"Promoting Jammu as a sustainable heritage tourism destination"

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ABSTRACT

Sustainable Tourism Development as a long term approach aims to balance social and economic objectives with environmentally sound management (Chauhan 2012).A successful tourism development depends greatly on excellent cooperation and communication between all stakeholders involved in the tourism activity which makes tourism a complex social system. The stakeholders in tourism destination are: local residents, local companies, media, employees, government, competitors, tourists, business associations, activists and tourism developers (Uran&Juvan, 2010).

The support of tourism stakeholders is essential for the development, successful operation and long-term sustainability of tourism. Tourism stakeholders include many different types of groups depending on geographic base of the area. Stakeholders play an important role in promoting tourism as an economic opportunity, and market integration thereby enabling destination to assess their success comparative to that of their competitors. Stakeholders motivate tourism industry in the state to practice sustainable tourism and have awareness of the negative impacts that cause negligence to environment. It is found that not many people are willingly participating in community development programme because of less involvement by the government. To encourage community participation in tourism development planning at any destination, it is important to identify and minimize the cultural barriers.

The study deals with the identification of one of the barriers to community participation which exists in a tourist destination in Jammu region. For this purpose, a questionnaire was designed, which covers all the cultural barriers of community participation as identified by Tosun (2000). Data was collected from the local residents of Jammu by conducting personal interviews with them. Results of this study depict that barriers to community participation exists at the destination. The paper also highlights the implication of these barriers and suggests ways to minimize them.

KEY WORDS: *Sustainable tourism, Stakeholders, Market Integration, Local Communities, Cultural barriers.*

I.   INTRODUCTION

HERITAGE

Heritage means something that has been inherited from the past and which can be passed on to future generations. Heritage contributes to humankind.

Heritage attracts tourists which can bring economic benefits to a country. However, they are also the important contributors towards human knowledge by telling about our past heritage, such as, archaeological sites, historic town center, religion, structures, rituals, festivals, etc., provides knowledge about our history, our values and our technological and artistic excellence .Heritage is not just about something that happened in past. It like our past with our present by showing as what we have achieved in the past and how we have become what we are today.

TOURISM

Tourism is leisure activity, a distinctive contrast with work (Jon urry,1990). Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.

HERITAGE TOURISM

"Heritage tourism is travel directed toward experiencing the heritage of a city, region, state or country. This travel enables the tourist to learn about, and be surrounded by, local customs, traditions, history and culture."

HISTORY OF JAMMU:

The name jammu (also known as heaven on earth) is derived from its ruler who founded it. Raja jambulochan founded this city and named it Jambupora which later changed to Jammu. Many historians and locals believe that Jammu was founded by Raja Jambu Lochan in the 14th century BC. During one of his hunting campaigns, he reached the tawi river where he saw a goat and a lion drinking water at the same place. Having satisfied their thirst, the animals went their own ways. The Raja was amazed, abandoned the idea of hunting and returned to his companions. Recounting what he had seen, he exclaimed that this place, where a lion and a lamb could drink water side by side, was a place of peace and tranquility. The Raja commanded that a palace be built at this place and a city was founded around it. This city became known as jambu-nagar, which then later changed into Jammu.

HERITAGE SITES OF JAMMU

Bahu Fort:

Situated on a rock face on the left bank of the river Tawi, this is perhaps the oldest fort and edifice in the city of Jammu. Constructed originally by Raja Bahulochan over 3,000 years ago, the existing Fort was more recently improved and built by Dogra rulers.

Location: 5-km From Jammu City,   Jammu Region, J&K
Originally Constructed By : Raja Bahulochan
Present Fort Was Constructed By : Dogra Rulers
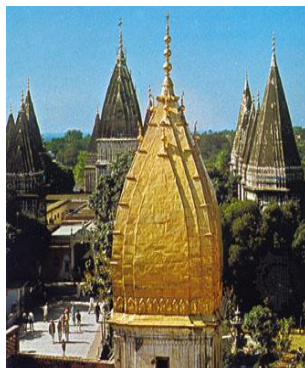
Dogra Art Museum

Situated in the Pink Hall of Mubarak Mandi complex, the museum has on its display about 800 rare and exquisite paintings from different schools of paintings such as Basoli, Jammu and Kangra. It houses a gold plated bow and arrow belonging to Mughal emperor Shah Jehan and a number of carpentry tools that are also an important section of the museum. There are hand written manuscripts of Shahnama and Sikendernama, written in Persian, housed here along with a stone plate on which Takri script has been inscribed.

A Dogra Heritage

The Complex has a history, which is 150 years old. It was royal residence of Dogra Kings. The location was carefully selected for having a commanding view of river Tawi on one side and the city on other side. The palaces are built as a group of buildings around a courtyard.

The complex has halls and Galleries, which were once used for official functions and ceremonies. As the time passed the need was felt to have separate buildings to house full-fledged Royal Secretariat. These buildings were constructed around a garden cum courtyard, which ultimately became the venue for important events for Royal audience for common man.

RAGUNATH TEMPLE

The city of Jammu is also known as the City of Temples. This is an appropriate nickname, as some of the most popular Hindu shrines in India are in this area. Among the most renowned temples is the Raghunath Temple. Built between 1835 and 1860, this temple is right in the heart of Jammu city and is surrounded by other temples. Among its most notable features is the main temple, where three sides of its interior are covered with Gold sheeting.

AMAR MAHAL

While exploring the city of Jammu, the Amar Mahal Palace is a beautiful place to stop. Situated on the banks of the Tawi River, this former palace has been converted into a museum, and the exhibits are fascinating. Many are art exhibits, and among the main highlights is the golden sofa that was used by Dogra rulers. Also of interest when it comes to the Amar Mahal Palace are its architectural attributes. Completed in the 1890s, the building wouldn't look out of place in France—it was designed by a French architect and is largely based on the French Chateau style.

RESEARCH PROBLEM:
People are not willingly participating in community development programme to promote tourism in the state due to lot of reason. Also because of less involvement by the government. To encourage community participation in tourism development planning at any destination, it is important to identify and minimize the cultural barriers. The study tries to deal with the identification of one of the barriers to community participation which exists in a tourist destination in Jammu region.

OBJECTIVE OF THE STUDY
a)   To identify the relationship between heritage destination attributes and the satisfaction of tourists who visit heritage destinations.
To investigate destination attributes and tourists' overall satisfaction.

II.   RESEARCH METHODLOGY

The purpose of this chapter is to describe the methodology used to achieve the research objectives of this study. This section discusses the study area, the selection of the sample, the collection of data, and data analysis procedures. The study attempted to investigate which attributes satisfy tourists who visited   heritage destinations and to identify the relationship between destination attributes. The research area for this study was historical sites of Jammu.

Heritage Destination Attributes

The study attempts to identify heritage destination attributes which satisfy tourists when they visit these destinations. Therefore, after investigating previous research related to this topic, it was decided to select several attributes of heritage destination.

Tourists' Satisfaction

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). Several researchers have studied customer satisfaction and provided theories about tourism (Bramwell, 1998; Bowen, 2001). For example, Parasiraman, Zeithaml, and Berry's (1985) expectation-perception gap model, Oliver's expectancy–disconfirmation theory (Pizam and Milman, 1993), Sirgy's congruity model (Sirgy, 1984 ; Chon and Olsen, 1991), and the performance – only model.(Pizam, Neumann, and Reichel, 1978) have been used to used to measure tourist satisfaction with specific tourism destinations. In particular, expectancy-disconfirmation has received the widest acceptance among these theories because it is broadly applicable. Pizam and Milman (1993) utilized Oliver's (1980) expectancy-disconfirmation model to improve the predictive power of travelers' satisfaction. They introduced the basic dynamic nature of the disconfirmation model into hospitality research, while testing part of the original model in a modified form. In order to assess the causal relationship between two different disconfirmation methods, they employed a regression model with a single "expectation – met" measure as the dependent variable.

Some studies on customer satisfaction are also notable in tourism behavior research. For example, Pizam, Neumann and Reichel (1978) investigated the factor structure of tourists' satisfaction with their destination areas. The authors showed eight distinguishable dimensions of tourist satisfaction.

Barsky and Labagh (1992) introduced the expectancy – disconfirmation paradigm into lodging research. Basically, the proposed model in these studies was that customer satisfaction was the function of disconfirmation, measured by nine "expectations met" factors that were weighted by attribute – specific importance. The model was tested with data collected from 100 random subjects via guest comment cards. As a result, customer satisfaction was found to be correlated with a customer's willingness to return. Chon and Olsen (1991) discovered a goodness of fit correlation between tourists' expectations about their destination, and tourists' satisfaction. Then, after tourists have bought the travel service and products, if the evaluation of their experience of the travel product is better than their expectations, they will be satisfied with their travel experience. Furthermore, Chon and Olsen (1991) provided an intensive literature review of tourist satisfaction. One thing to be noted, however, is that although the posited social cognition theory offers an alternative way of explaining satisfaction processes, its methodological mechanism is analogous to that of expectancy– disconfirmation theory. In other words, the concepts of congruity and incongruity can be interpreted similarly to the concepts of confirmation and disconfirmation, both of which can result in either positive or negative directions.

Relationship between Destination Attributes and Tourists' Satisfaction

There is a need to investigate the relationship between destination attributes and tourists' satisfaction from the tourist's perspective in order to gain an in-dept understanding of tourists' attitudes and behavior after they visit heritage site. Tourists express satisfaction or dissatisfaction after they buy tourism products and services (Fornell, 1992). If tourists are satisfied with the products, then they will have the motivation to buy them again or they will recommend them to their friends

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STUDY FRAMEWORK

The study sought to identify the relationships between the destination attributes and tourists' satisfaction, in order to analyze the differences in the attributes, and to investigate destination attributes and tourists' overall satisfaction

Heritage destination attributes:
Monument, historical buildings, culture villages, museums, galleries, traditional scenery, architecture, handicrafts, , festivals/events, cuisine, , information centers, expensiveness, environment, indoor facilities, accessibility, accommodations, tour packages, guides., maintenance and style.

STUDY DESIGN
Sample :
The sample population for this research was composed of tourists who visited historical sites of Jammu .The survey was conducted over a 5-days at five different places that are frequently visited in Jammu. Distribution of questionnaires was carried out only during the daytime from 2 P.M. to 4 P.M. Respondents were approached and informed about the purpose of the survey in advance before they were given the questionnaire and were asked if they would participate in the survey. Data were collected at five different places, including parking lots of historical sites.

Variables :
The study analyzed which heritage destination attributes were important in satisfying tourists who visited heritage destinations, and identified the relationship of satisfaction to tourists' characteristics. To develop an instrument for this study, previous literature was examined to identify instruments used with studies having similar objectives. A preliminary questionnaire was developed based upon previous instrumentation developed by Kozak&Rimmington(2000), Heung & Cheng (2000),and Joppe, Martin & Waalen (2001).

The questionnaire used in this study consisted of two sections. The first section explored destination attributes affecting tourists' expectations, perceptions, and satisfaction levels in relation to a cultural/heritage destination. Respondents were requested to give a score to each of the 20 attributes on the levels of expectations and satisfactions separately using a 5-point Liker-type scale ranging from completely disagree (1),disagree (2), moderate (3) ,agree(4) ,completely agree (5)

IV. DATA ANALYSIS

Results indicated that tourists were satisfied with "museum," "traditional scenery," "handicraft," "information centers. The respondents' satisfactions with these 4 attributes were positively disconfirmed with their expectations, which led to satisfaction in relation to those attributes

Results indicated that tourists were dissatisfied with "toilet facility," "indoor facilities," "accessibility and "maintenance. This indicated that respondents' satisfactions in relation to those attributes were negatively disconfirmed with their expectations, which resulted in dissatisfaction.

V. RECOMMENDATIONS

Based upon the results of this study, several recommendations can be made to increase tourists' satisfaction with the historical sites in Jammu.

The results of the study revealed that even if four factors (museum, traditional scenery, handicraft and information centers. have a significant relationship with the overall satisfaction of tourists, Heritage Attraction were more important factors that influenced overall tourist satisfaction. This finding can be useful to the planners and marketers of heritage tourism in formulating strategies to maintain or enhance their competitiveness. In other words, they should focus more on maintaining or improving.

Factors that contribute to the overall satisfaction of tourists like the content of brochures and Web-sites about the Jammu heritage attractions should reflect such features as handicrafts, architectures, traditional scenery, and arts as part of the Heritage Attractions, and museums, galleries, cultural villages, historical buildings, and monuments as part of Culture Attractions. In addition, tourism managers and marketers should provide quality service with their General Tour Attractions such as special events, tour packages, and food, and Maintenance Factors such as ease of accessibility, information centers, and accommodations. Thus, this study helps to identify the importance of heritage destination factors as perceived by the tourists who visit Jammu and promote Jammu as sustainable heritage tourism destination.

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