
Rafiq Ahmad

Senior Lecturer & Head
Culture and Tourism studies
Degree College Sopore
University of Kashmir
193201-Kashmir, India

EDUCATION

June 2008: Management Development Institute, Gurgaon (MDI) & Jamia Hamdard University, New Delhi, India

Ph.D, Dissertation: "Bourdieu's Habitus and sociology of 'third world' tourism consumption."

This study examined one of the least debated questions in the sociology of 'third world' cultural production/consumption in the form of tourism to the 'third-world': Can Bourdieu's analytical paradigm offer an effective empirical approach to understanding the production and consumption of 'third-world' tourism? The study explored the possibility of developing a theory of habitus-based tourism consumption patterns, and sought to investigate the relationship between habitus, capital, field and consumption patterns in the 'third-world' tourism.

Jan, 2000: Aligarh Muslim University (AMU), Aligarh, India

M.T.A: Master of Tourism Administration.

Thesis: "Rejuvenating cultural tourism in Kashmir"

This study focused on exploring the possibilities of reviving cultural tourism in the conflict-ridden Kashmir region, where the insurgence of armed resistance against Indian rule since 1990 served a death knell to the tourism.

PROFESSIONAL EXPERIENCE

March 2013 - July 2013: MRTE, University of Cergy-Pontoise; Worked as the visiting scholar on the international project on the Great War heritage. Primarily focused on British Indian colonial troops and Chinese workers deployed on the western front during WWI my study sought to explore contestant claims to and transnational practices of memorialization and identity construction within a post-colonial, globalizing world order with particular focus on Indian, South-African and Chinese memorials. This work was greatly enriched by on-the-field ethnographic studies among local populations around the memorial sites and my studies on the archives in BNF and the Flanders Field Museum, Ypres, Belgium. I further undertook the study of Musee Guimet collections of Gandhara art, and the archives of exhibitions, missions and events held on this art in other European and American museums.

**August 2013 to present: Degree College Sopore, Kashmir, Department of Tourism Studies
Co-ordinator & Head**

Course load of three classes six days a week

Teaching research methodologies in social sciences
Advise 30 students of the graduate programme on research project in cultural tourism

2002 to August 2013: Amar Singh College, Srinagar, Department of Travel & Tourism Mgt. Senior Lecturer & Head of the Department.

Course load of four to six classes six days a week.

Teach in the areas of cultural studies and tourism.

Advise 25-30 students on ethnographic studies in tourism and project development.

Presently member of the Board of Undergraduate Studies in Tourism, University of Kashmir

2005-2007: Jamia Hamdard University, New Delhi, Department of Management Studies.

Guest lecturer: Course load of three to four classes per week.

Teaching in areas of cross-cultural issues.

SCIENTIFIC ACTIVITIES

- **Specializations and interests**

Heritage, Memory and identity: Working in the area of translational appropriation and circulation of heritage and memory within a post-colonial world order.

Cultural studies and power relations: Focussed on postcolonial narratives of tourism, identity and nation, both meta as well as micro narratives are examined to study politics of domination, resistance through art, culture and heritage appropriations.

Sociological theory of taste in the 'third-world' tourism: In part inspired by Bourdieu's sociology of taste I explore the socio-psychological realms of taste in tourism consumption, particularly in the third-world tourism settings

Art, Heritage and Tourism in conflict zones: The politics of national building and identity construction through regimes of memory and heritage tourism is explored

Orientalist imaginaries of Tourism: The western representations of place and people in the Eastern regions is explored

Methodological approach:

My research work is in part inspired by a Bourdieusean methodological paradigm which emphasises upon the "participant objectivities." In line with historiographical turn in cultural studies my research methodology triangulates 'critical ethnography', through both quantitative and qualitative techniques, with archival research and discourse analysis, using an interdisciplinary approach at micro, meso and macro scales. Some of my research has been carried out through postcolonial and neo-colonial approaches.

- **Work in Progress: Historical cum Ethno-graphic Field Research**

For the last four years, I have been conducting ethnographic field studies coupled with archival research on material and visual culture, cultural tourism, memory and the politics of identity constructions in the conflict-ridden Kashmir region between India and Pakistan. With a partial funding from my institution under departmental funds allocation, three major survey studies have been conducted so far and a fresh study is presently undergoing.

Exhuming the ‘Graeco-Roman’ elements in the ancient ‘Kashmirian’ material culture:

This historiographic cum ethnographic study seeks to examine and analyse the discourse on the ‘Greco-Buddhist’ influences in the ancient archaeological heritage of Kashmir, what is considered to be a part of the “Greater Gandhara”- the large cultural sphere that includes parts of Afghanistan, Kashmir, and the Swat valley, as well as the Peshawar basin. By conducting a case study of the ancient Greco-Buddhist archaeological sites of Kashmir in Martand, Awantipora and Harwan, and the Bhuddist art collections at the SPS museum in Srinagar, this study highlights the ‘Indianisation’ of the knowledge on the material and cultural history of ancient Kashmir. The study seeks to argue that such a (re) appropriation of the ancient art, by reinterpreting its ‘Greco-Buddhist’ connection as influences of the Gupta period, is a cognitive political practice directed towards the re-territorialisation of Kashmir as a geography contiguous to Indian geo-cultural history rather than a central-Asian cultural milieu which the ‘Greco-Buddhist’ connection seems to indicate.

Cultural Immobility, Tourism and conflict along the Line of Control in Kashmir

In the July-August 2011, I conducted a month-long ethnographic study of *Dardistan* region in Kashmir region that is divided between India and Pakistan, seeking an anthropological investigation into the interactions between place, people, power and identities concomitant with the historical transition of a cultural geography from a pre-modern mobile culture that formed a part of the ancient Silk Route, through its six decades of isolation and confinement in the modern history, to its recent re-opening to the outside World as a new cultural tourism destination in Kashmir. Known as *Dardistan* in the colonial British era, it formed a distinct ethnic, geographic culture that extended from northern Afghanistan to Tibet at the northern edges of Kashmir valley. A deeply militarized region which inhabits about Thirty one Thousand inhabitants, with almost Twenty One Thousand Indian Armed Forces this study investigates the impact of both geographic and political isolation of this cultural tribe on the life, economy, heritage and identity of the Dard-Shin tribes living in this region.

Memory, belonging and Pilgrimage of the exiles

In May 2012 a field survey of pilgrims at recently re-opened, once much frequented, ancient pilgrimage sites in Kashmir, Amarnath, Khirbhawani and Gangabal, was conducted to investigate the confluence of memory, place and identity among the migrant Kashmiri Hindu community, who are living in exile in various Indian cities since the political uprising in Kashmir against Indian rule that started in 1990. For the last couple of years these exiled natives have been returning along with their children, albeit temporarily, to their ‘homeland’ and its sites as *pilgrims*

– making these sites and their *pilgrimage* a primordial sign of origin for children, but also a nightmare site for adults.

Mughal Heritage, Memories of Heritage, War and identity

In the year June-July 2012, yet another ethnographic field study was conducted in the north-western region of Kashmir state that has historically witnessed the first Mughal conquest of Kashmir in 1586, two full scale wars – 1947, 1965 – between India and Pakistan, the first rebellion against Indian occupation, and the long armed uprising against Indian rule from 1999 – 2010. This study sought to investigate and explore the link between memory, heritage and its anchorage in place and the remembering of the horrors of wars and political conflict that people of this region have witnessed. From its historical importance as the region through which the historic Mughal Route passed since its construction in 1586 until 1947, which included almost 300 years of construction of the Mughal heritage along the route, when the route was closed due to partition. For the last three years the route has been opened for the promotion of heritage tourism. The study seeks to examine how the memories of war and Mughal heritage inform the perception of self and place among the Mughal and non-Mughal communities of the region.

Shrine, Paradise and ‘Kashmiriyat’: Two Sites and a Myth

This study combines historical research together with ethnographic field study to examine the relationship between religion, history and the narratives of self and nation in the backdrop of a political conflict that has rendered Kashmir as the most dangerous conflict zone in South Asia. The proposed project seeks to break with the dominant scholarly tradition in Kashmir studies, which treats *Kashmiriyat* (Kashmiriness) as a composite cultural ethos. Seeking to expose its implicit exploitative structure I argue that the ‘invented traditions’ primarily in the form of *Kashmiriyat*, Kashmir as ‘garden of saints’, and Kashmir as ‘paradise on earth’, through their sustained interactions with history, place, and memory (re)produced ‘sites of nostalgia’ and ‘nostalgia of sites’ and ensured subordination of the majority of Kashmiris. I re-visit several key works in Sanskrit, Kashmiri, Farsi and Urdu, combining archival research with ethnographic fieldwork. I examine how nationalist discourses on indigenous mysticism and tourism in Kashmir have drowned out self-assertions of Kashmiri Muslims and prevented their evolving into a distinct Kashmiri Muslim identity. I further excavate the drowned out narratives of Kashmiri self-assertion that challenge Indian nationalist imagination.

- **Professional service and involvement**

Memberships

Founding Member Working Group on <i>Memory Studies in Tourism</i>	2014
Member CNRS-IHMC Research Group on Heritage and Transnational History	2013
International Sociological Association (ISA)	2009 to present
Connected to UC Berkeley Tourism Studies Working Group (TSWG)	2010 to present
Board of Undergraduate Studies in Tourism, University of Kashmir	2011 to present

Expertise

Peer Reviewer, <i>Annals of Tourism Research</i> (Elsevier international journal)	2010 to present
Peer Reviewer, <i>Tourism Management</i> (Elsevier international journal)	2010 to present

Organisation of Seminars and Conferences

Co-organised with Anne Hertzog the international Conference: “*Remembering in a globalizing world: Play and interplay of Tourism, Memory and Place*”, September 8-10, 2014,

At Le Chambon sur Lignon, France

in partnership between

University of Cergy-Pontoise, Kashmir University and Sorbonne Paris 1

Visiting Fellowships

Cergy-Pontoise University : 2013 (4 months)

Cergy-Pontoise University : 2014 (2 months)

PUBLICATIONS

Recent Refereed International Journal Articles

Ahmad, Rafiq. 2012 “Working with Pierre Bourdieu in the tourism field: making a case for ‘third world’ tourism”, *Cultural Studies*, DOI:10.1080/09502386.2012.707222.

Ahmad, Rafiq. 2012 “Habitus, Capital and Patterns of Taste in Tourism Consumption: a Study of Western Tourism Consumers in India”, *Journal of Hospitality and Tourism Research*, DOI: 10.1177/1096348012461550.

Ahmad, Rafiq. 2011. “Orientalist imaginaries of travels in Kashmir: Western representations of the place and people”. *Journal of Tourism and Cultural Change*, 9:3, 167-182.

Journal Papers under Peer Review

Ahmad Rafiq & Hertzog, Anne. 2014. “Examining (post)colonial responses to decontextualization of Gandhara art in European museums: A research proposal.” Research note and commentary submitted to *Theory, Culture & Society*.

Ahmad Rafiq & Hertzog, Anne. 2014. "Itineraries of the Great War and rise of the local memory on the Western Front." Submitted to *Memory Studies*

Ahmad, Rafiq & Hertzog, Anne. 2013. “The ‘Indian’ Memorial at Neuve-Chapelle: Construction of a postcolonial nation from the dead of the colony”. Resubmitted modified version to the *Journal of Imperial and Post-Colonial Historical Studies*

Ahmad, Rafiq & Hertzog, Anne. 2013.” Exotic, historic and symbolic: Shifting values of a sensitive heritage of the Great War in the north of France. The case of Chinese labourers’ cemetery in Somme, Picardie, France.” Resubmitted to the international journal *War in History*

INTERNATIONAL CONFERENCES

Forthcoming, 2014: "The postcolonial Responses to Colonial Memories of WWI: A Case for Chinese and Indian Diasporas in Western Europe." To be presented at the international conference, The Legacy of World War 1, November 14-15, Philadelphia, USA. ACCEPTED.

2014: "Tourism, nostalgia for 'Kashmir', and the rupture in the image: Reflections on subaltern on subaltern resilience." Presented at the international conference, Remembering in a Globalizing World: The Play and Interplay of Tourism, Memory and Place." Le Chambon, France, 8-10 September, 2014

2014: "Re-evaluating, from a transnational perspective, the comparative appropriations of the exhibitions on the art of Gandhara from Asia Society (USA), British Museum (UK) and Guimet Museum France"); presented at the CNRS-IHMC atelier III, "Passeurs, intermédiaires : qui sont-ils ? que font-ils précisément", held at ENS, Paris, 07 March 2014.

2013: "Tourism and making of the 'neocolonial anthropos': Embodying neocolonial habitus amid resistance and tourism in Indian Kashmir". Presented at the SOAS, University of London, Critical Tourism Studies international conference, Sarajevo, Bosnia and Herzegovina, 25-28 June 2013.

2013: "The politics of sustainability in urban development: an elitist vision of Srinagar as a green, heritage city in Kashmir". Presented at the international symposium Geography for Sustainable Development, Timisora, Romania, 17-18 May, 2013.

2013: "Promoting heritage tourism, erasing heritage along the historic *Mughal* Route in Jammu and Kashmir: The *ambivalence* within *camouflage*." Presented at the Visiting Pasts, Developing Futures - International Conference, Taipei, Taiwan, 5 – 9 April 2013.

2012: "From a tributary to a mobile culture to an enclave culture: (Im) mobilities of place, people and culture along Line of Control (LoC) in Dardistan, Kashmir". Presented at the Moving boundaries in mobilities research, international conference by the University of Cagliari in collaboration with the Cosmobilities Network, Sardinia, Italy, 5-7 July 2012.

2012: "Re-inventing *tradition*, restoring *history* in Kashmir: Reclaiming the touristic *paradise* from its people". Presented at the Regimes of Value in Tourism: Concepts, Politics and Practices TOCOCU 2nd Biannual Conference Sion, Switzerland, 2-4 July 2012.

2012 : "Tourism education and transformative social justice learning in oppressed societies: Voices from Kashmir". Presented at the TEFI 6 international conference on Transformational Leadership for Tourism Education, Bocconi University, Milan, Italy, June 28-30, 2012.

2012 : "Sites of Nostalgia and Nostalgia of Sites: Between conquering and shattering of the touristic *paradise* of Kashmir". International Colloquium on Tourist and Cultural Itineraries: From Memory to Development, June 13th to 15th, 2012, Québec, Canada

2011: "Framing Oriental Romance in Kashmir: Photography, Tourism and Fantasies of Kashmir". Presented at the 2011 Royal Geographical Society – Institute of British Geographers Annual Conference, London, United Kingdom, 31 August – 2 September 2011.

2011 : “Orientalist Imaginaries of Travels on Kashmir”. Presented in the International Colloquium on Tourism Imaginaries/Imaginaires Touristiques, University of California, Berkeley, 18-20 February 2011.

2010 : "Tourism, Local Communities and Symbolic Violence: Contestations for Domination among Players of Tourism at Pahalgam, Kashmir". Presented at the XVII International Sociological Association (ISA) World Congress of Sociology, Gothenburg, Sweden, 11-17 July, 2010.

2007: “Class Habitus and Corporate Performance: Travel Companies sensitive to distinctions in class habitus show comparatively higher levels of performance”. Presented at the 12th International Colloquium of Asia-Pacific Researchers in Organization Studies, New Delhi, India, 09-12 December 2007.