



A Study to Find Out the Place of Agra City in International Tourism Market

KEYWORDS

Day and Overnight- Visitor, Foreign- Exchange, Length of Stay, Socio-economic Development, Visitor Investment

Dr. Anupama Sharma

Assistant Professor, Maharaja Surajmal Institute, C-4 Janakpuri, New Delhi-58

ABSTRACT Agra is a place which is world famous for its historical site i.e. Taj, a witness of a love story of a famous mughal emperor Shahjahan. Agra is not only making India brand abroad for historical tourism but also has created a place for precious Indian history in world libraries. It is serving as an instrument to attract million of dollars and million of national and international tourist towards India. It is not only contributing to the GDP but also playing a significant role in improving the socio-economic status of the society by generating thousands of employment opportunities for the people in both the organised and unorganised sector. In this present paper an effort has been made to find out the place of Agra city in international tourism market. For this purpose several objectives has been laid down like a) to know about the potential of tourism in Agra city, b) to find out the contribution of Agra tourism industry in socio-economic development of the society, c) to explore the role of government schemes and programmes in improving the infrastructure in order to attract maximum tourist inflow into the Agra city. To measure all above objectives, data and information has been collected through secondary sources including Books, Magazines, Journals, E-Journals, Internet, Reports of WTO, Ministry of Tourism, and World Travel and Tourism Council etc. After analyzing all the facts it can be concluded that tourism industry in Agra city is expanding day by day and contributing a lot towards the economic development of society by providing employment opportunities and huge increase in foreign exchange earning. Though it has some negative sides too but this problem can be eliminated by the joint efforts of government, tourism organizations, media, and of course local communities.

INTRODUCTION

In India, tourism has made significant contribution to the Indian economy by providing an increase in foreign exchange earning, creating more employment opportunities and infrastructure development. It is clear from the tourism statistics that international tourist arrival has increased from 5.11 million in 2009 to 5.58 million with a growth rate of 8.1% in 2010 and foreign exchange earning has increased from US \$11394

million in 2009 to 648.89 billion in 2010. Approximately 705 million domestic tourists have visited different states /UTs of India in 2010. Share of India in world tourist arrival and world tourism receipts is 0.58% and 1.24% respectively. It is also expected that tourism demand will grow at an annual growth rate of 8.8% over the next ten years. The contribution of travel industry in economic growth of India is clearly described in the following table-

**TABLE-1
ESTIMATES AND FORECAST**

India	2011	2011	2012	2022		
	INRbn	% of Total	Growth	INRbn	% of Total	Growth
Direct contribution to GDP	1,689.8	1.9	7.6	3,805.2	1.9	7.7
Total contribution to GDP	5,651.0	6.4	7.3	12,891.2	6.5	7.8
Direct contribution to Employment	24,975	5.0	3.0	30,198	5.1	1.6
Total contribution to Employment	39,352	7.8	2.8	47,911	8.0	1.7
Visitios Exports	801.4	3.8	3.5	1,382.6	2.0	5.2
Domestic Spending	3,703.1	4.2	8.3	8,710.3	4.4	8.1
Leisure Spending	3,335.4	3.8	8.6	7,554.3	3.8	7.6
Business Spending	1,181.3	1.3	4.1	2,562.2	1.3	7.6
Capital Investment	1,253.9	5.1	12.3	2,903.9	4.4	7.5

Source- Report of World Travel and Tourism Council 2011-2012

The total contribution of Travel & Tourism includes its wider impacts on the economy. The indirect contribution includes the GDP and jobs supported by Travel & Tourism investment spending(such as purchase of new aircraft and construction of new hotels),Government collective spending(such as tourism marketing & promotion, aviation, administration, security services etc.) and Domestic purchases of goods and services by the sectors dealing directly with tourists(including purchases of food and cleaning services by hotels, of fuel and catering services by airlines and IT services by travel agents). The total contribution of Travel and Tourism to GDP was INR5,651.0bn in 2011(6.4% of GDP) and is expected to grow by 7.3% to INR 6,062.3bn(6.5% of GDP) IN 2012. It is forecast that it will rise by 7.8%pa to INR12,891.2bn by 2022 (

6.5% of GDP).

Statistics indicate that India is enjoying a regular increase in foreign tourist arrival and foreign tourist receipts. In the month of February 2012 the total foreign tourist arrival was 6.77 lakh, which has increased upto 6.88 lakh in the month of February 2013. In the month of February 2011 it was 6.28 lakh only. There has been a growth of 1.6% in February 2013 over February 2012 as compared to a growth of 7.9% registered in February 2012 over February 2011. Foreign Tourist Arrivals during the period January-February 2013 were 13.87 lakh with a growth of 2.1%, as compared to the FTAs of 13.59 lakh with a growth of 8.7 % during January-February 2012 over the corresponding period of 2011. FEEs during the month

of February 2013 were `10,186 crore as compared to `8,502 crore in February 2012 and `7,653 crore in February 2011. The growth rate in FEEs in rupee terms in February 2013 over February 2012 was 19.8% as compared to 11.1% in February 2012 over February 2011. FEEs from tourism in rupee terms during January-February 2013 were `20,584 crore with a growth of 20.2%, as compared to the FEEs of `17,125 crore with a growth of 27.5 % during January-February 2012 over the corresponding period of 2011. FEE from tourism in terms of US\$ during January-February 2013 were US\$ 3.80 billion with a growth of 11.4%, as compared to US\$ 3.41 billion with a growth of 15.5 % during January-February 2012 over the corresponding period of 2011.

Tourism in India is also one of the fast revenue generating industry and contributing around 5.92% to the National GDP, and providing employment to over 9.24% of the total country's workforce. To promote tourism in India government is introducing various kinds of tax deductions and exemptions to attract foreign investors to invest in tourism sector and also providing various kinds of incentives to persuade them. In its Union-Budget 2010-2011, Government of India has introduced a scheme of tax deduction for the establishment of new, especially 2-Star category hotels in country.

TABLE-2
FOREIGN TOURIST ARRIVALS(FTAS) AND FOREIGN EXCHANGE EARNINGS (FEE) FROM TOURISM IN INDIA DURING DECEMBER 2012 AND COMPARATIVE FIGURES OF 2011 AND 2010
Foreign Tourist Arrivals(Nos)

Month	Foreign Tourist Arrivals(Nos)			Percentage Change	
	2010	2011@	2012@	2011/10	2012/2011
January	5,68,719	6,22,713	6,81,282	9.5%	9.4%
February	5,52,152	6,27,719	6,77,472	13.7%	7.9%
March	5,12,152	5,35,613	6,22,658	4.6%	16.3%
April	3,71,956	4,46,511	4,52,239	20.0%	1.3%
May	3,32,087	3,83,439	3,71,678	15.5%	-3.1%
June	3,84,642	4,05,464	4,32,128	5.4%	6.6%
July	4,66,715	4,75,544	5,24,644	1.9%	10.3%
August	4,22,173	4,28,490	4,55,662	1.5%	6.3%
September	3,69,821	4,17,478	4,14,859	12.9%	-0.6%
October	5,07,093	5,59,641	5,76,382	10.4%	3.0%
November	6,08,178	6,69,767	6,89,613	10.1%	3.0%
December	6,80,004	7,36,843	7,49,701	8.4%	1.7%
Total	57,75,692	63,09,222	66,48,378	9.2%	5.4%
Foreign Exchange Earnings(in Rs.Crore)					
Month	Foreign Exchange Earnings (in Rs. Crore)			Percentage Change	
	2010#	2011#	2012#	2011/10	2012/2011
January	5,593	5,777	8,623	3.3%	49.3%
February	6,646	7,653	8,502	15.2%	11.1%
March	5,507	5,522	7,843	0.3%	42.0%
April	4,518	5,724	6,745	26.7%	17.8%
May	4,358	5,047	5,562	15.8%	10.2%
June	4,751	5,440	6,485	14.5%	19.2%
July	5,444	7,116	8,389	30.7%	17.9%

August	4,620	5,734	7,260	24.1%	26.6%
September	4,678	5,748	6,652	22.9%	15.7%
October	5,219	7,019	8,154	34.5%	16.2%
November	6,516	7,941	9,723	21.9%	22.4%
December	7,039	8,870	10,549	26.0%	18.9%
Total	64,889	77,591	94,487	19.6%	21.8%

@Provisional Estimates # Advance Estimates. Source- Report of Ministry Of tourism 2011-12

Table no. 1 depicts that Foreign tourist arrival and Foreign Exchange Earning is increasing over the years. In the year 2010 the total foreign tourist arrival in India was 57,75,692 lakh which has increased upto 66,48,378 lakh with an annual growth rate of 5.4% over the year 2011-10. The total foreign receipt in the year 2010 was 64,889 crores which has rose upto 94,487 crores with an annual growth rate of 21.8% over the year 2011-10. Thus various segments of tourism industry are playing a vital role in improving the economic well being of the society.

OBJECTIVES:-

- to explore the role of Agra as a historical tourism destination in social and economical development of country.
- to know various problems or challenges faced by national and international tourist while visiting Agra.
- to explore the significance of Taj and other historical monuments of Agra in increasing the foreign exchange and tourist inflow in India.
- to suggest some remedies to overcome the obstacles which may adhere the progress of tourism industry in Agra.

RESEARCH METHODOLOGY:-

Research methodology is partly descriptive, partly exploratory and partly casual. For this study data and information has been collected with the help of Books, Magazines, Newspapers, Research Articles, Research Journals, E-Journals, UN-WTO Report, Report of Ministry of Tourism, Report of World Travel and Tourism Council etc.

TOURISM OPPORTUNITIES IN AGRA

There are various states in India which are offering a lot of tourism potential to the international as well as national tourists. Agra is one of them. Agra is one which is having a recognized place in international tourism map for its historical sites and monuments. There are more than 200 historical buildings in and around Agra which are centers of tourists attraction for both domestic and foreign tourist. Taj Mahal, Agra Fort, Fatehpur Sikri, Itmad-ud-Daulah, Akbar's Tomb (Sikandra), Jama Masjid, Chini ka Rauza, Ram Bagh and Keetham Lake are important. Fatehpur Sikri is also an integral part of this circuit, located at a distance of 37 km from the city which includes Jama Masjid, Tomb of Shaikh Salim Chisti, Palace of Jodha Bai, Birbal Bhawan, Karawan Serai and Hiran Minar, Panch Mahal and Diwan-e-Khas. The profile of tourist visiting Agra-Fatehpur Sikri is different from that of Braj as they comprise tourists of higher income group (domestic) as well as foreign tourists. Generally, foreign tourist comes with structured package tour and has registered more inflow during October-March, where as domestic inflow is more during weekends and special occasions (especially from New Delhi, U.P, M.P and Gujarat). Both the kind of tourists visit selected monuments and do local shopping from selected emporiums that beautifully showcase the local handicraft and artisan work. The presence of local handicrafts, cuisines, and lesser known beautiful sites has an "untapped" potential of holding tourists to a maximum of 2-3 days stay in the circuit.

TABLE-3
ATTRACTIONS AT AGRA MAKING INDIA BRAND ABROAD

PLACE	SITES TO VISIT
AGRA	TĀJ MAHAL Other Monuments within Taj Complex <ul style="list-style-type: none"> • Rauza Saheli • The tomb of Sirhindi Begum • Fatehpuri Masjid • Mumtazabad (Taj Ganj) • I'timād-Ud-Daulah Other attractions <ul style="list-style-type: none"> • Swāmī Bāgh Samādhi • Mankameshwar Temple • Guru ka Tal • Jamā Masjid • Chīnī kā Rauza • Rām Bāgh • Mariam's Tomb • Mehtāb Bāgh • Keetham Lake • Mughal Heritage Walk The Cathedral of the Immaculate Conception
	AGRA FORT Buildings Inside the Fort 1. Jehangir Mahal 2. Jodha Bai's Palace 3. Delhi Gate 4. Amar Singh Gate 5. Akbari Mahal 6. Shah jehani Mahal 7. Khas Mahal 8. Shish Mahal 9. Anguri Bagh 10. Muthamman Burj 11. Mina Masjid 12. Diwan -i-Khas 13. Nagina Masjid 14. Machchhi Bhawan 15. Moti Masjid, Diwan-i- am
	FATEHPŪR SIKRĪ The Main Attractions <ul style="list-style-type: none"> • Diwani-i-Am • Diwani-i-Khas • Jodhabai's Palace • Friday Mosque • Salim Chisti's Mausoleum • Sikandara
SIKANDRA	The Main Attractions Akbar's Tomb

Source-Self Made Table

Agra is visited every year by millions of domestic as well as foreign tourist. The basic reason behind this is its accessibility. Agra is well connected with road transport, rail transport and air transport. Every destination can be approached due to the available local transport. Newly introduced express highway (Delhi to Agra) has been proved as a boon to Agra city. It has reduced the time of motorist to reach Agra. A brief table of available bus stands, railway stations and airport has been displayed to understand the easy access to Agra.

TABLE-4

MODE OF TRANSPORT	
AIRPORT	AGRA AIRPORT- It is about 12.5 km from the city center (Indian Air Force Airport – no scheduled commercial flights). Commercial flights have been started for Khajuraho and Varanasi in December,2012.
RAILWAY STATIONS	<ul style="list-style-type: none"> • <u>AGRA CANTT. RAILWAY STATION</u> • <u>AGRA FORT RAILWAY STATION</u> • <u>RAJA KI MANDI</u> Many trains like <u>Bhopal Shatabdi</u> , <u>Bhopal Express</u> , <u>Malwa Express</u> , <u>Gondwana Express</u> , <u>Jabalpur - Jammuatawi Express</u> , <u>Shreedham Express</u> , <u>Garib Rath</u> , <u>Tamil Nadu Express</u> , <u>Chennai Rajdhni</u> etc. connect Agra with all major Indian cities like New Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Bengaluru, Pune, Bhopal, Indore, Kochi, Gwalior, Jabalpur, Ujjain, Jaipur, Lucknow, Thiruvananthapuram etc.
LOCAL TRANSPORT	<ul style="list-style-type: none"> • Rickshaws and Auto – rickshaws • Tempos • Tanga etc.
BUS STANDS	<ul style="list-style-type: none"> • <u>IDGAH BUS STAND</u>, • TAJ DEPOT, • FORD DEPOT AND • INTER STATE BUS TERMINAL (ISBT), are the major Bus Stands in Agra, connecting it to most of the bigger cities in North India. • Delhi / Noida: Yamuna Expressway- connects the 200 km (124 mi) distance from Delhi to Agra • Delhi: NH2- connects the 200 km (124 mi) distance from Delhi to Agra • Aligarh: National Highway 91- connects the 100 km (62 mi) distance from Aligarh to Agra • Jaipur: National Highway 11- a four lane divided highway, connects Agra with Jaipur via the bird sanctuary town of Bharatpur • National highway 3-From Gwalior a distance of around 120 km (75 mi), takes around 1.5 hours on <u>National highway 3</u>, also known as the Agra – Mumbai Highway • Lucknow / Kanpur NH2- the divided modern highway, continues on to Kanpur (285 km, 5 hours) and from there to points East ending in <u>Kolkata</u>. From Kanpur, NH25 heads for the city of <u>Lucknow</u> (90 km, 2 hours).

Source- Self Made Table

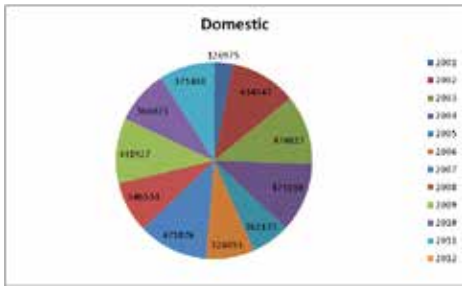
The city of Agra is world famous for Taj Mahal and a million of tourists from all over the world come here every year to savor the different moods of this magnificent edifice. As Agra was a seat of the Mughal rulers for many years, it also has number of historical monuments in and around the city, dating back to the 16/17 century. Emperor Akbar built Fatehpur Sikri, the beautiful city of red sandstone, near Agra. After the establishment of the Mughal Empire Agra steadily gained in importance and soon became the city of India under Akbar and his two immediate successors. There is no other monument in the world, which can match the beauty and grandeur of the Taj Mahal. Besides Taj, there are other famous monuments like Agra Fort, Itmad-ud-daula's tomb, Bharatpur Sanctuary, Sikandara, Fatehpur Sikri etc.

CONTRIBUTION OF AGRA CITY IN REVENUE GENERATION

Agra is playing a significant role in enhancing the image of

India in all over the world and contributing a lot in strengthening the financial position of India. It is providing employment to a large number of people, not only in organized but also in unorganized sector. Men and women both can be seen employed in different tourism related sectors like hotel, transport industry, shopping emporiums and travel agencies. Thus Agra is helping in improving the socio-economic status of its residents by developing infrastructure, increasing foreign exchange and by creating employment for the local people. The contribution of Agra in improving the financial condition is clear from the following tables & figures:-

FIGURE-1



Source-<http://agra.nic.in/tourism.html>

Above figure shows the domestic tourists who visited Agra from year 2001-2012. In 2001 domestic tourist inflow to Agra was the least and in the year 2007, domestic tourist inflow to Agra was the highest in comparison to other years. the inflow of tourists to Agra increased because of improved infrastructure and variable prices of tickets.

FIGURE-2



Source-<http://agra.nic.in/tourism.html>

This figure shows the international tourists who visited Agra from year 2001-2012. In 2001 the international tourists inflow to Agra was least and in the year 2010 there was maximum international tourist inflow to Agra as in comparison to other years. Inflow of tourists increased to Agra because of improved infrastructure and also because of decrease in prices of the tickets and increased mobility of flights.

FIGURE-3
PERCENTAGE DISTRIBUTION OF DOMESTIC VISITORS' EXPENDITURE ON DIFFERENT ITEMS OF EXPENDITURE-



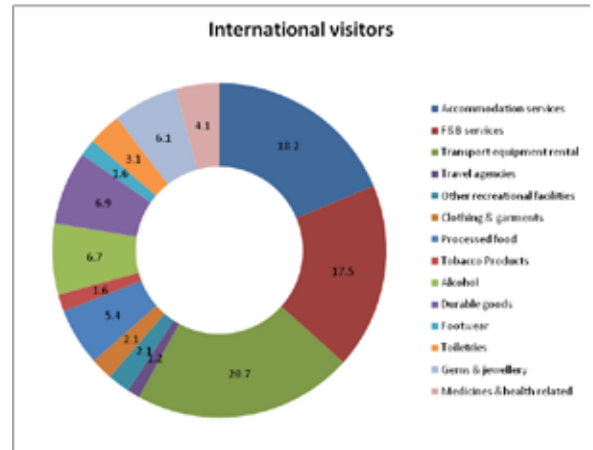
Source-<http://agra.nic.in/tourism.html>

This figure shows the expenditure that domestic tourists have made on various items when they visited Agra. Maximum expenditure is made on accommodation services by the domestic tourists who visited Agra in the year 2001-2012.

TABLE-5
PERCENTAGE DISTRIBUTION OF INTERNATIONAL VISITORS' EXPENDITURE ON DIFFERENT ITEMS OF EXPENDITURE-

ITEMS OF EXPENDITURE	INTERNATIONAL VISITORS (%)
Accommodation services	18.2
F&B services	17.5
Transport equipment rental	20.7
Travel agencies	1.2
Other recreational facilities	2.1
Clothing & garments	2.1
Processed food	5.4
Tobacco products	1.6
Alcohol	6.7
Durable goods	6.9
Footwear	1.6
Toiletries	3.1
Gems & jewellery	6.1
Medicines & health related	4.1
Printing & Publishing	2.6

FIGURE-4



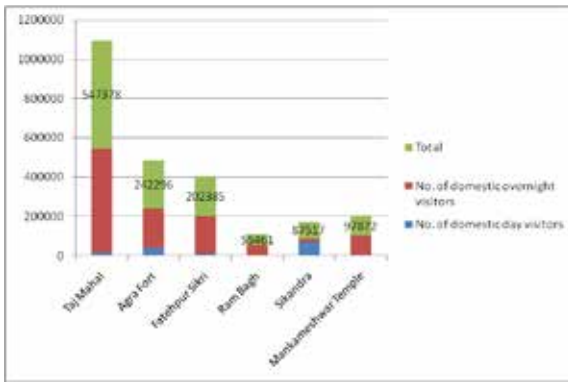
Source-<http://agra.nic.in/tourism.html>

This figure shows the expenditure that international tourists have made on various items when they visited Agra. Maximum expenditure is made on accommodation services by the domestic tourists who visited Agra in the year 2001-2012.

TABLE-6
ESTIMATION OF NUMBER OF VISITORS LOCATION WISE FOR THE YEAR (2013-14)-

TOURISTS LOCATION	NO. OF DOMESTIC DAY VISITORS	NO. OF OVER-NIGHT VISITORS	TOTAL (NO. OF OVER-NIGHT + DAY VISITORS)
Taj Mahal	0	530287	530287
Agra Fort	0	201469	201469
Fatehpur Sikri	9182	193203	202385
Ram Bagh	0	50851	50851
Sikandra	0	18128	18128
Mankameshwar Temple	0	97872	97872

FIGURE-5



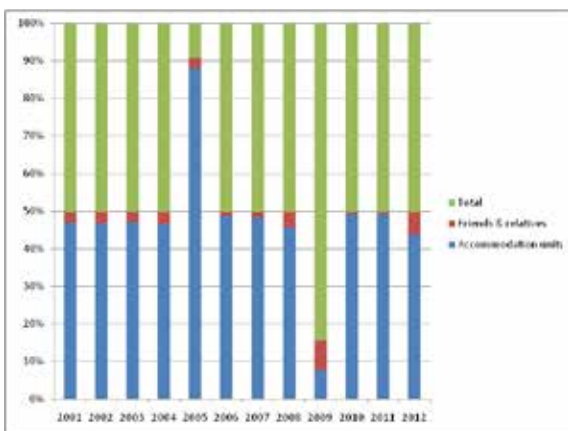
Source-<http://agra.nic.in/tourism.html>

This figure shows the total no. of tourists (no. of domestic overnight visitors + no. of domestic day visitors) who visited Agra. The estimation done for the year 2013-2014 shows that most of the visitors want to visit Taj Mahal as Taj Mahal is one of the seven wonders of the world, and they may stay overnight so that they can visit other monuments as well.

TABLE-7
DOMESTIC OVERNIGHT VISITORS AND THEIR AVAILING OF ACCOMMODATION FACILITIES-

Year	Accommodation units	Friends & relatives	Total
2001	804237	53009	857246
2002	382219	26010	408229
2003	254525	15415	269940
2004	492810	36149	528959
2005	197894	6437	20431
2006	57030	1403	58433
2007	213843	7381	221224
2008	36615	3439	40054
2009	1298811	137027	1435838
2010	37735	645	38380
2011	119451	2124	121575
2012	23888	3348	27236

FIGURE-6



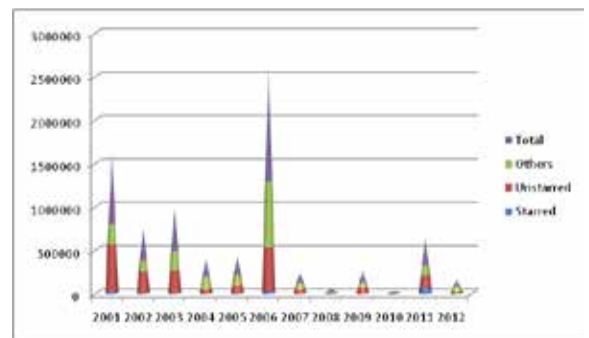
Source-<http://agra.nic.in/tourism.html>

This figure shows the accommodation preferred by domestic overnight visitors to Agra from 2001-2012. Most of the visitors to Agra in the year 2001-2012, prefer to take hotels (starred or unstarred), rather than staying at friend's or relative's place.

TABLE-8
DOMESTIC OVERNIGHT VISITORS AND THEIR AVAILING OF ACCOMMODATION FACILITIES BY DIFFERENT TYPES-

Year	Starred	Unstarred	Others	Total
2001	35173	533914	235150	804237
2002	13410	240292	128517	382219
2003	12779	254714	225317	492810
2004	3347	48337	146210	197894
2005	8298	86369	119176	213843
2006	33326	502509	762976	1298811
2007	1382	51613	66456	119451
2008	1263	8501	13252	23016
2009	944	72871	52061	125876
2010	510	2506	5934	8950
2011	65302	150066	104459	319827
2012	4991	22809	48472	76272

FIGURE-7



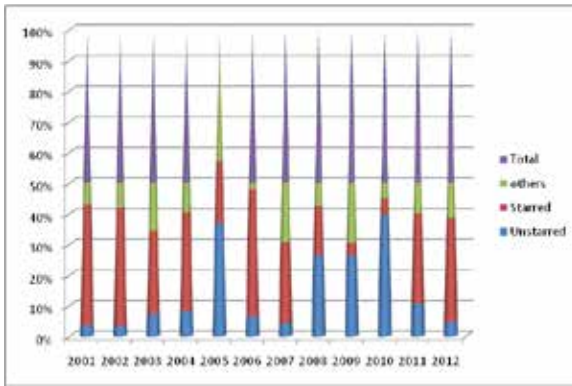
Source-<http://agra.nic.in/tourism.html>

This figure shows domestic Overnight Visitors and their availing of accommodation facilities by different types from year 2001-2012. Most of the domestic overnight visitors to Agra prefer to take unstarred accommodation rather than taking starred or any other accommodation in the year 2001-2012, because unstarred accommodation will cost them less as in comparison to starred accommodation.

TABLE-9
FOREIGN OVERNIGHT VISITORS AND THEIR AVAILING OF ACCOMMODATION FACILITIES BY DIFFERENT TYPES-

Year	UnStarred	Starred	Others	Total
2001	19591	200326	35766	255683
2002	36306	386881	79910	503097
2003	22516	80299	46512	149327
2004	162871	626921	184339	974131
2005	80643	43760	73607	198010
2006	91986	560532	28311	680829
2007	19948	119286	87532	226766
2008	113850	67165	32358	213373
2009	98601	14591	72738	185930
2010	669581	95144	84209	848934
2011	18516	50992	16843	86351
2012	40953	281651	92854	415458

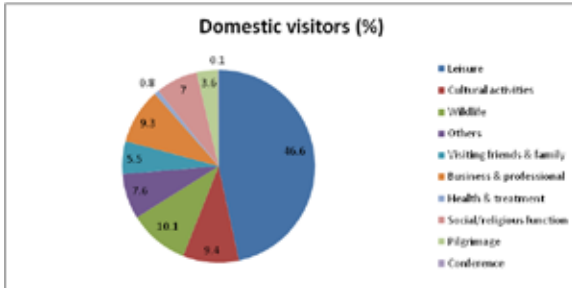
FIGURE-8



Source-<http://agra.nic.in/tourism.html>

This figure shows foreign Overnight Visitors and their availing of accommodation facilities by different types from year 2001-2012. Most of the international overnight visitors to Agra prefer to take starred accommodation rather than taking unstarred or any other accommodation in the year 2001-2012, because they are provided with better facilities than the facilities which could be provided to them in unstarred accommodation.

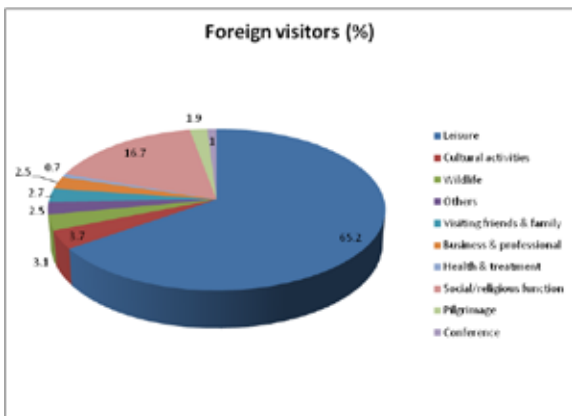
FIGURE-9
OVERNIGHT DOMESTIC VISITORS AND THEIR PURPOSE OF VISITING THE CITY



Source-<http://agra.nic.in/tourism.html>

This figure shows Overnight Domestic Visitors and their purpose of visiting the City. Most of the overnight domestic visitors, visit Agra visit the city so that they can visit the world famous monuments and and can spend some leisure time.

FIGURE-10
OVERNIGHT FOREIGN VISITORS AND THEIR PURPOSE OF VISITING THE CITY



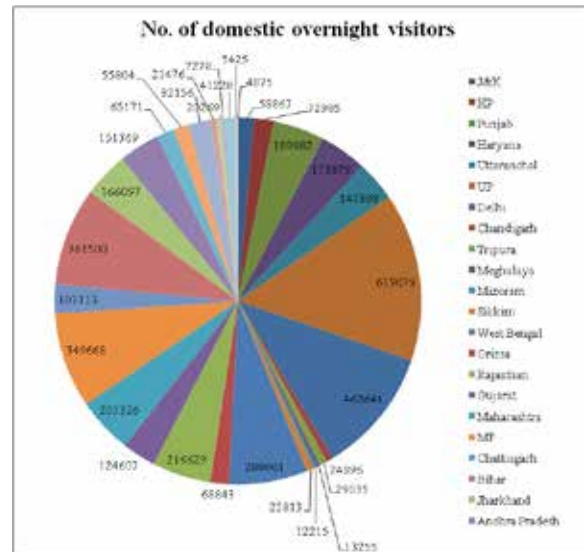
Source-<http://agra.nic.in/tourism.html>

This figure shows Overnight foreign Visitors and their purpose of visiting the city. Most of the overnight international visitors, visit Agra visit the city so that they can visit the world famous monuments and and can spend some leisure time.

TABLE-10
DOMESTIC OVERNIGHT VISITORS – ORIGIN

State of origin	No. of domestic overnight visitors
J&K	58867
HP	72985
Punjab	189882
Haryana	173879
Uttaranchal	147898
UP	619079
Delhi	462641
Chandigarh	24896
Tripura	29035
Meghalaya	13255
Mizoram	12215
Sikkim	25813
West Bengal	288601
Orissa	68843
Rajasthan	216629
Gujarat	124607
Maharashtra	205326
MP	349668
Chattisgarh	107113
Bihar	361500
Jharkhand	166097
Andhra Pradesh	151369
Karnataka	65171
Kerala	55804
Tamil Nadu	82156
Arunachal Pradesh	21476
Assam	20269
Nagaland	7278
Goa	41228
A&N	5425
Daman & Diu	4875

FIGURE-11



Source-<http://agra.nic.in/tourism.html>

This figure shows the domestic tourists inflow to Agra from various states of India. Most of the overnight domestic visitors to Agra come from Delhi and the reason behind it could be easy mobility and short distance between the two cities in comparison to other places.

TABLE-11
FOREIGN OVERNIGHT VISITORS – ORIGIN-

Country	No. of foreign overnight visitors (in numbers)
UK	38909
USA	49294
Canada	28799
Germany	29731
Other European Countries*	15644
Australia	27917
Sri Lanka	31010
France	26664
Japan	38594
Malaysia	3743
Singapore	4375
Italy	14477
Neapal	30192
Netherlands	7207
Korea	19320
Israel	15054
Pakistan	4293
Bnagladesh	11168
UAE	11717
Spain	7316
Switzerland	5952
China	1742
Saudi Arabia	5465
Greece	11192

FIGURE-12



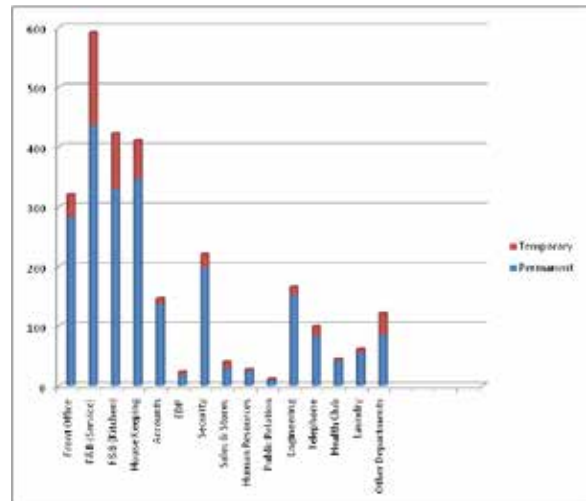
Source-<http://agra.nic.in/tourism.html>

This figure shows international tourists inflow to Agra from various countries. Most of the overnight international tourists to Agra come from USA and reason behind could be easy mobility between two countries as in comparison to other countries.

TABLE-12
EMPLOYMENT PROFILE IN STARRED ACCOMMODATION UNITS

Department	No. of permanent employs	No. of tempo-rary employs
Front Office	282	38
F&B (Service)	436	155
F&B (Kitchen)	330	92
House Keeping	346	64
Accounts	137	9
EDP	18	5
Security	198	22
Sales & Stores	30	10
Human Resources	25	2
Public Relation	10	1
Engineering	152	13
Telephone	84	15
Health Club	43	1
Laundry	55	6
Other Departments	86	35

FIGURE-13



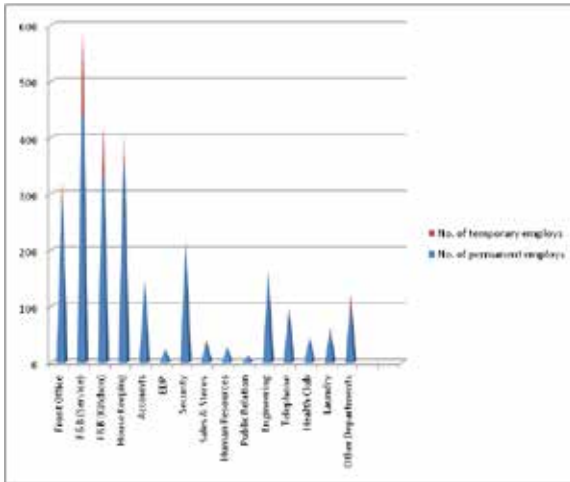
Source-<http://agra.nic.in/tourism.html>

This figure shows number of permanent and temporary employments in starred accommodation units. Maximum employment is generated in F&B (service) department in Starred Accommodation Units.

TABLE-13
EMPLOYMENT PROFILE IN UNSTARRED ACCOMMODATION UNITS

Department	No. of permanent employs	No. of temporary employs
Front Office	282	38
F&B (Service)	436	155
F&B (Kitchen)	330	92
House Keeping	346	64
Accounts	137	9
EDP	18	5
Security	198	22
Sales & Stores	30	10
Human Resources	25	2
Public Relation	10	1
Engineering	152	13
Telephone	84	15
Health Club	43	1
Laundry	55	6
Other Departments	86	35

FIGURE-14



Source-<http://agra.nic.in/tourism.html>

This figure shows number of permanent and temporary employs in unstarred accommodation units. Maximum employment is generated in F&B (service) department in Unstarred Accommodation Units.

TABLE-14
OVERALL EMPLOYMENT PROFILE IN TOUR AND TRAVEL AGENCIES-

Department	No. of permanent employs	No. of Temporary employs
Administration	1	0
Ticketing	2	0
Foreign Exchange	1	1
Accounts	1	0
Tours	4	0
Sales and Marketing	1	2

FIGURE-15

Source-<http://agra.nic.in/tourism.html>

This figure shows number of permanent and temporary employs in tour and travel agencies. Maximum employment in tour and travel agencies is generated in preparing tour packages for the tourists.

FINDINGS

- There is a marginal increase of domestic tourists to Agra from various states.
- There is a marginal increase of international tourists to Agra from various countries.
- Major portion of the people to visit Agra under domestic inflow category are from DELHI.
- Major portion of the people to visit Agra under international inflow category are from USA.
- Both domestic and international tourists spend most on the accommodation services.
- Purpose of both the domestic and international tourists to travel Agra is for leisure and also to visit Taj Mahal- one of the seven wonders of the world.
- The major employment provided under hotel industry is by F&B department.
- Tourism inflow to Agra play a vital role in the growth of Indian Economy.

CHALLENGES BEFORE AGRA CITY IN ORDER TO PROMOTE TOURISM INDUSTRY

Tourism industry is growing day by day in the world and India is sharing a major part of world tourism receipts and world tourism traffic and has proved successful in maintaining its place on world tourism map. Agra in Uttarpradesh is contributing a lot towards Indian economy. According to the World Travel and Tourism Council (WTTTC), tourism industry will cre-

ate about 40 million jobs for the people by 2019. Though India shares only 1.24 % of international tourist receipts and 0.59% of international tourist traffic but this contribution can not be neglected . The major Challenges before Indian Tourism Industry are as follows:-

1. Non-availability of adequate infrastructure including adequate air seat capacity, accessibility to tourist destinations, accommodation and trained manpower in sufficient number.
2. Poor hygienic conditions and incidents of touting and harassment of tourists in some places are factors that contribute to poor visitor experience.
3. Lack of capital, Lack of Community participation and awareness, Lack of involvement from rural sector, Lack of concern for sustainability, Complex visa procedures, and Lack of good language translators are the other reasons which are serving as the constraints in the way of tourism.
4. Hotels of India are lacking behind in providing the hygienic hospitality facilities and room services including hygienic food to the tourist, as a result Indian hotels and other eating outlets are losing trust of foreign tourists.
5. Other major constraints in the development of tourism in uttarpradesh is the partial attitude of the government towards corporate and public hoteliers and other travel organizers.
6. Further these states are facing the problem of shortage of skilled and educated professionals, guides and drivers. They lack behind in understanding the language of foreign tourist.
7. Lack of appropriate accommodation facilities, and lack of security measures is the another challenge before tourism Industry.
8. Another reason is high service tax. A tourist has to spend a lot of money on availing the tourism related services because a sales tax levied on these services is twice time higher than any other developed country. Incidence of taxes in India is making inbound tourism , very costly and promoting outbound tourism indirectly. In its union budget 2011-2012 government has increased service tax on airfares which is making air travelling expensive. In the same way Independent restaurants has to pay an extra of 10% tax for being air-conditioned, in a country where temperatures soar up to 48–50oC.

Conclusion

At present there is an acute lack of reliable empirical data concerning International tourist flows. In spite of having all potential for tourism, Agra city in India are lacking behind in gaining all benefits from this emerging segment. There is a need to promote these states as the new emerging value travel destinations abroad. India should call for the collective efforts of private sector, public sector, organized and unorganized organizations, local community and media to synergize their actions to promote these States as the prime tourist destination world wide. Further there is a need to improve the infrastructure facilities including building up of new standardised hotels, Restaurants, Bus, coaches, low cost air carrier, rest rooms, and spa resort in order to provide high class facilities and amenities to the tourist who came from far off land to get some enjoyment. One of the many challenges which India faces, is to provide good quality, affordable services to all. For this there is a need to reduce inequalities, imbalances that exist between regions, cities and villages and different socio-economic groups. Indian government should not forget its weaker sections and should make provisions for them to get accommodate in the budget category hotels or rest houses at very reasonable price. The poor in India have no access to tourism activity because either it is too expensive or not available. Indian travel organisers are busy in organizing trips for wealthy persons and making money. Now a slight change into the attitude of Government, and other tourism related organizations have come into noticed that now they have started to promote infrastructure and other amenities in these states at a very large pace.

RECOMMENDATIONS-

- Facility of providing the services of an airport of international level, so that the air tourists may drop at this airport and reach their destination point at Agra without wasting their time instead of dropping at Delhi airport and reach Agra by road journey.
- To encounter shortcomings, newly challenging and attractive points/places etc. should be developed which oblige the tourists to come to Agra and induce their haltage at Agra for a sufficiently longer period span.
- More efforts should be endeavoured to popularize densely the dignity of all other old monuments at Agra. It will generate more employment, infrastructure and social and financial upliftment of agrites directly.
- More no. of budget hotels with better amenities along with well trained and well cultured guides should be made available to the tourists folks all along 24 hrs services in a descent and respectable ways.
- Some arrangements should be made to develop Agra, as a meeting or a conference center for beaurocrates and for businessmen so that people from different parts of the country and even outside country visit for the purpose of meetings, seminars, conferences and stay for two to three days.

- In present days, the tourists expects something more thrilling, adventurous, knowledgeable and memorable which Agra as a tourist spot does not cater completely.

Importance of the Study

Agra city in Uttarpradesh have various opportunities for those who are searching for an employment, and want to get educate in such an environment where they can study in a very peaceful environment. These states are offering various kinds of courses like hotel management, travel and tourism management, general management, disaster management and so on. These places provide an individual with an opportunity to explore and experience the tribal life and to understand their regional and cultural problems. These are full of every kind of heritage whether it is cultural, natural or historical and has lot of potential for tourism industry to grow.

Limitations of the Research Study:

- I. This research study is basically based on secondary data which may not be reliable.
- II. Preparation of a research study is a time consuming process.
- III. Organization of data is itself a very tough task.

REFERENCE

- Mathur, Arpita, Fundamentals of Travel and Tourism, Page No. 113-115, Edition-2011, Published by Ane Books Pvt. Ltd. | • UNWTO Report 2009-10 & 2010-11 | • Bhatia, A .K., Internatioal Tourism- Fundamentals and Practices, Page No.2-5, Edition-2006, Published by Sterling Publishers Pvt. Ltd. | • Report of World Travel and Tourism Council on Economic Impact of Tourism in India 2011-12 | • Report of World Travel and Tourism Council on Economic Impact of Tourism in India 2011-12 | • Report of World Travel and Tourism Council on Economic Impact of Tourism in India 2011-12 | • UNWTO Report Tourism Highlights 2011 Edition | • Report of World Travel and Tourism Council on Economic Impact of Tourism in India 2011-12 | • Report of World Travel and Tourism Council-Travel and Tourism 2011. | • Mathur, Arpita, Fundamentals of Travel and Tourism, Page No. 113-115, Edition-2011, Published by Ane Books Pvt. Ltd. | • Report of World Travel and Tourism Council on Economic Impact of Tourism in India 2011-12 | • Report of Ministry of Tourism 2011-12 | • <http://tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/Tentavely%20identified%20circuit%20for%20various%20states/new/Uttar.pdf>, accessed on 12 may,2013. | • <http://en.wikipedia.org/wiki/Agra>, information retrieved on 13 may,2013 | • http://www.chios.aegean.gr/tourism/VOLUME_6_No2_art08.pdf, accessed on 13 may 2013 | • <http://agra.nic.in/tourism.html>, accessed on 15may 2013 |