

## **CHAPTER-III**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 DEVISING RESEARCH METHODOLOGY**

Tourism being intangible has the added challenges to evaluate the trends. The movement of people is motivated by various aspects that involve multiple reasons; ranging from leisure to recreation. Among the various forms of tourism heritage tourism is a type that involves both tangible and intangible aspects. Being derived from the cultural moorings of the people; it has the predominant element of collective memory that shapes the perception of the stakeholders. Authenticity is another challenge that comes to centre stage while dealing with this form of tourism. Ethical values that vary among groups is another challenge. Jammu region of the state of Jammu and Kashmir has a peculiar topography that incorporates multitude of landscapes and hence a variety of cultural aspects that have given shape to the identity of this region. The lack of proper documentation and archival records add to the dilemma of the researcher. Oral traditions and memory can't be trusted all the times for the sake of authenticity. It needs to be tested against the backdrop of studies carried out by various researchers from time to time. While devising the research methodology for the study, various aspects of the heritage and culture of Jammu region were kept in mind and formulation was based on the challenges being imposed on the region's heritage by both man and nature. Techniques and modes of study were developed on the basis of case studies undertaken by the organizations like UNESCO, ICOMOS and ICCROM to safeguard heritage all over the world with an emphasis on the work done in the area of conflict like armed insurgency and contested identities. As suggested by the review of literature, path was traversed to analyze the heritage in terms of preservation and conservation. Reason being the vandalization of heritage by various segments who happen to be the stakeholders and are unaware about the cultural meaning of this treasure. Devising marketing strategies to promote heritage tourism needs stakeholder involvement and incorporation of the heritage management techniques employed by the experts all over the world (Todd,1999).

Keeping in view Jammu's requirements various techniques were amended to be suitable to the requirements of the region. So that results are obtained in tune with the challenges being faced by both tangible and intangible forms of heritage. Methodology was devised by keeping in view the policies employed by international players to protect heritage while giving it the sustainability element by encouraging the heritage tourism at the destination but under the preservation guidelines. The emphasis being on sensitization of the stakeholders. Role of various departments like tourism, art, culture, hospitality and other allied organizations is of prime concern while studying the promotional aspects of heritage in terms of tourism. Challenge becomes immense when the heritage in question is neither properly documented nor preserved. This immensely affects the perception of the tourist visiting the region. While framing the methodology, it has been observed that the thrust is on the pilgrimage tourists; neglecting the other allied areas of the core area of culture that sustains it. Use of incompatible material to renovate the monuments has changed the socio-cultural landscape of Jammu. The tourists visiting the region are unaware of the rich heritage. It makes difficult to involve them in the survey schedules and get the responses. The challenge doesn't stop here but enlarges as the tourism officials who are supposed to be in the forefront of this whole business are found be lacking in terms of sensitization. The reason being the non professional approach towards the sector. Treating it as just another public sector department.

To study the scope for developing marketing strategies for promoting heritage tourism in Jammu region a questionnaire was devised to conduct the survey. The questionnaire were devised to reflect the objectives of the study pertaining to heritage sensitization, preservation and conservation aspects and the scope to develop Jammu as heritage tourism destination(Walters,2015).

### **3.2 OBJECTIVES OF THE STUDY**

The present study has been conducted on the basis of following objectives:

- 1) To identify and document the heritage of Jammu region for devising the tourism product with an emphasis on its conservation and preservation.

- 2) To develop marketing strategies for the heritage tourism product by using concepts like segmentation, targeting and positioning.
- 3) To formulate heritage tourism marketing mix in terms of P's
- 4) To analyze the policy of government in terms of heritage tourism in Jammu region

### **3.3 HYPOTHESES OF THE STUDY**

The study is based on the following hypotheses:

**H<sub>1</sub> : There is no significant sensitization in the local population about the heritage sites in Jammu region.**

**H<sub>2</sub>: There is a lot of scope for tourism promotion through heritage preservation.**

### **3.4 RESEARCH METHODOLOGY**

To fulfill the objectives of the study, data was completed from both primary and secondary sources. Secondary data was collected from various studies conducted by the organizations like ICOMOS, UNESCO, ICCROM and other allied organizations. The main aim to go through the studies of these organizations was that they have done pioneering work in the field of heritage and conserving the cultural property and setting the guidelines for the practitioners to follow as the standard. Published data was gathered from the study of the various journals, magazines, periodicals and newspapers. To access the secondary data, the main source was the internet though in many cases, the archival material in the University Library was consulted. Numerous research papers were also analyzed to gather information about the contemporary and established trends in the fields of tourism and heritage management. Secondary data consulted in the form of books and other printed sources besides retrieved from the concerned websites has been given in the references at the end of the chapters. Comprehensive bibliography has been given at the end of the study.

Primary data was gathered from the tourists visiting Jammu region and the interviews of the officials concerned with the tourism, representing the government

viewpoint. Tourists were selected randomly and were asked to fill the questionnaires at various terminals like Railway station and Bus stand. The majority of these tourists were briefed about the purpose of the survey and asked to fill the questionnaire as per their understanding and experiences in the Jammu region. Both incoming and outgoing tourists to Jammu were targeted and it included the tourists who had come to Jammu more than once and had some experience of the infrastructural facilities of the region. Tourists visiting various districts of Jammu were also asked to fill the questionnaires so that their perception about the local destinations or heritage assets is analyzed. Tourists visiting Jammu district, Kathua, Samba, Udhampur, Reasi, Baderwah, Doda, Kishtwar, Ramban were asked to mark their preferences. Data was collected mainly through one visit sample to the different places with pre structured questionnaires.

Information was sought from the officials of the tourism department keeping in view their importance to the tourism policy paradigm. Most of the officials at various levels of the hierarchy were unable to understand the relevance of the conservation issues to heritage assets in terms of tourism. Thus, they had to be sensitized about the intent of the survey and its relevance to the heritage issues pertaining to tourism business and promotion as per the international guidelines.

Besides the collection of primary data collection from the questionnaires, Interviews of the various elders were also conducted as per their convenience to ascertain the living traditions relevant for the purpose of the study. It was done to identify the heritage both tangible and intangible to adapt the guidelines of the international standard to the local issues pertaining the vandalization of heritage. Various groups were observed for their ritual traditions on particular occasions and assessment was made by observation about living traditions. It enabled to visualize the intangible aspects of the built heritage that shapes the rich landscape of Jammu region. At times it was felt that the people are oblivious to the fact the living traditions and rituals they are performing have strong association with the vandalized tangible heritage. This lack of sensitization evolved the major basis of the study making it incumbent to verify the importance of the preservation and conservation of heritage in totality.

Government policies were accessed and it was during the process of the research that the Government of Jammu and Kashmir came out with the Jammu and Kashmir Heritage Conservation & Preservation Act, 2010. It enabled further to improve the research instruments and understand the commitment level of the government towards the sensitive issue that has serious religious and cultural overtones in the Jammu region. The lackadaisical approach of the authorities to implement the act vindicated the study being conducted that there are numerous challenges to heritage and heritage tourism promotion is an area that needs to be taken seriously by stakeholders.

### **3.5 QUESTIONNAIRE DESIGN**

To design the questionnaire for the study that has heritage was a daunting task. As contesting cultural narratives have become the hallmark of the society of the state that is influenced by the regional fault lines. Thus posing challenges to the researchers who want to enrich the faculties of innovation in the heritage having culture as its cardinal principle. International guidelines were followed to design the format of the questionnaires and adapted to the local perceptions (Song et al, 2012). So that sensitivities of the stakeholders are not violated. The objectives laid down for the study had its own peculiarities keeping in view the sensitization of the tourists. Self designed questionnaires were undertaken for the study to facilitate the research work. The statements and variables identified for the study were developed after going through various studies conducted. The challenge of both tangibility and intangibility peculiar to heritage was kept in mind. It was also borne in mind that heritage is being sought to develop a close linkage with the intangible sector called tourism. It had an advantage as intangible was common to both. Though tangible aspect of heritage made it peculiar to tourism studies.

Questionnaire was designed to identify the heritage assets of Jammu region taking into consideration the various attributes that define heritage value of the site, monument and tradition with emphasis on the conservation and preservation aspects to promote it as a heritage tourism product. It was also felt to visit the heritage monuments of the region to have the first hand experience of the conservation challenges to these assets. It helped in internalizing the heritage aspect and how it can be reflected in

questionnaires while taking into account the perception and views of the tourists besides the officials through interviews and discussions. Work of the only agency ASI, involved in the excavations and restoration of the identified monuments was also studied and it's on the ground performance was also witnessed at various locations like Akhnoor, Ambaran, Kathua, Manwal, Krimchi and other sites in the region. Extensive survey of the localities and outlets of Jammu was done to have the first hand experience of the living traditions that are integral to cultural heritage and can be preserved by sustainable heritage tourism. Various government sponsored and managed outlets were visited to have a peep into the promotional policies. Likert scale was used to check the influence of the respondents. A pilot study was also conducted for the convenient sampling. Various statements of different variables were included in the questionnaire incorporated by various researchers while conducting the studies at the heritage destinations. It helped to identifying the relevant statements for the study to be undertaken. Relevant statements for various variables were recorded in the questionnaire (Walters, 2015). Questionnaire for tourists was designed on five point Likert scale and it was divided into three parts vis-a-vis respondent profile, awareness about heritage and other questions related to the heritage tourism services besides preservation and conservation of heritage. Officials were contacted as per their convenience to ascertain the mindset and perception in terms of making and implementing policies for tourism. While conducting the survey, it is often felt that more questions are included in the questionnaire but technicalities followed by the researchers all over the world reveal that the length of the questionnaires should be such that it does not exceed thirty minutes. As inclusion of more questions impacts the results of the study and can have negative impact on the findings. Large number of questions also makes it difficult to retain the interest of the respondents who have to fill the questionnaire. Questionnaire was improved and refined by discussions with the heritage conservation practitioners like Aparna Tandon working with ICCROM, Italy. It helped to incorporate the emerging trends in contemporarily fundamental research being conducted by the UNESCO affiliated organizations having multinational exposure to safeguard the shared heritage and cultural property of humankind. At

places questions based on “yes” and ‘no’ format were also introduced to be precise about the response of the respondents

To satisfy the objectives and work on the hypotheses laid down for the study, the questionnaires were designed on the following themes:

- 1) *To determine the awareness of the tourists and officials about the heritage of Jammu region both tangible and intangible.*
- 2) *To determine the extent of policies followed by tourism officials regarding the heritage of Jammu region and to examine the benefit of the same being undertaken by the tourists; who are its ultimate beneficiaries.*
- 3) *To determine the target market of the tourism department in terms of heritage tourism.*
- 4) *To internalize the extent of the availability of infrastructural facilities to the tourists in terms of heritage tourism*
- 5) *To substantiate the availability of market segment related to heritage tourism in Jammu region.*
- 6) *To explore the options of devising marketing strategies to situate Jammu region in the heritage tourism orbit and making it integral to preservation and conservation guidelines followed internationally.*
- 7) *To determine the gaps in terms of heritage sensitization, preservation, conservation and underline the need for developing a comprehensive mechanism to develop sustainable heritage tourism product.*

## **QUESTIONNAIRE (QUESTIONNAIRE FOR TOURISTS)**

### **A. Demographic Profile**

A number of statements determining the demographic profile of the respondents were incorporated in the questionnaire for the tourists which included name, age, educational qualifications, gender, occupation, district, State, Country, Marital

status, income. Respondents were asked about the various facets of heritage available in Jammu region.

## **B. Awareness of Heritage**

Heritage is concerned about the growing motivation among the people regarding the cultural property that shapes the identity of the community or social groups. A lot of emphasis has been laid on the sensitization of the masses about the heritage assets. The issue of identity and civilisational moorings have shaped the consciousness of the people who usually show interest in heritage and become a conscious part of the heritage tourism(Wood,2015).It has been identified as the niche segment by the experts that is linked with the high end tourists who are learners and want to connect with their roots. The era of globalization and technological revolution that has shortened the average distance between two places in terms of communication and travel has turned the people into virtual neighbors (Illum, 2010).Clearly, overcoming the frontiers and borders that used to separate various cultures. The cross cultural interaction has enabled to develop sensitivity towards different cultures in spite of having their own strong native cultures. Heritage is the crystallization of culture over the period of time and represents the human sensitivity. People are assigning value to diverse cultural heritage that is the world treasure.

Another feature that adds to the interest of the visitors to Jammu region is its location being in the ethno-religious conflict zone as the state of Jammu and Kashmir is passing through the turbulent phase for the last 25 years and world attention has been constantly focused on it. It has also shifted the attention from the serene and beautiful valley of Kashmir that is now the epicenter of strife towards the less volatile Jammu region. Jammu region is emerging as the alternate destination in the state. It's only attention seeking asset has been the Divine abode of Shree Mata Viashno Devi in the Trikuta Hills. But the influx of nearly one crore pilgrims to Jammu on an average is creating ripples among the stakeholders to harness this asset of tourist influx and convert a significant percentage to other destinations but lack of strategies has contributed to non materialization.

Questionnaire was devised to gauge the perception and motivation of the tourists to verify their level of sensitization towards the rich but undocumented and unidentified cultural property.

### **C. Accessibility of Facility**

To understand access to the facilities being provided by the government to the tourists to reach out to the heritage monuments was also ascertained through the questionnaire. Tourism is based on services availability and heritage tourism cannot function when there is depletion of heritage facilities. There is a non availability of data in the offices of the agencies that are supposed to be involved in this area. So the questions were framed to seek the answer from the beneficiaries directly and access the scenario. The supply and demand factors that shape the infrastructural facilities are also of paramount importance at the destination area. Review of literature has revealed the paradigm that shapes the perception of the asset in term of heritage asset. It is one of the prime motivators to attract the tourist to the destination. It gives an insight into the domain that is shapes the tourism identity of the destination. It gives the first hand report of the ground realities of the infrastructure and shapes the idiom and sets the discourse for the policies that call fill the gap prevalent in the sector hindering the redressal of grievances and highlighting the needs of the tourist. Studies suggest that attempts have been made to ascertain the expectations of the tourists while visiting the heritage sites and monuments. The cross cultural interaction has raised many expectations and heritage tourism being the representative form of the new tourism is valued from the global perspective. Jammu is the hot bed of pilgrimage tourists that shape the economy of the region and the state. It should have improved the overall infrastructural development of the state and the region in particular but the studies reveal the contrary and question the policy formulation.

Perception of the tourists was checked through the questions regarding the cultural landscape that breeds the heritage and becomes the basis of heritage tourism.

#### **D. Heritage Conservation and Preservation Issues**

Questionnaires were shaped to incorporate the element of the preservation and conservation issues that are central to the heritage assets. As per the international guidelines like Burra Charter and Venice Charter no tourism activity in heritage and cultural properties can be viable and operative till it addresses these issues. No doubt financial sustainability is attributed to tourism activity but it cannot be allowed to sideline the inherent conservation issues that deal with the sensitivity of the intrinsic values that define the heritage tourism product in terms of cultural moorings. To ascertain the sensitization of the tourists questions were incorporated that dealt with the preservation challenges to Jammu's heritage. Opinion of the tourists was sought to shape the marketing strategies and the policy measures that deal with such issues. Questions were strictly asked in terms of modules shaped by international agencies to address the issues of shared heritage besides many case studies were also analyzed in terms of their findings.

#### **E. Gaps in Heritage sensitization**

It has been proved by various studies worldwide that data collection has revealed many facets of heritage issues and have been addressed too in terms accessibility and infrastructure but gaps persist in terms of conservation issues and long term strategies of marketing the heritage assets besides there is considerable lack of information about the concept of heritage and heritage tourism among the stakeholders(Ayuddya et al ,2014).It poses an immense challenge to address the issues related to heritage tourism when the stakeholders are unaware about the values that are being possessed by the derivatives of the cultural property. It generates confusion when heritage is marketed with other normal segments of tourism that don't require specialized strategies. Questions were framed to access the gaps in the overall emerging scenario and underline the issues that are proving stumbling blocks at various levels of heritage management and tourism marketing (Bao et al, 2014). The approach adopted was to integrate the heritage management in terms of conservation with the marketing aspect. One represents the intrinsic property and other the extrinsic property of the same product. As per the review of literature challenge is to amalgamate these two into a

natural wedlock that makes them fit to sustain the heritage tourism product with all possible market viability. In the absence on one of the variable, other is doomed to fail and yield negative results.

## **INTERVIEWS AND MEETINGS**

### **F. Gaps in Policy Making and Implementation**

People at the helm of affairs were reached to gauge their perception through interviews and meetings. It had the fundamental aim to know from them about the heritage awareness and the rich traditions of Jammu region to evaluate the mindset of the people supposed to be the representatives of the establishment meant to facilitate the tourism services and develop the infrastructure to prolong the stay of the tourists in Jammu with heritage as the prime motivation. Preliminary questions pertaining to the awareness were almost of the same nature as asked from the tourists but the questions varied in composition in terms of the concern that must be the priority of the Tourism Department (Nusiar et al,2010). Questions were asked about the services being provided by the Tourism department to the tourists have the prime motivation as heritage and culture. It was also asked how much the policy makers and its implementation arms identify heritage as the niche segment. Awareness of the officials about the international guidelines and Heritage Acts in use all over the country and other nations was also ascertained besides it was also enquired that is the Department reaching out to the heritage tourists through segmentised marketing? Questions were asked about the awareness about the preservation and conservation aspect of heritage and the sustainability of the cultural property in terms of tourism business. Space was also provided to mark the options regarding the multidisciplinary aspect of heritage and the involvement of the heritage professionals in the management of the heritage issues. These discussions were fruitful and gave an insight into the minds of the policy makers and the officials who are at the implementation level. Questions in these meetings and discussions were mostly asked during the informal interactions on the sidelines of the events organized by the Tourism department.

Review of literature shows that framing of the questionnaire based on these issues helps to generate the data base to locate the research gaps that are present at the

policy making level and are missing at the implementation stage as well. It generates responses to develop marketing strategies to fill the lop holes and address the concern of heritage preservation and devise marketing strategies and develop products that have the sustainable age and demand in the market

### **3.6 PRE-TESTING OF THE QUESTIONNAIRE**

Pre-testing of the questionnaires was done as the questionnaires were self designed. Pretesting was done at various places in Jammu region. Identification of statements and various variables was done from Jammu district. A total of 30 respondents were selected for testing the questionnaire, out of which 25 responded positively, while the others were not able to provide the relevant useful information. Thus the return rate of questionnaires was 83.33%.the sampling was stratified random sampling design. The respondents were selected from the prominent tourist destinations in the region visiting Jammu by the prime motivation of pilgrimage and just venturing to reach other destination by chance (Thomson, 2013). Different aspects of the questions in terms of comprehension like content, language, sequence, design and instructions were tested during the testing .questionnaires were modified in terms of the response generated from testing exercise. Amendments were made in terms of language and sequence of the questions to make them respondent friendly and less time consuming. Statements which found to confuse the respondents and had no bearing on the objectives were deleted from the questionnaire.

The contents of the research instrument, i.e. self-developed questionnaire have been concretized on the basis of the pilot study. The questionnaire used comprises general information regarding educational status, age, gender, religion, marital status and monthly income. Further tourists have been enquired regarding their visit to Jammu, viz., how they came to know about Jammu, what prompted them to visit the place, whether they learned about the traditions and rituals of Jammu and were Jammu people aware of their rich heritage? Besides tourists were also enquired of tourism facilities, infrastructure, grievance redressal procedures, promotion strategies and preservation and conservation of heritage.

Beside improvements made in the questionnaire on the basis of the suggestions by the experts as well as the respondents, self-observations, etc., findings of the pilot study facilitated the finalisation of the domain and data collection form.

## RESPONDENT PROFILE

**Table 3.1: Respondent Profile**

<b>RESPONDENT PROFILE</b>		<b>NUMBER</b>	<b>PERCENTAGE</b>
<b>GENDER</b>	Female	10	29
	Male	25	71
<b>AGE</b>	Below Average	19	54
	Average (44 years)	-	-
	Above Average	16	46
<b>EDUCATIONAL STATUS</b>	Up to 10 <sup>th</sup>	12	34
	Graduate	11	31
	Post-Graduate and Higher qualification	12	34
<b>RELIGION</b>	<b>Hindu</b>	14	40
	<b>Muslim</b>	3	9
	<b>Sikh</b>	3	9
	<b>Christian</b>	7	20
	<b>Others</b>	8	22

Since the sample selection has been made on random basis, it suffers from drawback of the equal representation from every stratum of the population (Huang, 2012).

Respondents have been categorized on the basis of educational status, age, gender, religion, marital status and monthly income. (Table 3.1).

### **3.7 RELIABILITY**

Reliability is meant to ascertain the properties meant for the measurement in terms of scale of the instruments. It provides the information about a number of commonly used measures of scale. It is meant to verify the causes that give similar results for similar inputs. Alpha (Cronbach or coefficient) was used for calculating reliability after initial pre testing of items in the questionnaire. It is based on inter correlation. It analyses the coded data and errors should be un related between the items. It stands for vicariate normal distribution(Cuccia et al,2011).The overall Cronbach Alpha value for the instrument was (.98 ) for 32 instruments .Items were subjected to ascertain the alpha values of various items that included awareness about the heritage and infrastructural facilities besides the heritage preservation issues(Koc et al,2015).

### **3.8 RESEARCH TECHNIQUES**

#### **FACTOR ANALYSIS**

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 (Poria et al, 2014).

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 (Pansiri,2009). 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(Song et al, 2012).

## **ANOVA**

In order to measure the Heritage Tourism In Jammu, the respondents were divided into groups on the basis of their educational qualification, gender, age, religion, marital Status and monthly income(Biber,2015). 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 (1, 216) = 0.005, p > 0.05]

### **3.9 STUDY AREA & SAMPLE SIZE**

Study area includes the Jammu region of the state of Jammu and Kashmir. It includes all the districts of Jammu region in terms of heritage asset availability and viability of promoting heritage tourism in terms of preservation .The sample population of the survey consisted of the tourists who visited Jammu region and the tourism officials who are authorized to implement the facilities to the tourists(Huang,2012).Respondents were approached and informed about the intent of the survey and told to give their inputs as per their understanding of the heritage issues in terms of Jammu region. A sample of 300 respondents was completed (Mundine,2012).

Factor analysis was conducted to create correlated variable composites from the original attributes .Using factor analysis ( 32 ) attributes were analyzed. These factors were related to overalls satisfaction. The multiple regression analysis revealed that there was a significant relationship between heritage assets and the preservation and conservation issues in terms of market viability(Dann et a,1988).

### **3.10 PRIMARY DATA COLLECTION**

As mentioned Primary data was collected from the questionnaires meant for tourists and officials. Tourists visiting Jammu were asked to fill the questionnaires and provide the necessary inputs regarding the heritage issues enumerated in the objectives of the study and subjected to scrutiny through the survey. Besides the Tourism officials serving in the various organizations like Department of Tourism and JKTDC were approached to provide the inputs in terms of heritage issues.

The respondents were found to enthusiastic in terms of tourism motivation but lacked the proper information about the assets of the regions overall heritage. 300 respondents approached during the survey revealed that the tourists will be overjoyed to have more tourism facilities in terms of heritage but lacked the information about the resources (George, 2006).

### **3.11 LIMITATIONS OF THE STUDY**

Research is the process of learning and every process of learning has inherent in it the limitations. These arise due to the peculiarities of the topic and the methods followed during the process and personal motivations of the researcher also have an impact on the work. Availability of resources and financial constraints to procure various amenities for the study besides the challenges of the research topic has an impact on the study. Humans are not absolute and are the evolving beings. To err is human. Thus research studies have the tendency of limitations due to various aspects. The limitations of the study are:

- Absence of professional heritage consultants in the state; who could have given more insight into the aspects of heritage and conservation.
- Lack of sensitization among the tourists about heritage and culture of Jammu in terms of preservation and conservation posed the challenges of various types while collecting the data. It was time consuming to explain the contents of the questionnaire to the tourists. In most cases tourist declined to give responses as their prime motivation to be in Jammu was pilgrimage

- Researcher also wanted to collect the data from the officials but was discouraged by the bureaucratic hassles and lack of heritage sensitization among the officials of the Tourism related Departments.
- Most of the observations made for the study were based on personal experience of having worked with the heritage conservation organization. It may have infused bias at some level.
- Sample size could have been increased but the tourist interest groups are not motivated by Jammu's heritage.
- The study is based on the response level of the tourists and the level of their knowledge and as such it may impact the findings of the study
- Keeping in view the vast topography of the Jammu region and the remote location, certain historical places having heritage significance may have been left out.
- Paucity of similar studies on the heritage marketing strategies of the region posed a serious challenge.
- A considerable sample devoted to the professionals of the ASI could have contributed more to the study as it is the only centrally resourceful organization working in the field of heritage restoration in the state of Jammu and Kashmir and has considerable presence in Jammu region at various sites of heritage importance.
- Bias may have crept in as at some places the questionnaire had to be read out to the tourists.
- Lack of official data on the heritage sites and the heritage policy of the state may have impact on the findings of the study.
- Integrating the conservation principles and tourism may have created the bias for one segment, out of the two in terms of priority.

- Heritage is both tangible and intangible. While conducting the study fine line of distinction between the two may have made an impact on the study.

### **3.12 FUTURE SCOPE OF THE STUDY**

The findings of the study and the process adopted in terms of the title of the study provide an ample scope to the future researchers to delve deep into the heritage conservation and preservation issues being faced by the Jammu region of the state. As there is no such policy framework on ground that has been implemented in spite of the presence of the Jammu and Kashmir Heritage Preservation and Conservation Act,2010.It is yet to be implemented and given teeth to be operative. The lack of political will and the absence of vision on the part of the policy makers to rescue the shared heritage of Jammu region for posterity is an impediment. Besides the development of regional fault lines have contributed a lot towards the biased heritage interpretation. ICOMOS and UNESCO have repeatedly defined heritage as shared heritage of humankind. It is a matter of time when this sense infused by these organizations will prevail upon the policy makers. Till then challenges to heritage of all forms in the state of Jammu and Kashmir in general and Jammu region in particular will grow exponentially as the ground reality is alarming.

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