification**

<b>FACTOR NO.</b>	<b>FACTOR WISE DIMENSION</b>	<b>MEAN</b>	<b>STANDARD DEVIATION</b>	<b>FACTOR LOADING</b>	<b>PERCENTAGE OF VARIANCE EXPLAINED</b>	<b>CRONBACH'S ALPHA</b>
<b>F<sub>1</sub></b>	<b>HERITAGE TOURISM PROMOTION STRATEGIES</b>	<b>4.08</b>	<b>0.76</b>		<b>18.105</b>	<b>0.938</b>
a	Jammu has rich historical tradition.	4.06	0.77	0.975		
b	Jammu has heritage sites and monuments like Forts, Palaces etc.	4.11	0.76	0.950		
<b>F<sub>2</sub></b>	<b>HERITAGE TOURISM ADMINISTRATION</b>	<b>2.91</b>	<b>0.97</b>		<b>16.782</b>	<b>0.993</b>
a)	Jammu region has well organized heritage tourism administration	2.87	0.99	0.965		
b)	Heritage tourism facilities are accessible	2.92	0.97	0.957		
c)	Govt. provides information regarding Jammu's Heritage	2.94	0.96	0.943		
<b>F<sub>3</sub></b>	<b>PRESERVATION &amp; CONSERVATION OF HERITAGE TOURISM</b>	<b>4.31</b>	<b>0.80</b>		<b>13.602</b>	<b>0.992</b>
a)	Preservation and conservation of heritage is important for safeguarding heritage.	4.32	0.82	0.974		
b)	Heritage of Jammu region is in preserved State.	4.33	0.81	0.976		
c)	Local people understand the importance of preserving heritage.	4.28	0.79	0.951		

<b>FACTOR NO.</b>	<b>FACTOR WISE DIMENSIONS</b>	<b>MEAN</b>	<b>STANDARD DEVIATION</b>	<b>FACTOR LOADING</b>	<b>PERCENTAGE OF VARIANCE EXPLAINED</b>	<b>CRONBACH'S ALPHA</b>
<b>F<sub>4</sub></b>	<b>SENSITISATION ABOUT HERITAGE TOURISM</b>	<b>3.18</b>	<b>1.01</b>		<b>11.263</b>	<b>0.987</b>
a)	Heritage of Jammu region has National appeal.	3.20	1.03	0.962		
b)	Recreation facilities at destination area and interpretation at the heritage destination are available.	3.16	1.00	0.929		
<b>F<sub>5</sub></b>	<b>HERITAGE TOURISM FACILITIES</b>	<b>3.49</b>	<b>0.74</b>		<b>11.263</b>	<b>0.993</b>
a)	Administration is accessible for redressal of grievances regarding heritage tourism issues.	3.51	0.75	0.955		
b)	Transport facilities and roads leading to heritage destination are in good shape	3.48	0.74	0.926		
<b>F<sub>6</sub></b>	<b>GRIEVANCE REDRESSAL MECHANISM</b>	<b>3.13</b>	<b>0.90</b>		<b>8.234</b>	<b>0.990</b>
a)	Local people are cooperative about value of heritage.	3.14	0.92	0.976		
b)	Jammu region has vibrant civil society concerned about heritage	3.13	0.89	0.978		
<b>F<sub>7</sub></b>	<b>GENERAL AWARENESS REGARDING HERITAGE TOURISM</b>	<b>2.83</b>	<b>0.98</b>		<b>8.234</b>	<b>0.990</b>
a)	Better marketing strategies are required to improve heritage tourism in Jammu region.	2.84	0.98	0.901		
b)	Jammu has art forms like music, dance, drama, theatre and handicrafts.	2.83	0.98	0.901		
<b>F<sub>8</sub></b>	<b>HERITAGE TOURISM INFRASTRUCTURE</b>	<b>3.30</b>	<b>0.94</b>		<b>7.527</b>	<b>0.988</b>
a)	Marketing initiatives of the State Govt. are depicting heritage of Jammu	3.36	0.96	0.887		
b)	Jammu has festivals, cuisine, local sports	3.37	0.92	0.897		
	<b>GRAND TOTAL</b>	<b>3.41</b>	<b>0.89</b>		<b>86.577</b>	

The above discussion has further helped in the testing of two hypotheses viz. H<sub>1</sub> and H<sub>2</sub>.

The second hypothesis, i.e. **‘There is lot of scope for tourism promotion through heritage preservation’** has been accepted.

**Table 5.5: Multiple regression analysis for finding impact of General Awareness Regarding Heritage Tourism (F<sub>7</sub>) Heritage Tourism Administration (F<sub>2</sub>) and Heritage Tourism Promotion Strategies (F<sub>1</sub>) on Heritage Tourism.**

**5.5.1: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.449(a)	.201	.190	.47500

a. Predictors: (Constant), F<sub>7</sub>, F<sub>2</sub>, F<sub>1</sub>

**5.5.2: ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.175	3	4.058	17.988	.000(a)
	Residual	48.283	297	.226		
	Total	60.459	300			

a. Predictors: (Constant), F<sub>7</sub>, F<sub>2</sub>, F<sub>1</sub>

b. Dependent Variable: HTPS

### 5.5.3: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.373	.300		4.571	.000
F <sub>1</sub>	.307	.055	.370	5.590	.000
F <sub>2</sub>	.075	.037	.131	2.063	.040
F <sub>7</sub>	.198	.044	.289	4.464	.000

a. Dependent Variable: HTPS

Multiple Regression analysis has been used in which the factors – **‘Heritage Tourism Administration’, ‘Heritage Tourism Facilities’ , and Heritage Tourism Infrastructure’** have been considered as the predictor and **Heritage Tourism Promotion Strategies’** as the dependent variable. The summary table provides the value for R and R<sup>2</sup>. R has a value of 0.507, which represents positive correlation between Heritage Tourism Promotion Strategies and Heritage Tourism Administration and Facilities. The value of coefficient of determination (R<sup>2</sup>) is 0.201, which implies that the Heritage Tourism Administration and Facilities accounts for 20.1% of the variation in **Heritage Tourism Promotion Strategies’** (Table 5.4). Further, the value of F-ratio is 17.988, which is significant at p<0.001. Thus, the regression model results in significant prediction of the strategies (Table 5.5). The  $\beta_1$  is 0.307,  $\beta_2$  is 0.075 and  $\beta_3$  is 0.198 showing individual contribution of the three predictors towards **‘Heritage Tourism Promotion Strategies’**. The t-values for the three predictor’s viz. F, F and F arrived at 5.590, 2.063 and 4.464 respectively, which are all significant (p < 0.05). Thus, it can be concluded that the **Heritage Tourism Administration and Facilities** makes a significant impact on the perception of the **Heritage Tourism Promotion Strategies’** (Table 5.4, 5.5).

The regression equation that emerges out of the analysis is

$$\text{HTPS} = \beta_0 + \beta_1(\text{HTPS}) + \beta_2(\text{HTA}) + \beta_3(\text{HTI})$$

$$\text{HTPS} = 1.373 + 0.307\text{HTPS} + 0.075\text{HTA} + 0.198\text{HTI}$$

## 5.5 OVERALL VALIDITY AND RELIABILITY

The ‘Heritage Tourism Promotion Strategies’ and ‘Tourism Administration’ have been converged with the various dimensions of Heritage Tourism. The data has been proved convergently valid as majority of respondents have fallen under ‘above average’ region of ‘Heritage Tourism Promotion Strategies’ and ‘Tourism Administration’ by assigning mean values 3.46 and 3.47 respectively (Table 5.6). Further, both the factors and items contained in the factors are totally different from each other. Therefore, discriminant validity also gets established.

**Table 5.6: Heritage Tourism Construct**

FACTOR	HERITAGE TOURISM PROMOTION STRATEGIES			TOURISM ADMINISTRATION		
	BA	A	AA	BA	A	AA
F <sub>1</sub>	4.00	3.73	3.53	3.50	3.59	3.57
F <sub>2</sub>	2.50	2.57	3.17	2.00	3.38	3.12
F <sub>3</sub>	2.88	3.78	3.31	2.25	3.72	3.32
F <sub>4</sub>	3.88	3.78	4.45	1.50	3.00	4.61
F <sub>5</sub>	2.25	3.50	3.13	2.25	3.14	3.17
F <sub>6</sub>	2.25	3.00	2.90	2.25	2.55	2.96
F <sub>7</sub>	2.00	3.00	4.34	3.25	3.69	3.99
F <sub>8</sub>	2.88	2.50	2.89	2.00	1.80	3.02
	2.83	3.23	3.46	3.23	3.12	3.47
<b>NO.&amp; %AGE OF RESPONDENTS</b>	<b>13 (4%)</b>	<b>37 (14%)</b>	<b>249 (83%)</b>	<b>5 (2%)</b>	<b>40 (13%)</b>	<b>255 (85%)</b>

To check the internal consistency, the reliability tests viz., split half and Cronbach's Alpha values have been worked out. The reliability of the responses of 300 respondents has been examined by dividing the data into two halves taking the first 160 as group A and the next 140 to 300 as group B. The mean values in the first group, before data purification was 3.524 and after data purification was 3.523. The mean value of the second group before data purification was 3.455 and after data purification was 3.414.

Further, in order to check internal consistency and comparison of entire data, Cronbach's Alpha value has been computed. The reliability stands established as the value worked out at 0.985. Similarly, the Cronbach's Alpha value stands authentic for individual factors also (Table 5.2).

## **5.6 STATE OF HERITAGE TOURISM IN JAMMU**

From the analysis of data and the testing of hypotheses discussed above it leads to the observations that tell about the dismal state of affairs as far as the sensitization of heritage tourism in Jammu region is concerned. Overall level of the Heritage Tourism in Jammu region as per the tourists has been worked out at 2.41 which is a just 'below average' (mean score on 5 point Likert scale) (Table 5.2).

Out of eight dimensions of Heritage Tourism, there are four dimensions viz., 'Preservation and Conservation of Heritage Tourism', 'Sensitisation about Heritage Tourism', 'Grievance Redressal Mechanism' and 'General Awareness regarding Heritage Tourism' (7.648% VE) which have mean scores ranging between 2.83 to 3.17. The level of Heritage in Jammu would have been quite high had the aforesaid dimensions been given proper care.

Therefore, Jammu region authorities requires sound strategy for improving the level of Heritage by improving these critical areas.

The values obtained for the overall mean and standard deviations in terms of the preservation and conservation besides the lack of infrastructure allow the marketer to understand the challenges that signal the gap. This has led to total disarray in terms of

reaching out to the tourists who are not sensitised about the heritage assets of Jammu region.

The assessment of the factors as revealed from the data analysis makes it evident that heritage issues in Jammu region are facing the apathy in terms of policy making. The factors that emerge from the analysis bring to the fore the mismatch between the various facilities being provided to the tourists .Multiple regression analysis on application to the factors-Heritage Tourism Administration (HTA),Heritage Tourism Facilities(HTF) and Heritage Tourism Infrastructure(HTI) being the predictors were seen in terms of Heritage Tourism Promotion Strategies(HTPS),which was taken as the dependent variable. The value of  $R^2$  is 0.507.Its value suggesting the positive correlation.

The need to develop marketing strategies is evident from the analysis of the data. The low level of sensitization among the masses can be correlated by the fact that officials whose opinion was sought while the study brought to the fore that policy makers don't treat heritage tourism as the niche area and don't have special mechanism for its promotion(Dann et al 1988). It has been revealed from the data analysis the fate of heritage is witnessing immense challenges due to the apathy of the policy makers and it is compounded by the non sensitization of the stakeholders who are supposed to be its beneficiaries (Galobardes et al,2007).The t-values for the three predictors-Heritage Tourism Administration, Heritage Tourism Facilities and Heritage Tourism Infrastructure being significant have an impact on the promotion strategies. These three areas need to be delved upon.

It has been argued in the review of literature and elsewhere that heritage tourism cannot be made to realize its potential till strategies for it have the inherent mechanism for conservation values. The non availability of the facilities in terms of heritage tourism lead tourists to perceive that there is not any presence of heritage tourism in Jammu region. on visibility of the tourism assets raises an important question that demand for heritage tourism has not been developed by the marketers in the region. It has made the product nonexistent (Guizzardi et al, 2012).It could have been introduced

with the tourism promotion as the niche segment and consciousness of the tourist could have been raised but it has not been so.

The regression equation that emerges from the analysis makes it clear that there is significant on the psyche of the tourists that reveals the attitude of ignorance towards the heritage assets. It is creating a situation of neglect for the heritage sites of the region. This has enabled even to introduce the preliminary documentation of the sites that could have set them on tourist map. Marketers have lagged behind in doing so as they have tried to treat the heritage tourism product as just any other tourism amenity (Morucci1980).It has made this niche segment to involve the expertise that is needed in terms of its documentation that is the requirement for its development as the sustainable product. Data analysis points to this gap in terms of the sensitization and brings to the fore the requirement that advocates the sensitization campaigns. And these campaigns cannot be undertaken by the tourism professionals in seclusion. It needs the involvement of the people who can address the issue in terms of its intrinsic value that is different from other areas of tourism.

The responses of the tourists to the questions related to the rich historical traditions, monuments, cuisine and festivals have shown the steady ignorance. It has been revealed in the predictor analysis of the Heritage Tourism Facilities. It shows that tourists feel Jammu has no such tourism activity and the reason being the non availability of the promotional strategies that can shape the perception of the visitors. The significant values that show the variation in the perception is the reflective of the policy paralysis of the policy makers compounded by the nonexistent heritage arm of the Tourism department. Heritage Act that has been enacted has failed due to the same reasons as the policy makers have failed to even address the bare minimum requirement of the Act to set up the mechanism for the development of heritage tourism.

Data analysis shows that the awareness level of the tourists is representative of the services that are being provided to them. The mindset that emerges from the analysis is that infrastructure is nonexistent and this makes an important impact on the minds of the visitors(Athanasopoulos,2008). After all tourism is about leisure and needs the infrastructural back up to cater to the demands of the tourists.

## **5.7 DEVELOPING MARKETING STRATEGIES**

In view of the hypotheses framed for the study and their acceptance and the factor analysis done. The predictors indicate the need for the strategies that can situate the heritage assets of Jammu region in tourism orbit. It needs to be seen in the light of the factor, Preservation and Conservation of Heritage Tourism (13.602%) that the importance of intrinsic value needs to be given preference. When the stakeholders don't have the sense of preservation and conservation then it is quite obvious that leaving in wilderness leads the heritage to bear the pangs of isolation and neglect as it keeps it out of the reach of the professionals of heritage management who have the expertise to safeguard them. The need arises in terms of internals. That it is the local population which is the main stakeholder and has the living tradition in terms of collective memory that should be crystallized with professional's techniques to be utilized to restore the monuments to specific time frame (Riley et al, 2000).

It will enable the stakeholders to be the participants in the heritage business in terms of tourism besides the involvement of the Tourism department is of great significance. The passing of heritage acts will not bear fruit till it has been given teeth in terms of implementation and agency created for its accountability (Popham et al, 2007).

Once this process is set up, it will ensure the convergence of heritage expertise in an institutional manner in the region to start the identification and documentation of heritage. Its realization is important to achieve the desired goal of initiating the preservation aspect as is revealed from the regression equation. Heritage Tourism Administration factor predicts the need to set up an agency to facilitate the process for the same.

Heritage cannot exist only on the basis of restoration and thus, needs sustainability to generate the resources and as such heritage tourism has to be the tool to guarantee it. The factor Heritage Tourism Promotion strategies indicates the same with predictor value of 18.105% suggesting the importance of strategies that should cater to

the sensitization of the visitors in terms of preservation and conservation to guarantee the sustainability and restoration; both have to move in tandem. Setting heritage tourism part from other tourism segments that are least based on intrinsic value and have more thrust on physical value.

Sensitization About Heritage Tourism should be seen as the policy imperative as this factor suggests that there is no presence of strategy in terms of heritage tourism. The factor value of 11.263% suggests that this segment needs abinitio consideration for the business imperatives and the heritage value that makes it the cause of concern.

Then the factor Heritage Tourism Facilities that visualization of Jammu region as the niche segment in terms of heritage tourism needs the developmental strategies for the heritage tourism business as these are almost absent being suggested by the 11.262% response. The need is to develop the strategies for the same by vouching for the tourism facilities that keep in mind the niche segment (Song,2008).

General awareness Regarding Heritage Tourism at 7.648 suggests that it has to be the priority area as the awareness level is much below the level it can be assumed have had an impact on the minds of the visitors. Awareness campaigns have to be launched at various level to develop Jammu as the heritage destination. It can be argued that as suggested elsewhere that rich historical tradition gives an ample opportunity to overcome this issue. Policy makers need t to develop awareness campaigns by involving historians, conservators and community people as this is in requirement of the multidisciplinary approach(Malterud,2001).

Feedback centre that can cater to the needs of the tourists. Feedback centre that can cater to the needs of the tourists. The issue can be resolved once the mechanism is set up for the heritage tourism in Jammu region.

The major issue that can be seen from the tourist perspective is the factor of Heritage Tourism Infrastructure that can cater to demands of the heritage segment. The region lacks the infrastructure for the same. The comprehensive infrastructure needs to be developed as the value suggests at 7.527%.

The analysis of the data shows that heritage has been given least priority by the policy makers and have not created its demand in terms of product and it can be said the tourist gaze has not been attracted to place it in the market in terms of its intrinsic value(Smeral,2012).The overall level of heritage tourism worked out is at 2.41.It is just below average(mean score on 5 point Likert scale.(Table 5.2.)

The main thrust on the study has been to work out the ways for heritage tourism promotion in Jammu region and establish the findings in the perspective of preservation and conservation and then integrate them in the marketing strategies. Eight dimensions analyzed through factor analysis were analyzed as shown in Table 5.3 .These include the following:

- 1) Heritage Tourism Promotion Strategies(HTPS)
- 2) Heritage Tourism Administration(HTA)
- 3) Preservation and Conservation of Heritage Tourism(PCHT)
- 4) Sensitization About Heritage Tourism(SAHT)
- 5) Heritage Tourism Facilities(HTF)
- 6) Grievance Redressal mechanism(GRM)
- 7) General Awareness Regarding Heritage Tourism(GARHT)
- 8) Heritage Tourism Infrastructure(HTI)

Out of these factors, four dimensions:

- 1) Preservation and Conservation of Heritage Tourism(PCHT)
- 2) Sensitization About Heritage Tourism(SAHT)
- 3) Grievance Redressal mechanism(GRM)
- 4) General Awareness Regarding Heritage Tourism(GARHT)

Have mean scores ranging between 2.83 to 3.17.It amply clear that the issue of sensitization raised in the hypotheses framed for the study has been established and it

makes the ground reality vivid and clear that heritage issues are not prominent in the public domain at the level of the tourists (Malterud,2001).They are not clear about the intrinsic value that should define the heritage assets and give them the value. On the part of the policy makers there is lack of delivery mechanism and tourist outreach is not visible. It creates a great fluidity in the market and vacuum as well. It leads to varying interpretations, if these exist at all(McKercher ,2015).

Strategies that need to be evolved have to focus on these four dimensions and relate them with the remaining four. To substantiate the issue raised in the second hypothesis about the scope of heritage tourism in Jammu region identification and documentation has to be initiated as is evident from the review of literature that puts Jammu in the forefront as the main player of heritage tourism business in the state; yielding the desired economic and cultural benefits(Shen et al,2011).Heritage tourism is the front runner of responsible tourism as it has inherent in it the sustainability in terms of preservation and conservation principles developed by the organizations like UNESCO,ICCROM and ICOMOS(Malterud et al,2001).

Strategies have to be evolved on the facts generated by the factor analysis and ANOVA in the study that suggests that integration of the issues raised in the objectives and presented by the hypotheses in terms of heritage sensitization among the stakeholders and the scope of the heritage tourism niche market is the urgent need to explore the facets that have been relegated to background(Guizzardi,2010).

The emerging trend from the study suggests that the product development has to be in tune with the marketing functions and the 8P's of tourism that conceive the marketing mix in a comprehensive manner.

The Heritage tourism Construct for Jammu region in Table 5.1 depicts the method followed to arrive at the conclusions for framing the marketing strategies.KMO and Bartlett values have been discussed in the table. Number of iterations and the rounds followed have been shown in detail with the values of variance. Extent of the factor loading has also been depicted in the table.

Table 5.2 depicts the summary of results after scale purification already discussed above. The 8 factors that have been retained have been analyzed with factor wise dimensions, showing mean values, standard deviations, percentage of variance besides the Cronbach's Alpha values. The values suggest the dismal sensitization and allied perspective about the heritage as the marketers whether government or those indulged in the business have no visible strategy.

The 8 factors act as the cardinal principles that should define the extent and intent of the marketing strategies in terms of the areas having impact on the overall extent of the heritage tourism market in Jammu region. Dimensions discussed in the Table 5.2 suggest that any marketing strategy should be grounded and defined on the following parameters:

- *Historical tradition*
- *Heritage sites and monuments*
- *Art forms, handicrafts, music, drama*
- *Architecture, traditional localities*
- *Oral tradition and folklore*
- *Conservation and preservation*
- *Infrastructure*
- *Sensitization of civil society involving stakeholders*
- *Heritage tourism administration*
- *Heritage tourism facilities*
- *Redressal of grievances*
- *Transportation leading to heritage destination*
- *Recreation facilities at the destination area with interpretation centers*
- *Marketing initiatives of the state government*

- *Sensitization of the stakeholders*
- *Marketing of heritage in terms of national appeal*

These parameters identified while conducting the study shows that Jammu is not even in infancy in terms of heritage management but it has the immense heritage assets that qualify as the products for heritage tourism marketing; paradox being that in spite of such rich tangible and intangible heritage Jammu has not been able to arrive at devising the heritage tourism product and then selling it through proper strategies. The reason being a comprehensive mechanism is lacking that should have indulged in multidisciplinary approach involving professionals from the field of tourism, conservation, anthropology, history, social sciences, hospitality(Massidda,2012). The onus lies on the Department of Tourism and the state government that should have indulged in segmentised marketing of the different regions of the state and given primacy to the heritage of Jammu region as the shared heritage of the state but it is not the case. As a result it has deprived the state and Jammu region of the identity that should have helped to image building as heritage hub(Song,2008).

## **5.8 MARKETING STRATEGIES FOR PROMOTING HERITAGE TOURISM IN JAMMU REGION**

Analysis of data for the study has addressed the problem at two levels. One at the level of sensitization of the tourists and stakeholders. Two at the level of the policy makers who have the to work for the development of heritage tourism product development as it is they who have rope in the heritage tourism professionals to address the issue of preservation and conservation. Heritage cannot be transformed into a tourism product till it has the elements of its safeguard inherent in it. The integration of heritage sensitization in terms of preservation and conservation with the scope of heritage tourism in Jammu region was the main aim of this study that has been presented in terms of the objectives of the study and in the essence of the hypotheses. The study has revealed that Jammu region has rich heritage based on its culture that acts as the intrinsic core to validate the heritage. The eight factors that have stood the test of validation and given an insight as discussed in Tables 5.1 , 5.2 ,5.3

This study has made an attempt to evolve a framework to address the promotion of heritage tourism of Jammu region by starting from the abinitio. It has attempted to delineate heritage from culture. Though the two terms are often taken as same. It has been argued that heritage is the derivate of culture and it takes its own place with the passage of time as the crystallized form of culture after going through various phases in its development. It can be termed as the refined form of culture both in tangible and intangible forms. Jammu has the advantage as it has all the elements of heritage. The only job left for the marketers is to shape the product in marketing terms(Walle1997).What makes the job different is that here they have to deal with a product that needs to be marketed with the conservation and preservation in the forefront. Tourism has 8Ps in terms of marketing mix, discussed elsewhere, That are well known in the sector. When the marketing mix concept is applied to heritage tourism it needs one more P and researcher introduces another P for the marketing of heritage tourism. And that P is of “Preservation”. Thus Marketing mix and product development in heritage tourism needs 9Ps.Preservation of heritage has to be the cardinal principle that will infuse a sense of sustainability and safeguard at the time of product development (Walle,1997).

Marketing strategies that emerge for the promotion of heritage tourism in Jammu region as per the researcher are the following based on the data interpretation:

- 1) *Jammu region needs the sensitization of the stakeholders that includes local community, tourists, officials, heritage conservation professionals with multidisciplinary approach in terms of the intrinsic value of heritage. Goal should be to develop an image of the region that is addressed in the marketing functions.*
- 2) *Heritage of Jammu region both tangible and intangible; needs to be evolved into cultural representative of the Jammu’s identity. That addresses the evolution of the regions identity. Every marketing plan should have inherent understanding of this aspect.*

- 3) *Product development in terms of heritage promotion should incorporate the tourism facilities that are meant to be amalgamated during product development keeping in view the needs and profile of the heritage tourist.*
- 4) *To make heritage tourism process accountable for delivering the desired goal of sustainability; its marketing initiatives should have the inherent grievance redressal mechanism that deals both at the tourism service level and intrinsic cultural level.*
- 5) *Local population of Jammu region should be made aware about the heritage at the conceptual level. It will develop heritage sense in the community that is the prime stakeholder. Marketing plans have to be conscious of the awareness level of the local people as it is the host population whose identity is being promoted by heritage product development.*
- 6) *Infrastructure of Jammu region that involves the comprehensive availability of facilities in terms of roads, electricity, water supply and other allied services like accommodation have to be upgraded within the periphery of heritage sites and monuments by following the guidelines of the organizations like ASI, UNESCO, ICOMOS, ICCROM.*
- 7) *Marketing of heritage of Jammu region should be devised in terms of the essential features of tangibility and intangibility keeping in view the living traditions as these are the working definitions of the heritage interpretation. Maintaining living traditions means the preservation in continuity.*

These strategies have been evolved keeping in view the ground realities revealed by the data analysis about the heritage sensitization and the interaction with the officials who are in the forefront of service delivery mechanism to the tourists visiting Jammu region. Marketing strategies have inherent in them the essentials of communication and various types of marketing functions are the communications meant for the target market. What differentiates the marketing strategies implemented to be in heritage tourism segment lies in the fact that these have to be framed as cardinal principles of

awareness and responsible statements of safeguarding the heritage with the essence of international principles as laid down by ICOMOS, ICCOM and UNESCO.

Thus it can be argued that marketing strategies for heritage tourism are the responsible statements that have been devised to communicate the intrinsic cultural core. Cultural core being the prerequisite of defining the heritage value of an asset and its living tradition.

Marketing strategies are meant to integrate the organizational goals with the consumer needs. But in heritage tourism, it has an added dimension and it lies in playing the role of preserving the heritage while communicating the features of an heritage asset to the potential tourists. Responsibility and accountability lies at its core in heritage tourism. Then it has to accept this segment as the multidisciplinary field that cannot thrive in isolation. As it needs the incorporation of social moorings represented by culture whose crystallized version is heritage. It has been argued elsewhere that heritage is the refined form of culture as such every domain of society that forms the cultural core as the intrinsic value of heritage is the prime concern for the marketer.

## **5.9 GAPS IN HERITAGE SENSITIZATION & INTERPRETATION**

The overall analysis of heritage scenario and the status of heritage tourism in Jammu region should be treated as a challenge. No doubt it poses many questions about the policy measures that have been adopted about tourism promotion in Jammu region but at the same time it provides a virgin domain for the marketers and policy makers to act upon and transform the lethargy and adversity of own making into a state of prosperity for all the stakeholder and set to rest the notion that Jammu is having a non sensitized population that has no sense of population. A small token beginning may take place at the operational level but it can act as the model transformation setting the ball rolling. If we talk about the Jammu city; it is often labeled as City of Temples but it is not the complete description of the city. No doubt city is having many historical temples like Shree Raghunath Temple, Ranveereshwar Temple and many more. But it is also a reality that Jammu has many heritage assets located in the heart of Jammu city, leave alone the outskirts and other districts that have diversity of heritage and culture to mesmerize the tourists.

Starting from the Mubarak Mandi as discussed elsewhere. It has the legacy of gates like Gumat Gate, Jogi Gate and many more that define the fortification of the city. Besides the presence of the localities in the old city that bear the stamp of the bygone era in the form of traditional houses displaying the architectural marvels; revealing the artistic genius of its skilled artisans. Mohallas like Tange Wali gali, Afgangana, Mohalla Ustad, Mohalla Naranian, Fattu Chougan, Chougan Slathia, Pakki Dakki and many more. These locations can be treated as treasures and their antiquity maintained to uphold the heritage character of Jammu city in the first phase and treated as pilot project and then it can be implemented at other district headquarters.

The concept of heritage city suits Jammu as it defines its cultural core and situates it in relations to its civilisational moorings. Home stays can be conceptualized by involving locals inheriting heritage homes.

The cultural landscape of Jammu has to be preserved in its living tradition and it cannot be denied that culture is a dynamic process but it is also a reality that it grows around the nucleus that is intrinsic and has the seeds that sprout in various forms. These forms shape the landscape of a rich society; society that vibrancy inherent in all its acts of living traditions. Being the seat of power that first integrated almost 22 principalities into one unit called Jammu and then went on to define the modern boundaries of the state of Jammu and Kashmir gives Jammu an advantage to be the witness to the events shaping the shared values. These values are intangible but are realized in terms of tangible expressions of social goals. Need is to sensitize the stakeholders in terms of viewing present as the continuity of past. More than that need is to internalize it among the stakeholders and custodians of heritage that memory of the past is a shield against the pitfalls of future.

Many things have contributed to develop gaps in understanding of heritage and prominent among them is the tendency of the societies being the victims of political fault lines. Instead of progression, it leads to regression. Regression is death of culture as culture is always progressive as it is the presence of progression in culture that enables it to reach a state of maturity and crystallize into heritage. Regression is anti thesis of heritage (Smeral, 2012). Societies that have been victims of regression caused

by political fault lines pave the way for the death of heritage and as argued by the researcher, it leads to heritage holocaust or genocide as heritage is expression of human genius and annihilation of anything related to human existence by deliberate attempt to cleanse is termed as genocide or holocaust.

Jammu has to emerge from this grave apathy to heritage and establish the heritage as shared heritage that has hidden in it the treasure of compassion of valor . It has to learn to use international guidelines to safeguard the heritage interests of the region in the same way the legendary Dogra warriors like Mian Dido upheld the esteem of the society and boundaries of the state besides it needs to inculcate the secular legacy of Maharaja Ranjit Dev who patronized the people of other religions for the benefit of the society to make it inclusive mosaic having tendency to give space of shared religious heritage(Morucci,1980).

#### **5.10 HERITAGE EDUCATION**

Issue of sensitization involves the capacity building in the society that comprises of the stakeholders who are in the forefront of being affected by the heritage tourism. A society that is indifferent to its heritage cannot be of any help to derive benefits from this niche segment .Either for itself or the image of the destination. As has been established in the study that Sensitization level is dismal and reason being the appreciation of heritage and then its interpretation. In the collective memory of the people heritage acquires the desired value only when the issues related to heritage are given space at various levels of social life. As the challenges to heritage in Jammu are of primary level. Thus it needs to be viewed as such and addressed in that manner.

Stakeholders who are to be sensitized are conscious at some fundamental level of collective memory of their cultural landscape. The need is to widen the scope and incorporate series of efforts to deal with the issue. Conservation and preservation of heritage is not an issue that can be addressed at one level alone. Neither can it be achieved by the proposal of the creation of the heritage authorities like the tourism development authorities but needs the mechanism that is sustainable and appreciates the multi pronged approach as suggested in the studies.

While interacting with various authorities and officials during the research study informally and the officials were unwilling to be put on record; it came to the fore that Tourism Department is manned by the officials or the people who have been brought in from various State Departments in a bureaucratic manner and carry out the work in the usual routine as witnessed in the Public Works Departments. It has made the department devoid of innovation that is meant to infuse a sense of professionalism at various levels of tourism services(Galobardes et al, 2007).

Tourism department needs to be revamped and it needs to be designed on the lines of market segmentation as required by various forms of tourism typologies. Having a bureaucratic set up manned by the officers of the Administrative services of general administration is playing havoc with the tourism policy making. The need is develop Tourism Services and officers and professionals recruited in the department on the basis of professional qualification. The professionals who are trained in the tourism studies will be able to infuse a sense of professionalism and innovation required in the sector. Moreover, a collaboration needs to be developed to join hands with the heritage tourism professionals and industry stakeholders to devise the marketing strategies and the heritage tourism promotion campaigns. It will enable the heritage tourism players from all over India to invest in the sector and share their experiences in developing Jammu for heritage tourism. Jammu has large gap in terms of heritage availability and conversion of these assets into a broad spectrum cultural tourism products.

The Jammu and Kashmir Heritage Conservation and Preservation Act,2010 delves at the issue of heritage and creation of authorities but it has not been able to attract much attention. It is a general piece of legislation that has no teeth and is vague in terms of its operational approach. It is silent as to how the heritage capacity building can be developed in various parts of the state as each state has different set of assets in terms of its cultural diversity(Guizzardi,2010). It would have been appreciated if it would have approached a region wise demarcated approach. By mere indication of naming the posts for the authority is not going to fulfill the objective. Heritage authority can achieve its objective of sensitization and capacity building only when these are not manned by bureaucrats but professionals who are trained in tourism and hospitality

sector(Shen et al,2011). Manning the departments without substance is of no use, when they lack professional training and convert the department into a mouthpiece of political agendas. Heritage is shared and inclusive and should be viewed as sacrosanct(Walle,1997). Tinkering with the heritage will always have adverse effects leading to the sense of loss to the whole idea of cultural property. Jammu region has an inclusive cultural heritage and this needs to be used for harmonious capacity building in the society(Riley,2000).

Another issue that should concern the policy makers is about the sensitization of the new generation about the heritage issues. Jammu and Kashmir being the state that has rich cultural heritage needs an education policy that identifies heritage as a separate subject at the school level so that young minds are trained to value their heritage. Heritage education needs to be introduced at the primary level(McKercher et al ,2015). In a state that is battling with ethno religious conflict can have a sigh of relief when the new generation that is being brought up in an atmosphere of turmoil is made aware of the rich tradition and rituals of all the three regions of the state Jammu, Kashmir and Ladakh. It will develop inclusiveness in the minds of the young minds who are the torch bearers of the harmonious future free from conflict. Heritage education at the school level will serve two purposes .It will develop capacity building and prepare the young minds to take the responsibility of heritage as their collective responsibility and the other aspect it ill address is that of reducing the conflict. It can act as a tool to reduce the conflict between the three regions and give a way forward towards the conflict resolution that has consumed many generations. It will act as the silent heritage preservation and conservation tool by strengthening the grassroots of an inclusive society that is conscious of its heritage(Gromwood et al,2015). It will enable the young minds to develop an inclination towards heritage tourism and seek careers in this segment. Having taken heritage at the school level will achieve more positive results.

Jammu region can take the plunge in initiating the heritage education in the schools. Civil society of the region has to lead from the front. After all it concerns the well being of the socio-cultural space of the region. Government should give teeth to

the heritage law and amend it. It has not achieved the results of safeguarding heritage in its present form.

Thus heritage education at various levels is a big challenge that needs to be address. Manning the departments with heritage tourism professionals and the introduction of heritage education at school level is a major concern. As the lack of sensitization even about basic concepts of heritage issues is lacking(Chu,2008). Thus it needs to be addressed by creating a new generation of human resource that understands the challenges in the light of the international guidelines and liberates the heritage of Jammu region from the vandalization and destruction.

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