

ACKNOWLEDGEMENT

Research is a process that is learnt by indulging in the process of investigation at various levels; while dealing with the topic of the study undertaken. Every researcher learns the approach to solve the research problem by indulging in this process. Experiences are the tools that teach you to wade through the waters of turbulence. This process teaches you that research never ends, it only starts. As whole life is a learning process. Every person has his own way of arriving at the conclusions and is driven by the events that shape his/her mind while working on the research topic.

I was motivated to work for the topic undertaken for the research study by the cultural property of Jammu that always fascinated me while living in exile in Jammu and growing in the lanes and by lanes of Jammu as a school going boy; who lost his childhood in exile. Having lost my legacy in Kashmir due to ethno religious conflict made me conscious of human memory and inheritance that shapes the socio-cultural landscape of the people. This matured into consciousness and made me realize that those people who don't learn their lessons from history; history repeats itself for them again and again. Till they learn to respect their legacy in terms of living tradition, people suffer identity crisis. Heritage is based on memory and memory is the shield to safeguard identity. Memory can't be vandalized even by physical force. Cultural core defines the intrinsic value of heritage as heritage is the crystallization of culture over a period of time.

State of heritage in terms of monuments and sites besides the living tradition is in bad condition in Jammu. Every crumbling brick of the Darbar Garh also known as Mubarak Mandi had an impact on my soul. Every visit to this urban historic area and other monuments solidified my resolve to put forth my opinion to infuse a sense of collective responsibility among the stakeholders to safeguard their heritage that has immense cultural value. It developed in me an urge to pay back to the people of Jammu through my work ;who gave me shelter in exile as a token of gratitude for their human values of benevolence.

Humankind is by nature a peaceful creation and innovation is the hallmark of every individual. Jammu region of the state of Jammu and Kashmir has an immense potential to be developed as heritage tourism destination. And heritage cannot be marketed in isolation. It has to be developed in terms of conservation and preservation principles as laid down by the international organizations like UNESCO, ICOMOS and ICCROM. I have tried to integrate this aspect of safeguarding heritage with the marketing concepts linked with tourism. I hope it will be beneficial to market Jammu as a heritage tourism destination.

Though, I had an urge to work for Jammu's heritage but I was not sure how to give shape to my thoughts and present my perspective. That is why importance is given to

the Guru in Indian tradition; who opens your *Chakras* and sets you in the cosmic path of self realization. My work is the outcome of the new avenues of knowledge and vision as laid open to me by my Guru, Prof. Keshav Sharma. His analytical way of looking at the things in terms of practical approach and ability of making things happen amid all adversities is his hallmark. His razor sharp vision and welfare management approach opened new horizons during my study. Prof. Keshav Sharma's supervision is the achievement of my life as it enabled me to see research as the learning process blended with scope for human development and harmony. He shaped the topic and was always keen to make me bring innovation into the heritage concept. Whatever little I could learn from his scholarship and wisdom; I am offering it for the harmony of the people of Jammu and Kashmir in general and Jammu in particular with the overall good of the Indian nation in my mind. He is really a friend, philosopher and guide who has shaped my life and work.

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