CHAPTER-II

REVIEW OF LITERATURE

2.1 TOURISM, HERITAGE AND CULTURE

Tourism has been playing a decisive role in shaping the economic muscle of the societies and nations. It has assumed a significant role in shaping the policies of the nations to accommodate the aspirations of the people in terms overall development of the destination area. Tourism is not merely a recreation industry as it used to be in its formative years but it has become a tool that influences the relations between nations in terms of economics and cultural exchange(Hughes,1996). Economic facet of tourism is well known in terms of the multiplier effect in which financial benefits trickle down to grass root level and its beneficiaries include the last man in the supply chain system. The new dimension of tourism that has captured the imagination of the world is the heritage tourism. The direct derivative of the culture(Beeho et al,1997).It is referred to as the cultural tourism or often as cultural heritage tourism .Due to overlapping of the aspects related to the both(Hannabuss,1999).As it has been argued in Chapter 1 that heritage and culture are many times used interchangeably. But the refinement of the definition by the technical intervention of the professional organizations like UNESCO,ICCROM,ICOMOS have delineated both from each other(Marquis et al,1992).Interpretation of heritage depends upon the understanding that it is crystallization of culture over the period of time as the representative part of it in time and space(McCain et al, 2003). In fact, culture is the core that develops around it the visible landmarks known as heritage .These landmarks are both tangible and intangible(Moscardo,1996). Tangible being the built part in terms of architectural marvels and religious places that include temples, shrines, forts and palaces(NTHP,1999).

The cultural aspect of heritage has made it a multidisciplinary domain that cannot be addressed till other variants are analyzed. These include history, geography, architecture, anthropology, sociology, psychology, religion, philosophy and many other facets that influence the human behavior(Nicholas et al,2009). Heritage is the time

tested o expression of human mind and its interaction that has stood the test of time amid tumult of all kinds(Nishimura,1994).That is why even ruins and archaeological excavations hold great significance in decoding the human past and its journey in continuity to the present(Miller,1997).

This aspect which is intrinsic to the heritage as the profound representation of cultural moorings of the social groups and communities makes it an ambassador of the cultural moorings across the nations(Mason,1996).Many nations in the international domain are using cultural diplomacy to harmonize their relations. Discovering the cultural relations through the exchange of tourists is the new paradigm that has given heritage tourism another advantage to carve its niche as the specialized form tourism(Sizer,1999).Giving it the status of the geo strategic tool to solve the issue between people by cultural participation in each other's heritage domain seeking linkages from the past(Orbasli,2000).

Heritage tourism is the new barometer of international relations and in country like India where diversity of ethnicity within one cultural space is the hallmark of national consciousness(Quirk,1989);it gives tourism marketers a mosaic to operate upon in terms of framing strategies for the heritage tourism(Robinson,1999).

The inherent element that makes heritage tourism a delight and challenge both for the tourism marketers and policy makers is the importance of conservation and preservation that shapes its sustainability the prime concern (Prentice, 1993). This aspect makes it a handle with care like product that demands extra vigilance for its marketing (Poria et al, 2001).

Heritage tourism product needs segmentation and acceptability in the target market for its success as the viable option for the tourists(Seaton et al,1996).Thus in devising marketing strategies for heritage tourism; clientele and segment has to be considered with thrust on cultural sensitivities(Silverstone,1989)

2.2   MARKETING HERITAGE

Tourism marketing plays a pivotal role in positioning the tourism product amongst the right segment that has a demand for it (Pearson, 1995) .Targeting the right

segment and proving to be apt in terms of service delivery is the key towards the successful promotion of the product (Poria et al, 2006).Heritage tourism operates through its cultural moorings and sensitivities that shape the perceptions of the tourists towards the heritage (Wait, 2000). Identification with the particular heritage and satisfying the cultural moorings should have the basis for marketing heritage tourism (Sofield et al, 1999). Heritage as the expression of innovations acquiring the landscape in space and time has an impact on both heritage tourism marketers and the heritage management professionals (Silva, 1989).It is a diverse form of tourism that requires a multidisciplinary approach to yield sustained dividends. It is not just a type of tourism but a tool that has the tendency to harmonize the relations between various segments of the society. No doubt economic benefits are the primary objectives kept in mind by the marketers but at the same time it acts the glue and catalyst that binds social groups of diverse types in one single thread. It is type of tourism that demand introspection on the part of both tourists and policy makers (Slitvold, 1996).Not to forget the role of the heritage tourism professionals and the conservation management experts who are basically the heritage management professionals. The various stakeholders have a role to play. It can be best described as the application of the concept of co creation where product is developed by the inputs from the consumers. In which, the voice of the consumer is always given primacy. The great thing about heritage tourism is that people are not only curious about their own heritage but develop inclination for the other people's heritage(Stebinns,1996).That is why international organization as argued elsewhere project heritage as the shared and common heritage of humanity depicting the continuous journey of evolution to seek spiritual solace embedded in culture (Siberberg,1995).

The element of sanctity associated with heritage tourism makes it a positive domain for the developmental activities in the destination area that has heritage assets(Otake,1997). Religious heritage has community involvement But the sensitivity linked with religious heritage makes it a political imperative for the policy makers to deliver the infrastructural facilities in the destination area that include roads, electricity supply and water supply(Palmer,1999). As the negligence on the part of the decision makers may cost them the vote bank whose sensitivities are linked with heritage asset.

It makes heritage a sensitive issue(McIntosh et al, 1999). Besides being the high profile tourism product it is the most vulnerable in terms of the expensive and high cost of the heritage items like idols, miniatures, instruments, weapons and jewellery that is traded through illicit activities(Silberg,1995).Thus it has prompted many nations to implement the antiquity laws to deter the smugglers from trafficking the heritage assets across the national borders and the state jurisdiction(Robb,1998).These factors have shaped the policy making paradigm in the public domain internationally.

Product differentiation is the outcome of the usage of heritage preservation and conservation that acts as tool to keep the demand of the upscale tourist in the mind(Kaplan,1994).As heritage tourism is the niche area that is the segment dominated by the educated class of the society having an insight of its cultural moorings and realization of the heritage value of the assets(McKercher,1992).What makes heritage tourism a specialized type is that it is divergence from mass tourism of 1960's and 1970's.the inter reacted economic developments in the world have converted a large chunk of mass tourists into new tourists and this new class refers to sustainable tourism having the element of responsibility(McKercher,2001).It is basically the diversification of tourism and reflects the maturity of the sector more towards specialized tourism; where heritage tourism stands at first rank(Jaret,1996).

Heritage tourism tough both tangible and intangible, it has produced a three pronged gaze-natural, cultural and built. The three representing landforms, festivals and monuments. This triad of elements makes it amply clear that heritage tourism operates within the socio-cultural domain(Jafri,1996).It is not only a form of tourism but many things rolled into one. It is a unique kaleidoscope and acts like a time machine having the tendency to take humankind back into the past with glimpses of history and a sense of continuity with the present and future(Jansen et al,1998).

The identity of the heritage tourism lies in its antiquity and if it sis violated then it renders the asset useless and meaningless in terms of social and cultural objective. It cannot be the representative of the mass tourism (Kolar et al, 2010).If anywhere mass tourism impinges upon the heritage assets ;it can be easily taken as tantamount to invasion of the cultural domain and sacrilege of the asset. It renders its essence

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ruptured and that is not required as has been argued that heritage tourism is the divergence from mass tourism shaping the paradigm of new tourism that is conscious of its sensitivity.

Heritage tourism is the leisure activity that that makes a tourist travel but towards past ;no doubt the tourist is living in the present age. Heritage assets link past, present and future. It is a state of consciousness that shapes the perception for the future acts towards the responsibility of upholding the intrinsic cultural core. In spite of the restrictions and guidelines there has been a new challenge that has emerged globally. It is the conflict between the conservation and tourism. It goes to the credit of the organizations like UNESCO,ICOMOS and ICCROM in ironing out the confrontation between the two and bringing to the centre stage the challenges that need resolution for the sustainability of heritage. What needs to be kept in mind in terms of heritage tourism in a broad sense is that tourism addresses the presentation aspect of heritage asset that can be explained as the extrinsic aspect of the product and conservation is the representative of the interpretation of heritage asset depicting the core intrinsic cultural aspect that has given birth to it and has evolved it over the years. Both these elements should have a symbiotic relationship for the sustainability of the tourism product. It can be easily internalized from the basic nature of the two areas that they separately address two important aspects of heritage and one needs the co ordination with the other for the market viability of the heritage tourism product. Without interpretation, heritage cannot exist in the market as the sustainable tourism product. This needs to be analyzed in proper analytical paradigm and realize that tourism and conservation aspects of heritage when taken in totality makes heritage tourism a complete product and address its uniqueness and viability in the market and the segment in which it has to be positioned for the target tourist.

Heritage attraction is a marketers delight and can be made out to be the sustainable product in the tourism market if public accountability of the heritage tourism attraction is made the centre of policy making. For developing the marketing strategies to promote the heritage of the destination area ,marketers, researchers, tourism professionals and decision makers have to address the two sets of parameters.

One set of parameters lies in the domain of heritage tourism professionals and another lies in the domain of heritage management professionals. The parameters that are to be dealt by the tourism professionals include public presentation and that to be dealt by the heritage professionals is the interpretation. When both synergize, it yield the desired results and delivers the heritage tourism mechanism that is sustainable and acts as the foundation stone to devise the marketing strategies. The matrix developed by these two groups is the viable solution to minimize the conflict generated by the vacuum created by the absence of one of these from the heritage asset scene or the complete vacuum created by the absence of the both.

The path for marketing strategies laid down by these two groups is the outcome the interdisciplinary work that has been done at the international level by various stakeholders and accepted heritage as the common asset and shared legacy. The following parameters that have been developed as the outcome of the co operation between these two groups are public access, entertainment, education, visitor facilities, conservation, economic viability, investment, professional staff. Assimilation and adaptation of all these factors leads to better visitor experiences and better conservation. Desired result cannot be obtained if one of the two groups is absent in the policy making and decision making. These aspects provide many vistas for developing the marketing strategies. As it is evident from the relationship of heritage with heritage professionals and tourism professionals that marketing strategies for heritage tourism can be framed only when tourism marketers take into consideration the past, present and future of the heritage asset. Past includes the historicity, present the conservation aspect and future the sustainability. This triangular relationship should act as the key to develop marketing strategies for heritage tourism at all levels of market demand and supply.

What makes the marketers to think to develop marketing strategies for heritage tourism in a different manner? It is the new tourism. Gone are the days of mass tourism and people are becoming more conscious to learn about places through their art, history and culture and all these aspects are synthesized into one ,when it comes to heritage tourism(Chen et al,2013).It makes the heritage tourism as the desired choice for the

tourists who crave for such experiences. Moreover, mass tourism is not the hot pursuit as it tends to give the following results that are detrimental to the objective of the responsible tourism:

- *Economic benefit trickles down to small segment of people*

- *It is a less learning experience*

- *Human resource is not paid well*

- *It encourages environmental degradation*

- *It does not sensitize the tourist about the cultural value of the destination*

For developing marketing strategies for heritage tourism it can be argued that balance has to be maintained in terms of tourism promotion and protection of heritage sites by educating the people and keeping the influx of tourists to the sites within optimum sustainable limits(Kotler,1989). Marketing strategies can be implemented and can bear the desired fruit of sustainable development and promotion of the heritage tourism product if the following measures are taken to overcome the problems related to development(Chabra et al,2003)t. These include the following:

- *Zoning*

- *Regional Planning's*

- *Licensing Regulations*

- *Control in the Destination Areas*

- *Cultural Supply Decentralization*

Sensitization of the local stakeholders has been another area that has been given credence by heritage management professionals as they vociferously argue that community involvement is the only concrete path to sustainable development(Halewood et al,2001) .After all it the communities and the ethnic groups that are its beneficiaries. Development of heritage site not only rejuvenates the asset but the potency is infused in the   whole area or landscape where the heritage asset is

located(Cossons,1989). Once the attention of the authorities is gained by the asset it involves the joining of hands by the multiple agencies that include multitude of organization both governmental and nongovernmental(King,1993).

It generates a kind of hustle and bustle that invites the stakeholders to the destination area by one means or the other(Hall,1999).The Public works departments are made to be the part of these initiatives as it has been mostly observed that once the heritage asset has been identified ;documentation of its time frame and history takes place by the site visitations of the organizations and their professionals to ascertain the feasibility of the destination and its locale to be incorporated as the heritage management issue(Lowenthal,1998) .The site or a monument that drives the people to its domain creates a gaze that leads to many things at the same time(JOST,1999)..For example, if the asset that has come to the notice of the ASI by local intervention then the organization reaches the venue with it teams establishing the base camp for its operation(Hoiingshead1999).If the asset has been observed to be underground and excavations are needed .Then the excavations are carried out with support of various agencies that includes roads and buildings, water works departments and electricity departments(Hughes,1998).As the usage of technical knowhow requires the basic infrastructural facilities to operationalize the process to excavate the asset from the ground. There are many possibilities of the challenge at this phase only. Conflict may arise if the stakeholders are not involved and sensitized at this initial process. Conflict may be of varying nature depending on the stakes of the community involved(Edwards et al,1996).A heritage asset identified in the farm lands or fields in a village will involve various sensitivities that may hamper the excavation process, leave alone the initiative to safeguard the heritage asset   that is to be situated in space and time by the archaeologists and conservators(Caffyn et al ,1999).Legal battles and tangles may hamper the speed of the process. Besides the villagers may find it as in intrusion in their locale   as they find it a trespass into their cultural privacy. Moreover, the excavation work in the fields will be construed as the stagnation the farming engagements of the owner whose land has the treasure hidden in it. That is why both legal remedies that speak of compensation and the sensitization processes guided by proper legislative framework of the state is needed to make the process of heritage

identification and documentation a viable and workable initiative(Garrod,2001).The concerns of the community that are genuine need to be addressed by bringing home the point that what has been located and identified in a land belonging to a particular person is a national asset that is shared property(Davies et al,1995). Various legislations have been enacted to mitigate this conflict, if it has the tendency to arise at the time heritage asset documentation phase(Garrod,2000).

What is more intriguing is that people consider only built heritage as the representative of the heritage and end up missing the living part of it that is more visible in their daily acts (Johnston,1994).It is a paradoxical situation in heritage management that the ruins or the dilapidated structures that are in no use but stand erect depicting artistic and architectural marvels of the period that passed becomes centre of attraction(McCannel,1973).But the art forms, music, textiles, traditions, rituals that are still performed are taken as the routine part of a community work(Stovel,1998).Without realizing that this is the intangible heritage and is in fact the living heritage that has maintained continuity through ages and needs to be seen in tandem with the tangible heritage that is in need of conservation and interpretation. UNESCO and other allied bodies have been doing tremendous work to address this challenge to see the intangible heritage in tandem with the tangible heritage(Pearce,1995).It is a fact and reality that intangible heritage is transmitted orally(Strauss,2001).This leads to variation within heritage and may lead to emergence of various versions of heritage(Pninkley,1990).For the sake of the lag of time frame and the issue of memory these diverse forms have been treated as equally meaningful(McIntosh,1990). Documentation is the most technical part that has to be conducted in total adherence of the authenticity. Homogenization, standardization and fossilization of the cultural heritage are the natural derivatives of this process(McKrecher,1993).The challenge lies in keeping these traditions as pure as only then tourist will desire to witness the real and authentic heritage embedded in rich culture(McKrecher,1998).It leads to standardization of the heritage. As has been indicated elsewhere that many challenges emerge during the identification and documentation process being the part of the memory and that too living memory both tangible and intangible heritage have the tendency to attract political attention(McKreccher,1999). After all heritage is the

representative of the socio-cultural moorings and evolution of a community and has the tendency to generate the public opinion(Manning,1985). Local interests of the community in terms of economic benefits being the primary stakeholders makes the issue sensitive(Mercer,1996).Tourists on their part are attracted due to many factors and primary being the nostalgia of seeking to go back to cultural roots and at times religion plays a significant role in shaping the tourist gaze in heritage monument and allied living heritage termed as intangible heritage(Marquis et al,1992).

Homogenization and standardization of the heritage makes it imperative to be prepared to accept that politics of cultural heritage identity will emerge as the critical issue. As has been argues at the outset that heritage tourism has the tendency to act as the decisive tool in the international diplomacy to address the issues of cultural interchange and freeze the conflicts; when other tools have failed(McIntosh,1999). It must be understood that heritage and its core culture are not just the representatives of the past but the keys to future construction(Madrigal,1993). The presentation of the heritage to the outside world is important for the community as it presents itself to the outsiders and it basically concerns the future. Many cross cultural ethnographic cases have brought this aspect of heritage to the fore. It represents the political set up and condition of the power within the community and society. It can't be denied that power and politics has been a key element in devising the cultural moorings and its subsequent development. Diversity is inherent to the heritage and culture. Unified representation may not go well with some members of the community .it has an impact on the community negatively in both socio-political and economic domains, it hampers the spirit of cohesiveness and this has been noticed by the marketers and professionals while devising marketing and conservation studies. The need is to accommodate the diverse views and shun hegemony when it comes to showcasing heritage and gaining benefits from tourism.

It cannot be denied that economic prosperity is the main thrust of the heritage tourism activity. As development of heritage site is not a stagnant issue. A monument once restored to certain time frame in terms of its glory needs sustainability and ways and means to bear the costs of its maintenance. The heritage management agencies are

the facilitators and tourism professionals the marketers who bring the tourist gaze to the asset. It is the involvement of the local community that is the main stakeholder. As it is the part of their continuity and they are direct inheritors and descendents of this heritage in term of being the primary stakeholders. The involvement of the locals in the heritage tourism serves two primary purposes. One they act the ambassadors and interpreters of the living heritage and two, they are the direct beneficiaries of the economic benefits in terms of employability. Moreover, UNESCO has devised the strategy to uphold the economic rights of the people and at the same time made it the inherent tool to preserve the intangible heritage for the posterity as the living tradition(Hughes,1996).It has designated it as traditional, contemporary and living at the same time. It has given it inclusive paradigm having the elements of representative community based identity. It encourages the artisans and makes them confident to pursue the traditions as the lucrative modes of earning and at the same time being proud of continuing the tradition that has given them identity. So preservation of heritage is implemented by keeping it in continuity with community involvement and technical support based on international guidelines. Younger generation becomes the predominant representative of the heritage in this case as they gain employment and at the same time carry forward the legacy that has shaped their community goals and moorings as the people having their identity among the multitude of other identities. It has the element of economic self sufficiency and entrepreneurship inherent in its mechanism. This strategy has acted as the blessing in restoring the community traditions of the indigenous communities having unique heritage(Chen et al,2003). This strategy enhances the interaction of the community and its heritage with the diverse people in terms of heritage tourism ;who spread the good word of mouth about the heritage when they move in other social spaces(Cossons,1989).It is a soft tool to preserve the cultural heritage by interaction and awareness. The issue that emerges from this discussion is that there is a need to use a substantial income acquired from heritage tourism activities for safeguarding the heritage at various levels of conservation and restoration. That is why critical issue of division of labour and hence division of profit from the economic activity of heritage tourism has emerged as a bone of contention at many times while pursuing the heritage tourism. The reason being that in this business

not only the locals but the outside industries are also involved at various levels (Garrod et al ,2001).Tourism cannot thrive in isolation it involves the services of various service providers like hotels, transport, railways, airways and many others. The stakes of the government at the state level are an important factor. Thus division of revenue from the business between local and state level has posed many challenges among the stakeholders. Community involvement has many facets in tourism ,especially the heritage tourism as the involvement of the communities as the stakeholders in terms of their involvement at the destination area as the artisans raises issues that rake controversies(Madrigal,1993).Distribution of the revenues and the management issues have rendered it difficult to draw physical boundaries between the work area of various stakeholders. No doubt the significant chunk of the revenue from the heritage tourism lies with the locals, still there arises dispute over the equitability on the issue of money allocation. This issue mainly arises in case of the intangible heritage; the reason being that ownership is fragile. The conflict arises when the community feels that intangible heritage is the ownership of the group and as such any economic benefit should go to the community. This challenge has raked many issues but the international guidelines have addressed this contingency(Marquis et al,1992) .

Globalization imposes new responsibilities and this needs complete synergy between local and national governments and take complete advantage of the technical innovations. Thrust should be laid on the positive outcomes and finding ways to minimize the less desirable effects(Manning,1985).

Large range of studies establish heritage tourism as the community based concept and area that needs the attention of the tourism developers at all levels. The success of this activity lies in community involvement and making it contemporary rather than caging it in the prison of the past. Role of women has been given primacy in the studies and policy making. Craft Links projects are the centre of attraction of the fairs and festivals and have regular access to the market. It enhances the skills and generates livelihood opportunities. It integrates the society and sheds gender bias that has been traditionally the impediment in the economic objectives and their achievement. UNESCO has attained success in safeguarding intangible heritage in

South –East Asia by community involvement(Kaplan,1984) .Government agencies have shown concern to promote cultural artifacts and historical monuments besides many non governmental agencies have organized people and artisans under one banner and helped them to reach the international and national markets. The multi cultural character of Sarawak that has more than 25 groups has become attractive part of its tourism promotion. Silk success story that has brought weaving in traditional way to the centre stage has added to the cultural aspect of heritage tourism. It acts as an example for others to follow as a success story(Mercer,1986).

The divergence from mass tourism and emergence of the new tourism is an opportunity and heritage tourism is in the forefront of this international crusade.

2.3   TANGIBLE & INTANGIBLE HERITAGE

World Heritage Convention in 1972 established that heritage that is sometimes called as natural heritage can be linked tangibly with intangible. This is interesting to note that tangible and intangible heritage are linked like body and the soul. Tangible may be termed as the body that suffers degradation   with the passage of time but the intangible aspects like living traditions act as the soul(Moscardo,1996). These living traditions keep the heritage alive in totality and in terms of artistic work and literary works having universal significance. If the development of heritage tourism product has to be sustainable the tourism marketers have to be conscious of the distinction between tangible and intangible heritage .it helps to deliver the marketing strategies that cater to the product specifically. It has been argued elsewhere that living heritage is expressed in terms of intangible and built heritage is the tangible. Intangible is dynamic and as such it has the tendency to be relevant with value addition in the market, these are developed by response of the groups to the environment (Nishimura,1996).These should be utilized as the elements of identity and continuity in the marketing strategies to reach out to the target market. It must be acknowledged that heritage is practically transmitted through intangible heritage from generation to generation. It has the tendency to act as the medium to nurture heritage though it is the heritage itself. Tangible and intangible heritage   are the different expressions of the same heritage and represent   the comprehensive picture of the universal cultural traditions; out of which the heritage is

evolved or derived(Miller,1997).2004 Yamato Declaration on Integrated Approaches for Safeguarding Intangible and Tangible Cultural Heritage suggests that safeguarding the tangible and intangible cultural heritage requires an integrated approach that accepts their interdependence and distinct characters and features(McKrecher,1998).It has been noted that intangible heritage has been treated as secondary to the tangible heritage be it dance forms, handicrafts, songs, music and other features. It has resulted in devising anomalous marketing strategies .that yield dismal results. Marketing strategies that consider heritage as the outcome of both the tangible and intangible are well equipped to retain the product in the market (Miller, 1997).

2.4   TOURISM IMPACT ON HERITAGE

Social systems are the binding forces that act as the anchors for the tangible and intangible heritage and as such they enrich it and sustain it. It has to be borne in mind that conceptual definition of heritage is based on inheritance and this basic structure makes it continuous. It is not only the inheritance of the past but the inheritance of the present for the heritage in making in case of future (McCain et al,2003).If tangible heritage has evolved from the cultural core and found expression in cultural landscape on the landforms then intangible heritage is the transfer of traditions and rituals besides art forms from generation to generation. Tourism has immense impact on the essence and basic nature of heritage. Adaptability of heritage for the sake of marketing may be the necessity but it has to be seen that it does not violate the message of culture in the heritage and keeps intact its aura. As heritage is the identity of the social group or community by other means. If this sense of identity is violated, it renders the heritage ineffective to retain the faith of the niche segment(NTHP,1999).

Various studies have brought to the fore the degradation and vandalisation of the tangible heritage by the irresponsible influx and behavior of the tourists.The lack of heritage sensitization of the tourists results creating numerous threat to the heritage asset in terms of the carrying capacity(Nicholas et al,2009).When a tourist who views even the heritage tourism destination a the place of recreation and indulges in disfiguring the walls of the monument then the tourist is posing a threat. The basic aim

of the heritage tourism is violated that advocates for the sustainable development of the asset by tourist activity.

As has been already discussed that intangible heritage is a transmission process. Tourism's impact on intangible heritage can be judged from changes brought about in its transmission process. Social dependence of the intangible heritage has an impact on the families that are connected with the handicrafts and other forms of intangible heritage. Incentive that is associated with the craftsmanship of this heritage develops a different paradigm .the control of the economic muscle of tourism on the intangible heritage enhances its transmission but it the real element of identity, status and recognition are sidelined. It is the main reason that while marketing the intangible neglect of these elements cause the rupture of the desired long term strategies(Miller,1997).It can be argued that the artisans learn the craft from their parents without being fully aware of the economic incentives.

Negative role played by the tourism in terms of heritage and especially the intangible heritage lies in the argument that it often declares arts and crafts as ' careers' or the sources of livelihood that are available for the consumption of the visitors. It is the major area of disagreement between the tourism industry and the heritage professionals and rightly so(Mason,1996).This approach hampers the strengthening of the social foundation where it has its roots of transmission. There are examples that arts and crafts have sustained in the atmosphere of co operation among the members of the social groups and not by competition. Example of Laotian woven textiles is based on this principle of c operation and it has strengthened the social context of the intangible heritage and saved it from commoditization(Nishimura,1994).Marketing strategies that co opt this principle have proved to be the effective tools to social, political and economic harmony through heritage tourism.

Another challenge is the interpretation of the both forms of heritage .it matters a lot as to who is involved in the interpretation. It has been observed and argued that the only real interpreter of the heritage is the person who is the continuous living embodiment of the cultural traditions of the community or the group(Mercer,1996). Thus the real transmission of heritage can take place through those who have inherited

it from generation to generation and not from the persons who have induced it from imitation or   have taken cue from the nontraditional systems that make people rot the technique. No doubt tourism creates the demand for heritage but it does not mean that it indulges in developing pseudo stakeholders who are not from the social group; who actually are the inheritors of this asset(Moscardo,1996).It lead to the teaching and transmission of the distorted version of the traditional forms of heritage that will lack the lusture and will have no takers in future. the end result being the failed marketing strategies that cant withhold the pseudo carriers of the heritage at the destination area of the asset.

2.5   DE-CONTEXTUALIZATION OF HERITAGE

Significance of heritage and the ritual that depicts its cultural moorings lies in the expression in the original aesthetic locale. The out of context representation of the expressions of heritage in terms of performing arts, traditions, beliefs, rituals lies in the proper context. The corruption of the art forms and rituals for luring the tourists by the tour operators has   spoiled essence of heritage tourism in many destinations (McBryde,1992).It has been seen in case of the religious heritage as to how the rituals associated with the particular tradition have been contextualized in manner that makes me them irrelevant; when the business interests forget that these rituals have seasonality and context that cannot be shaped by artificial experience being created by the marketers or policy makers to attract the tourists. Not only that it affects the local sensitivities of the people as it develops a sense of antagonism between the hosts and the visitors. The marketers have been suggested by the heritage tourism professionals that festivals, dances, harvests and other events like local mails have the traditional seasonality and thus ,cannot be manipulated to suit the demand inflated by the insensitive marketing(Quirk,1989).It has been argued by the conservators and heritage professionals that tour operators hire dancers to welcome the visitors. It has been terms as the de contextualization of heritage as pseudo inheritors and demand lead to insulation of heritage from the real inheritors and has adverse impact on its image. Another factor that leads to de contextualization of the heritage is the romantisization of heritage by the guides as they implant inaccurate picture. It leads to dumbing down

of heritage and an authenticity is projected that is not relevant .it raises a challenge that this situational adaptation are developed to satisfy tourists and not the genuine manifestation of the host culture(Silberg,1995). Tourism marketing based on such improper strategies results in the presentation of the heritage and its allied forms like rituals and traditions in a way that leads to mutation of the reality to suit the tourist demand by violating the cultural space(Robinson,1999).This presentation of the of the heritage that is not the actual representation of the heritage sends an image that is not useful in the long run as it does not give a tourist the real picture as to how he has to represent himself at the event. The reason being that he has not been sensitized for the event and the code of conduct prevalent for such occasions that involve local sensitivities(Sizer,1999).It cannot be denied that tourism has the potential to commodify the heritage expressions and transforms the cultural landscape in terms of performance fees .It leads to dilution of the standards and norms that govern the expression of heritage at the destination area. Marketing strategies that are framed on such lines end up creating a wrong understanding of the people and their heritage .It leads to development of conflict instead of promoting the destination. Marketing strategies are not just the commercial tactics to lure the consumers to enjoy the features of the asset that has heritage value. But it is the policy that shapes the long term image of the heritage landscape that has to sustain in terms of economic activity but well within the self inherent guidelines for preservation. If the intrinsic elements of the heritage is not conserved and marketed in its product stage then it will not serve the purpose of marketing that is peculiar to the heritage tourism product. Heritage tourism product is both tangible and intangible and needs extra set of dimensions to be situated in the public domain(Waitt,2000).

2.6   HERITAGE INTERPRETATION

Tourism experiences are brief and instantaneous but rich. It has been argued that de contextualization is the challenge can damage the tourism product and make it less valuable. In the same series of threats is the dumbing down of the heritage .It results from the momentary involvement of the tourist with asset and destination. Tourist may arrive at destination at a time when the festival signifying the culture of the

local people has already begun. It leaves the tourist dumb founded as he makes an advent at a time when the expression of the ritual has begun, he starts deriving his own conclusions and may end up in deriving a false picture(Stebinns,1996).Another example is the purchase of a handicraft but the tourist not being aware of the process of its traditional manufacturing process. It gives rise to speculations. These complexities need redressal as heritage tourist is not an ordinary tourist .He arrives at the destination with some prior knowledge or internalization of the heritage but wants to explore the roots of its foundation. When he is dissatisfied by the sensitization process that does not come to its expectations ,heritage tourism losses an ambassador(Waitt,2000).

Tourism practitioners are addressing this challenge to address the subtleties that can have adverse impact on the tourist perception. It has to be borne in mind that the tourist manuals are often oversimplified and do not give the correct version of the heritage and fail to interpret it. As has been argued elsewhere that heritage is not mass tourism or a routine tourism that can be presented by simplified manuals or guidebooks(Stovel,1998).But it needs the proper research and analysis before arriving at the conclusions. Heritage tourism enthusiasts, like other tourists want to live the experience of the destination and its heritage tourism product themselves and are not interested in listening to lectures and sermons. The marketing strategies in case of heritage tourism have an added role to devise a product that has a self regulated mechanism and there is no need to intervene in disturbing the momentum of the tourist. Instructions should be self explanatory as the tourist in case of heritage is the one who has the basic understanding of behavior towards the cultural property. That is why cost imposed to experience in this form of tourism is important, like the entry fee at the archaeological sites. It helps to keep away the non serious tourist 'who can damage the asset from the heritage asset(Waitt,2000).Thus, heritage tourism cannot be treated as the generator of the economic boon alone but involves the refinement at every stage to wean away the forces that pose challenge to it. Conservation aspect is necessary to intervene at two levels-to mitigate the manmade and natural calamities to reduce the risk of its vandalisation.

Heritage tourism is not only a business but the expression of the cultural property and its expression varies as per the domestic, regional and international sectors. All these segments have different expectations from the same product it needs both way sensitization. Host and the tourist has to be educated of the expectations and demands that arise out of this activity .Stereotypes and misconceptions about each other are to be nipped in the bud. This is the main challenge to make heritage tourism sustainable(Strauss et al,2001).

Literature available internationally meant to address the shared heritage values stresses the need for community mastery for the sustainable development of the heritage .It strengthens the capacity of the community to control and manage their heritage assets both tangible and intangible. It gives them a direct role in the decision making and enables them to be part of the product development. The main of the heritage tourism business in reality should be based on the fact that the ownership has to lie with the locals, who are the real stakeholders of this asset. As argued elsewhere that heritage is a sensitive issue as it has inherent in it the social, political and economic fault lines(Silberberg,1995).The reasons being it is the expression of the comprehensive evolution of the social group in all its forms and no aspect of human development can't be left out. It shapes the perceptions of the community and leads to identity issues that manifest in every aspect of the heriatge that is basically the expression of the culture (NTHP,1999).

Marketing experts dealing with tourism business need to ponder over the following questions while putting their heads together ;when developing the marketing strategies and seek the co operation of the heritage professionals who are involved in the management of the core heritage issues:

- *What motivates a community to acquire skills in the domain defined as their cultural heritage?*

- *How is can be community made to strive for maintaining the undiluted quality of art forms like handicrafts, dance, music and allied expressions?*

From the technical standpoint ,tourism marketers have an added role as they are helping to generate the financial resources in terms of the asset. The stress should be laid as to how the artisans and cultural performers are encouraged to refine and uphold their traditions. As these traditions add value to heritage, its depletion will end the whole business in blind alleys .Tourism has a role to encourage the host groups to have complete mastery over their resources and intangible aspects of the heritage. It acts as tool to preserve the living heritage. And reduces risks of its being exposed to the threat in terms of its existence(Mason,1996).

2.7   SAFEGUARDING HERITAGE

Heritage preservation cannot be realized in isolation .As has been argued that heriatge has to be multidisciplinary in its outlook and mechanism. manuals, charters, documents and resolutions adopted by various heritage organizations bring this issue to the fore. It has been endeavored to adopt and realize legal, technical, administrative and financial measures focused at strengthening and creation of the institutions for training in heritage issues and transmission of such heritage through initiatives that give expression to the living traditions. Safeguarding heritage involves educational aspects of awareness, information spread aims at sensitizing stakeholders and especially the young people who are the catalysts of preserving the heritage. it includes the non formal modes of approach by involving the artisans a another social groups. Safeguarding the cultural heritage is basically the issue of transmission as transmission has been identified   as   the   only   viable   element   of   preservation   for   the   living heritage(Moscardo,1996).   The   case   studies   analyzed   by   the   organizations   like ICCCROM have laid stress on the non formal transmission of heriatge as it disallows the violation and dilution of the richness and originality of the heritage an its cultural values. Review of literature suggests that challenges have evolved in safeguarding the heritage due to the globalization and westernization of the young generation in the Asian region. The reason being the   economic hardships of the hosts. As local people feel it incumbent upon themselves to adapt the alien culture to overcome the financial constraints and in this process the cultural heriatge identity is rendered redundant and leads to disruption of the heritage values(Nishimura,1996).The challenge is to address

this concern and keep the youth rooted in native culture and make them seek value of their assets. They are dismayed by the economically myopic policies of the governments. The governments need to develop cultural heriatge as the mainstay of the indigenous economies and make people self sufficient in terms of their rich legacy that has come down from generation having unique attraction. The change in cultural constraints by shortening of the time lag and distance has lead to peculiar challenges in this new tourism paradigm .In which heritage tourism is playing the lead role(Moscardo,1996).

Review of literature suggests inclusion of heritage both tangible and intangible in the curricula is the innovative way to retard the erosion of heritage values among the stakeholders. Traditionally history has been taught as the necessary element of human memory to sensitize the new generation but the ultimate outcome of this legacy in terms of culture and heriatge has been relegated to t background; intentionally or unintentionally. History is the past but heritage is the living phenomena that connects past, present and future and this gives it a unique distinction bind many things into reality of human consciousness(Quirk,1989).Focus has been laid by the heritage conservation experts on the reward in terms of the living human treasure and this can be achieved through creation of institutions for heritage skills and information gathering besides its sharing.

Role of the media has been elaborated by many experts who value the presence of the mass media and term it as the blessing meant to address the new challenges of the new tourism in terms of heritage and culture. Not only mass media but the social media is acting as the sentinel of the heritage issues(Silverstone,1989) .It is leading to the promotion of the cross –cultural collaboration to safeguard the cultural property that has heritage essence and viability(Robinson,1999).It is leading to connecting cultures and making it possible to revive the linkages that existed in past between the cultures of common philosophy and moorings.

Extensive work has been done by the international organizations like UNESCO, ICCROM and ICOMOS to make the heritage related issues and its usage for tourism responsible and viable in terms of devising marketing strategies. It is interesting to note

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that tourism has its consultants in these organizations and it has not been bale to establish workable linkages to benefit from them for the sustainable heriatge tourism(Silva,1989). Marketing strategies cannot be evolved for heritage tourism in nay region of the world till it is acknowledged that conservation issue is the paramount game changer for the cause. Core issues that that have emerged after review of literature include the following:

- *Tourists cause damage to heritage in majority of the cases*

- *Safeguarding the heritage involves transmission of different types*

- *Tourists are of different types*

- *Thrust should be laid on authentic measures in heritage as it is based on culture that is essentially dynamic*

- *Community is the prime stakeholder and the artisans are the carriers of the heriatge and as such their involvement in heritage conservation and preservation issues is indispensable*

- *Tourism that indulges in heritage should improve its understanding of tangible and intangible heritage*

- *Marketing strategies for tourism development and promotion will evolve only when community involvement is guided by heritage management professionals and implemented in the cultural spirit by the tourism marketers.*

2.8   UNIVERSAL AND LOCAL VALUES IN HERITAGE

It has been witnessed that throughout the world that communities posses an enriching relation with the environment and nature and in this process they acquire innovation that develops both tangible and intangible assets. It leads to many aspects of human development that include language, script, music, rituals and many more as argued earlier. It encouraged the Earth Summit to acknowledge the diversity on earth. It led the World Heritage Convention to seek the conservation of heritage properties all over the world and framed the operational guidelines to address the global issues. The

main issue was the authenticity that appreciate the values attributed to credibility of the cultural value so that the useful part of the heritage is accommodated for the preservation and the interpolations; if any, are taken out .Global strategy adopted by World Heritage Committee in 1994 addressed the imbalance that had crept in the categories of heritage and was leading to confusion in addressing the related issues(Silva,1989).Intrinsic relationship between culture and nature was appreciated for the development of heritage and its assets .It shaped the integrity of policies and established that local and universal are in fact the different ways to address the shared human heritage that has the same goal of unifying the humanity for heritage preservation for global harmony. It addressed the marginalization of the rich cultural diversities and brought them in the mainstream of the global march for human development and progress. Netherlands witnessed the great developments for heritage issues in 2003 in International Conference that linked universal and local values for managing sustainable future for world heritage. It emphasized the importance of the local values in planning process(Prentice,1993).The adaptation of universal guidelines for the local use was the bedrock of this event and it has turned to be game changer for the heritage management issues that has a direct bearing on the heritage tourism and its economic impacts and community development.

2.9 JAMMU- A VIRGIN AREA FOR HERITAGE TOURISM AND IT'S MARKETING

State of Jammu and Kashmir has the distinction of being the frontline state in the Himalayas that has emerged as the centre of attractions for many reasons. It location in the frontier has made it witness to many upheavals and situations that have matured it as the cultural fountain head and enabled its inhabitants to shape their society and culture in response to the nature and surroundings .environment rich in vegetation has enabled it to respond in a meditative way that is fertile in imagination (Sizer,1999).Jammu region of the state is different from the valley in terms of topography and social set up. Enabling it to generate its own response; with climate playing a predominant role to shape the imagination of the people. Having been in the forefront of the political power equation ,the Rajput clans of Jammu played a decisive

role in shaping the boundaries of the region and the state .Himalayan frontier has been witness to the power struggle and invasions from outside that shaped the response of this land. Local people known as the Dogras have their evolution rooted in the Hindu pantheon and have pan Indian moorings ;the reason being that they are the descendants of the Lord Rama's sons .Their emergence in this climatically hot and humid land started from the Ravi belt of Kathua and then stretched across the length and breadth of the entire Jammu region. Ramayana connection and the physical presence of the descendants of the hero of that epic gives the history of Jammu region an authenticity and credibility of being the part of the continuous Sanskrit traditions. Due to the change in the power equations and intermingling of the people during Ranjit Dev's time enabled the secularization of the society in terms of trade. Mughlani Begum's haveli that stood at the present location of the Radio station brings home the point that Jammu has been the land that sheltered the people persecuted by tyranny ;irrespective of religious considerations .It enabled the social space to be tolerant towards the people of different denominations. When harmony exists in a society it develops a vibrant culture and leads to heritage that can boast about its rich past and valor(Cossons,1989).

Religion, valour, trade ,human values have shaped the consciousness of the people of the region. It was exhibited in social space .the rich cultural traditions of Jammu are diversified and find expression in monuments, rituals, handicrafts, dance forms, language, historic heroic figures who have been immortalized in ballads and folk songs by bards .fertile social space leads to fertile imagination and it can be seen in the rich Dogri literature that is far ahead of its times(Hall,1989). Monumental heritage that has emerged in Jammu is mainly the outcome of the royal patronage. Architectural marvels in the form of Mandi Mubarak, Samba fort, Akhnoor fort, Reasi fort and many other assets of representing the cultural moorings give a peep into the historical evolution of Jammu as the complete social structure that has immense potential to carve its niche as the heritage tourism hub(Hughes,1996).Not only that intangible linkages like the Thappa chadars of Samba and Kudh dance reveal the richness of its culture and ready to be marketed through marketing strategies but having in inherent safeguard mechanism as developed by international guidelines(Garrod,2001).

Authenticity is the main issue when heriatge and culture are to be judged and in that area too Jammu stands far ahead as numerous sources authenticate Jammu as the qualified heritage destination that has all the ingredients needs to define and market a heritage tourism destination. Historians and explorers of repute have written treatises and manuals that substantiate Jammu as the virgin territory that has not been given its due that it deserved in terms of the recognition of its heritage(Hughes,1996).Vogel has been forthright in co relating Duggar and Gurjar as the tribal terms besides that Chamba copper plates reveal the antiquity of the Dogra tradition and its emergence as the continuity of the pan Indian tradition of evolution of culture rooted in national discourse. It has been argues that natural landscape is the originator of the heritage and as such Jammu is the prominent example of this phenomenon. Water bodies are the continuous witness of the human development index and it has been argued that the civilizations that flourish around the water bodies have the fertility of imagination and innovation. The reason being water is the source of prosperity and wellness in terms of irrigation and cultivation, the prime need of the people. Jammu region has the considerable segment of peasants that define the cultural moorings of the region. It has been argued and witnessed in literature review that culture is born in rural landscape in originality and then gets scattered to other areas. The vastness and freedom of space enables culture to flourish in rural landscape and it a no surprise that the rich Dogra culture still resides in the rural landscape both in tangible and intangible forms. Royal patronage enabled that forts to be established in remote corners of Jammu and added grandeur to them by using local wisdom of the artisans. Historical records suggest that term Dogra that corrupted version of the original term Durgara has its roots in the name of two famous lakes Mansar-Surinsar.these two lakes are supposed tobe linked to the Mahabharta hero Arjuna who had matrimonial relations with the family of serpents in that belt. Influence of the Naga culture of Kashmir cannot be ruled out and it is for the historians to establish and come out with findings that substantiate the immense presence of Naga culture in the Bhaderwah belt of Jammu region. The land where two lakes meet is known as Dvigrata and as such it establishes the the credence of the name of Durgara or Dogra.

Alberuni who travelled in India in 1017 A.D. and 1031 A.D.has mentioned the Pir Panjal pass with the description of the Punjab plains. It can be argued that Jammu province was the part of the Punjab plains even during the rule of Maharaja Ranjit Singh that nurtured the clan of the modern Dogra clan led by Gulab Singh who rose to the status of the chieftain along with his brothers and later mustered enough clout to integrate various principalities and warring factions of Shivaliks into a viable administrative unit..His resolve to act the astute ruler blended with diplomacy gave a new state of Jammu and Kashmir housing various communities and social groups having varied interests in terms power and administration. It is undoubtedly the genius of a ruler who amalgamated an artificial state as one unit. Today, we are witnessing the fluidity of this artificiality leading to conflict and posing various factions of the society at loggerheads. Lack of astuteness in statecraft has is posing threat to the heritage preservation as conflicting definitions and interpretation of heritage are coming to fore. In the present age when political interventions are more profound with trans national interests in the Himalayas. Preservation and safeguard of heritage is a challenge that cannot be addressed until, the fault lines at various levels are addressed.

Regional conflict that has emerged after the armed insurgency in the state has changed the social and political dimensions .It has led to demographic change and displacement of populations and communities seeking shelter in Jammu region. it has added another paradigm to cultural heritage as the interaction between people of different social set ups though same religious denominations has led to development of a culture that is shaping a new heritage for future. Besides that Jammu has witnessed influx of refugees from time to time. It has added cosmopolitan dimension to the social space. Kashmir region of the state being in the forefront of ethno-religious conflict has shifted the focus on Jammu and its heriatge assets but the lack of proper strategy to convert it into a viable policy paradigm has not been materials. The reason as discussed elsewhere is that when political imbalance and issue of identities takes the centre stage it has inherent in it the element of discrimination. It in a way has acted as catalyst to take the heriatge issue out of the closet and subject it to public scrutiny.

It was in 2003 -04 that civil society of Jammu realized the importance of heritage and raised voice against the vandalisation of heriatge .the issue was the destruction of the urban historic complex of Mandi Mubarak. It is a complex of ten palaces that have come over a period of many centuries and shaped the imagination of the people living around the localities bordering it. The misuse of this heritage monument by the state government and housing many offices inside it had led to its vandalisation. As the occupants were not sensitized about the heritage value of building. It led to the crumbling of its structures and renovation started by the state government included incompatible use of materials that violated its cultural heritage identity and architecture. This case study is substantiated with similar issues that have crept in many places where local governments are not aware of the heriatge value and treat the restoration of heritage monuments as the case similar to that of construction of normal roads and buildings.

Jammu region is replete with examples that bring to the fore the devastation and vandalisation of heritage. Samba fort, Hira Nagar fort, Reasi Fort, Moti Mahal, Poonch fort and many more. Literature review suggest that heritage vandalisation is the outcome of the various reasons that includes the wrong interpretation o f the heritage assets, identity politics having conflicting overtones and non representation in power structures and statecraft(Hannabuss,1999).This description fits the case of Jammu. As non sensitization of the stakeholders is the main reason of the devastation of the heriatge and the representatives of the society have failed to pressurize the policy makers to frame strategies to showcase heritage of the region(Hall et al,1999).

Rajatarangini of Kalhana establishes Jammu as the ancient society that had socio-cultural relations across the plains through Punjab and enjoyed a power equation with Kashmir. It indicated the period of Jas Dev ,the prince who founded the Jasrota principality and where Jasrota fort is still defining the cultural splendor of that time .

Review of literature suggests many variants of culture in Jammu and establish the influence of Buddhism .Ambaran located on the banks of Chanderbagha Chenab) is another repository of the rich cultural heritage of Jammu. It is here the tooth relics of Buddha were excavated by ASI in the casket .If proper marketing strategies are

employed then it is not an exaggeration to say that Jammu region has the potential to emerge as the favorite Buddhist destination for the pilgrimage tourists of South-East Asia(Chen et al,2013). Jammu is the name of the province of the state and is often confused with the district. This issue has also to be resolved by the marketers and policy makers when they devise marketing strategies to situate Jammu region in the heritage tourism orbit(Kolar et al,2010).

2.10 HERITAGE IN JAMMU'S DISTRICT'S

Every district of Jammu has something to offer in terms of heritage and makes it a integral whole to devise marketing strategies. In such destinations where multiplicity of heriatge resources is available, it becomes a vibrant heritage tourism space that can be utilized in innovations in terms of market segmentation. What makes it more inclusive is the dispersion of population in a balanced way, making it a cultural mosaic as people of different religious denominations are shaping the cultural landscape of the region. Each segment enriching the imagination and giving ample scope to give tourists a delight to relish. Review of literature suggests that various districts of Jammu region have something unique to offer in terms of cuisine, dress, folklore ,monuments and other variants of heriatge(Marquis et al,1992).Kishtwar was founded by the descendents of Bengali rajas and as such it went in its historical journey to add various dialects and has strong influence of Kashmiri language. Various shrines devoted to religious divines like Asrar-u-din and Farid-u-din are of prominence besides the location of Nagseni that has the potential of addressing the need of justification of the Buddhist circuit in terms of its Sanskritised philosophy of Nagasena. Poonch and Rajouri have historical role in the evolution of Jammu kingdom of the ancient times and giving it the complete shape of kingdom by fortifying the frontier in the Shivaliks. It was through these areas that link with Kashmir was predominant in terms of socio-political intent and shaped the consciousness of the people. It has also documented history of how Mughals influenced these places in terms of administration and led to development of the cultural space that led to the evolution of heritage(Johnston1994).

Udhampur belt has in its vicinity various temples and structures that drag the attention towards the ancient capital of Jammu popularly known as Babbapura or Babore. Kishenpur, Manwal belt has been declared as the culturally rich belt and it has

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unearthed many excavations by active involvement of the ASI .Study of documents related to Jammu's antiquity suggests that Jammu has a varied topography that adds to its evolution ,climate and landscape has played a vital role in shaped its cultural destiny(MacCannel,1973). Basohli paintings have acquired international brand name but not many know that this art belongs to the place known as Basohli of the Kathua district of Jammu region. In terms of intangible heriatge this art form needs immense attention to sensitize the locals about the living heriatge and establish interpretation centers. Bafliyaz is associated with the Alexander the Great and thus has the potential to be marketed as the destination in heritage tourism that caters to the niche segment. Behram Gali in Poonch are examples that leaves a marketer surprised and enables him to innovate in terms of marketing strategies.

ICCROM has sponsored many sensitization programmes that lead to resource building and team work by involving specialists in such situations as are merging in Jammu. Conflict in the state of Jammu and Kashmir has given Jammu region an opportunity to be the leader of the change and define the heriatge paradigm as Kashmir tourism was mainly based on scenic beauty and natural landscape that witnessed a downslide due to the armed conflict that made it the part of the travel advisories(Mercer,1996). Moreover, It also gives the state government a breathing space   by treating Jammu as the launching pad of the state's tourism economy till Kashmir returns to normalcy. At least it will save the image of the state as the acclaimed tourist destination. Jammu is easy to market as it has already been established as the top most pilgrimage destination as nearly one crore tourist on average visit the cave shrine of Shree Mata Viashno Devi. The easy method is to target a sizeable chunk of these visitors and divert them toward the heriatge destination(NTHP,1999).But the problem lies in the reality of infrastructural deficit to reach these destination then the lack of involvement of the heriatge tourism professionals. It is a paradoxical situation that nearly a crore of tourists visit the region having religious moorings having affiliation with culture but it has not been converted as an asset in terms of heriatge tourism(Nishimura,1994). That too, when the region has plenty of heritage assets to prolong the stay of the tourists. Policy paralysis and lack of idiom and semantics to address this issue is the cause that is making an opportunity of immense value to go waste. Review of literature suggests from various examples that once this potential is

tapped then it changes the complexion of the destination as it has multiplier effect not only in terms of economy but the development of infrastructure that shapes the personality of the destination (Sizer,1999).Locals should understand that infrastructural development not only benefits the tourists but the local stakeholders and host population. As it is used by them throughout the year ,tourist may enjoy the facilities for few days but the ultimate beneficiary is the host population whose living standard gets changed(Robinson,1999) .

2.11   RESEARCH GAP

Review of literature suggests that Jammu is a fit case for the heritage tourism and international guidelines framed by the   organizations like UNESCO, ICCROM,ICOMOS can be implemented to bring to the centre stage to first identify and then document the heriatge assets for the preservation(Silva,1989) .Once it has been realized then product development and devising of market strategies becomes imperative to give it the desired status in the market. It deserves to be a niche segment and it is not impossible if stakeholders are sanitized and made to realize the importance of the shared heriatge that nature and man has develop over the years and centuries. It will help to develop the infrastructure to cater to the demands of the hosts and tourists. Arrival of Shree Mata Viashno Devi pilgrims is a boon as a sizeable chunk can be diverted to heriatge sites once they have been included in the marketing strategies by upholding the conservation guidelines. It will enhance the overall development of the region. Moreover, heritage assets of Jammu region have international appeal in terms of the Buddhist circuit and rich cultural history. There is an ample scope to explore the heritage avenues that cater to the development of the heritage as product. The devastation and vandalisation that is reducing the heritage to rubble is an opportunity to devise mechanism to arrive at the strategies that will ensure the incorporation of the conservation guidelines developed by the international organizations to address such situations. Heritage tourism and heritage itself has been left in the lurch in this part of the state and it needs the vigorous interaction of the agencies at the state level to ask the central government to devise a package for the region that takes care of the issues related to product development and marketing of heritage and then place it in the heritage tourism orbit.

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