

“Interactive Session on the ‘Importance of Preservation And Conservation of Heritage”

On 28 March, 2016, the Department of Tourism and Travel Management, Central University of Jammu was privileged by the presence of the convener of INTACH, Jammu Chapter, Mr. S.M. Sahni. He was here to interact with the students, scholars and faculty members of the Department and deliver a lecture on the **‘IMPORTANCE OF PRESERVATION AND CONSERVATION OF HERITAGE’**. This special lecture was conceptualized and organized under the guidance of Prof. Ashok Aima, Vice Chancellor, Central University of Jammu.

He emphasized on promoting and marketing of various important heritage sites of Jammu adjacent districts and considered the students of tourism as an important link to do so. He encouraged the students not only to visit and market the tangible heritage sites but also to revive the dying arts and crafts of the region. He further appreciated the B.Voc students for their efforts put on the workshop conducted in collaboration with INTACH in the Jak village where the students went as the volunteers and had put up a great show. He also talked about the hierarchy system of the tourism industry in India and appraised the house about the management and administration of INTACH as a body to preserve the cultural heritage in India and in Jammu in particular. He also shared his experience of working in the Shri Mata Vaishno Devi Shrine Board and its management policies. He further listed out the ways the religious tourists are managed in the shrine and also shared the ideas to make the tourists stay in Jammu for a longer duration by creating religious and heritage circuits.

Dr. Gaurav Sehgal, Head, Department of Tourism and Travel Management presented the memento to Mr. Sahni and the formal Vote of Thanks was delivered by Dr. Amit Gangotia.