

DEVELOPMENT OF TOURISM INDUSTRY IN AGRA

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ABSTRACT

Tourism industry can be considered one of the ancient industry of the global platform, with the growth of technology revolutionary changes and science that have been taken area in the field of communication or transportation have contribute massively to development of tourist trade worldwide. National polices or increased economy is also affecting tourism industry positively. India has good and full potential to a major global destination in the future. A city like Agra has all elements or integrants to become a model city of tourism in the state and own country. Agra is a most popular tourism place in India for domestic, national and international tourist become in seven wonders the TAJ MAHAL in the Agra city. Agra city attract tourist for his historical TAJ MAHAL, AGRA FORT, places culture and arts with its slogan “TAJ MAHAL MAAN BADATA HAIN DESH KA, DEVO KI BHOOMI HAIN UTTAR PRADESH. Every second Fournier tourist visiting India travel to Agra city as it is part of golden triangle for tourist visiting India. Agra is easily accessible to other state in the India by Air, Road and Train transportation. Replete one of its kind or world famous scenic beauty, Handicrafts, arts and culture or many more think make a perfect blend for tourist but still there are many aspect which can be done worked upon to facilitate foreign guest new income source for hotel industry. This journal paper analysis the factor of Agra tourism which are very significance for tourist satisfaction. It also attempt to understand impact of this industry on public living here.

Key words: Agra Tourism, Foreign Tourist, Economy, Historical Place.

Introduction

Agra city literally means” CITY OF TAJ” is a city in northern India. It is a most important city in state and India by TAJ MAHAL and many historical places. Agra city comprised TAJ MAHAL, Akbar tomb (SIKANDRA), Fatehpur Sikri, Marium Tomb, Etmauddola and Mehtab Bagh and magnificent Agra Fort as evidence of glorified past. It is a perfect amalgamation of various around worldwide. Agra City is well known for its hospitality service also. Apart from the very well known places here, many beautiful and gorgeous places are yet to be promoted to explore the full complete legacy of this city. As the tourism ministry of India is given open platform to city for coming up with new policies and strategies to accelerate tourism Uttar Pradesh government has drafted or implementation many initiatives to promote tourism.

Review of Literature

1. Aditya Sharma (2015)

Role of Travel and Tourism in Indian Economy.

A study show that tourism added more than Rs 7 trillion of our country economy. It predicted the opportunity of 46 million jobs in our country in tourism sector by the end of 2025. U.K. U.S., Sri Lanka, Russia have been the major contribution of foreign tourist arrival in India, gulf countries China or Japan should be focused to attract more tourist. Himachal Pradesh, Jammu Kashmir and Uttrakhand have been identified main spot of domestic tourism but spite of their exquisite natural terrain and foreign tourist arrival is very few. Strategy toward increasing abroad tourist should be applied with good infrastructure or connectivity development. In this study researcher suggested to FDI limits in various business related with tourism should be growth for opening opportunities of higher investment from private sector.

2. FCCI and MRSS India (2016)

Uttar Pradesh changing perspective.

These reports offer the fact about perspective of tourism industry in Uttar Pradesh by broadcasting about the wide and steamy history or its temples and holy places for inbound tourism capacity. This FCCI and MRSS India report also focus the drawbacks for attracting more visitors on the state. This report also light on the factors which are responsible for the grain and development of tourism in the state and the steps or measure taken by the state government to facilities to tourist.

3. C. Chawla and V. Jain (2017)

Problem and prospect of tourism industry in India with special reference in Uttar Pradesh.

This study reveals the pilgrimage effects of tourism which where unexplored in other research. The study highlights the heritage or cultural value of the state which also attract more tourists from other place for worship and some come to explore different religions. These studies also focus the factors which the tourist faced during their religion reached to places such unavailability of proper road, rail and air transportation means. Also the study reveals the factors of attraction for religious visitors which also provide many opportunities for exploring the pilgrimage of the Uttar Pradesh diversity.

4. B. Sofronov (2018)

The development of the travel and tourism industry in the world.

The researcher say tourism benefit traveler by meeting their material and spiritual wants and need. Its help to reboot the body through rest etc. tourism manifest itself as resources of literate employees. It also enables knowledge exchange between guest and host that is domestic public or visitors. Most countries concentrate their efforts on attracting abroad tourist in order to growth the country foreign reserve earnings, but even after all profits the biggest risk in the travel or tourism at worldwide level are related to terrorism, data sharing and securities.

5. Gantait Singh A. Puri & G. Swami (2018)

Barrier in communication facilities, lack of technical infrastructure, legislation problem, low financial support are some major challenges in path of rural tourism development in India.

Spread of awareness in domestic people conservation of natural education and trains human resource working in industry opening FD or private investment, setting government purpose rule and regulation are required measure to develop rural tourism in India.

6. B. Sharma (2019)

Economy impact of rural tourism in Madhya Pradesh.

International tourism has a building effect on the economy of the state including high of employments, small and medium industries, transports and trade. The Indian government should concentrate developing and promotion abroad tourism. Foreign tourism get fascinated by the important culture of unique area that include variety of cuisine or different style. Tourist place in rural area should be developed in such a way their originality or special does not get harmed. The rural places are quite lucrative in respect of foreign tourist. Rural areas that contain culturally important area should be well connected with cities or should be promoted on global platform to attract most of tourist.

7. R. Kulshrestha and K. Seth, (2020)

The effect of covid-19 on the Indian Tourism Industry.

Outbreak of COVID-19 has deeply impact tourism industry adversely. During lockdown tourist industry went in to freeze income of employ working in tourism industry become nil. Many countries are now entering a new face in fighting the virus or trying to reopen the tourism industry. It is advice that all every sectors factor associate with tourism or parking and travel industry should take to the safety measures or take up more responsible tourism keeping tourist safe and responsible by all means.

Objective of Study

- I. To study the steps taken by Uttar Pradesh government for accelerating growth in tourism industry or analysis of the present trends in Agra tourism industry.
- II. To evaluate weakness of Agra tourism industry.
- III. To examine the positive as well as negative impact of Agra tourism in society.

Research Methodology

This research paper is diagnostics or exploratory in nature research is based on analysis of secondary data about Agra tourism collected from various resources like official website of ministry of tourism, national and international research journal papers, travel and tourism competitiveness index issued by world economy forum, report of UNESCO and government of India etc.

Number of foreign and local tourist visits to Agra has been analyzed.

Initiatives by Uttar Pradesh Government

In present time Agra has made fast strides on tourism front or the Uttar Pradesh tourism development corporation (UPTDC) has also worked to introduce many pro- tourism sectors and areas initiatives that would be instrumental in boosting Agra has a tourism hotspot. In present time the Uttar Pradesh government has been straight focus on renovation or provides high qualities amenities at various historical places spread across the Uttar Pradesh. At the TAJ MAHAL, RED FORT, and FATHEPUR SIKRI such as similar services are being extended.

Apart from Uttar Pradesh government has also taken steps to develop various cultural activities through in the year. They have now drowned a date of events fairs or festival to be organized through the year. A part of this, Uttar Pradesh government has also been focusing to showcase the lesser technology program known festival in the Uttar Pradesh. In addicting (UPTDC) has been also making efforts in provided finance hotels for tourism industry or by running of the luxury trains given would class experience to tourist coming to the Agra Uttar Pradesh.

Government has been also looking straight forward to showcase socio cultural events such as TAJ MAHOTSAV, RAM BARAT and HANDICRAFT excavation other such events that in present time have caught the attention of worldwide community. The Uttar Pradesh government been making effort to develop desert circuit all state. In recent time, luxury tourism trains Place on Wheel, Gatiman Express also goes to all such as the desert regions covering attraction such as the Fatehpur Sikri. The amenities around these attentions are also being made tourist friendly.

The concept of night tourism has gained immense popularity in Agra, to cater such a demand Agra Tourism Development Corporation has partnered with the confederation of Indian industry (CII) and together have launched the night tickets for TAJ Mahal view in moon light.

Apart from all this initiatives earning of visa regime and augmenting tourism infrastructure assurance of quality in services of tourism provided projecting in Uttar Pradesh as a 365 days tourist destination promoting tourism in sustainable manners are some of the policies covered which need to be constantly worked upon to growth or facilities tourism in Agra Uttar Pradesh.

Problems to be Resolved

1. Higher GST are charged to tourism are various stages right from their entire in Agra. Taxes and GST are charged on food providers, Rail, Road transport, Hotel Industry and Air lines transports. This has snowballing impact on the full express. There are fairly high many taxes compared to others countries. This has negative impact on the growth of tourism, de motivate and barrier in growth of economy tourist from visiting Agra. Along with that in most of the historical places there is discriminating pricing for local national and international tourist. This generation a feeling of alienation among the visiting visitors.
2. There is lack of tourist service reception centers in Agra which can provide the basic information about the tourist place. It leads to loss in revenue as tourist visiting Agra do not move to all of destination of tourist attraction.
3. The absence of better local transportation system is a big problem and barrier in the development of tourism in Agra. Most of the public local transportation are in very poor old condition or required immediate attention and action. This is lack of packing around most of the visitor's attraction.
4. Due to continue anti social attacks on tourism place in different parts of the Agra tourist worried about their securities or safety.

Impact of Tourism

This topic impact of tourism has wide scope. Tourism industry of any state and city touch life of every domestic weather directly and indirectly. In Agra too, impact of tourism can be seen in every aspect of social place and society to be it Cultural, Economic and Environmental.

Being an international popular places impact of tourism on people of Agra has both side positive as well as negative.

Positive Impacts

- I. Protection of historical places monuments and others variable artifacts.
- II. Generation of employments in Hotel Industry, tourism and travels, culture and arts and handicrafts etc.
- III. Culture exchange between Agra or tourist coming from other states and countries.
- IV. Earning revenue and foreign exchange.
- V. Development and renovation of hotels, roads and other transportation facilities.

Negative Impacts

- I. Commercialization of bequest arts or culture and fail to respect of social values and lack our image.
- II. Loss of natural landscape through irresponsible tourism.
- III. Acculturation: acculturation statement that when two cultures come into contact for any exchange of ideas, goods will take place that produce varying levels of convergence between the cultures, length of time and through time, that is they become same.

Conclusion

As I can conclude that there is no doubt that Agra tourism industry has significance destination in Indian economy. It is fickle industry subject to tourist whims or forces beyond the industry control it is also exciting growth industry. Analysis of this research provided that Uttar Pradesh government has strategies very clear and aggressively to flourish international tourist. They will certainly give needed flip to people the traffic toward our historical and colorful city. Along with the economy growth Agra city needed to have a keen insight for sustainability of visitors, domestic public, private companies, stakeholders or Uttar Pradesh government to keep the tourist place safe and secure or pure to be enjoyed by public and generation.

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