

"The Perspective of the Development of Tourism: A Glimpse of Agra City"

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Abstract

Tourism is the activities of people traveling and staying in various places outside their usual environment for leisure, business or other purposes for not more than one consecutive year, it is called tourism. India is world famous for the city of Taj (Agra). There many other tourist's attractions like Agra Fort, Tajmahal, Itmad-ud-daula's tomb, Meena market, Sikandara, Fatehpur Sikri etc which have equal historical and architecture significance. The focus of this paper is on the socio economic benefits accruing to the state by way of tourist's arrivals to Agra destination. In this research paper, the positive and negative impact of tourism have been highlighted, and with this those areas are also highlighted which need improvement by the government & local people. This study will evaluate the reasons of lacking in economic benefits from tourism and also analyses the tourist's problems facing at Agra destination.

KEY WORDS: Tourism, Monuments, Tourism impact, Destinations.

INTRODUCTION

Tourism, an important industry round the world nowadays, has been rooted from a long time. This phenomenon called tourism, came to be recognized as an important part of the lives of the people in the countries of Europe and America. This example of tourism industry also paved an avenue for the developing countries towards the promotion of tourism. Researches were carried on a large scale to identify the basics of development of tourism and how the progress of the same has affected the transformation of this simple concept on such a large scale

that it resulted into a full fledged industry of the developed nations. Tourism is the activities of societies traveling to and residing in places outside their usual atmosphere for not more than one successive year for relaxation, business and other commitments not related to the application of a movement waged from DAYAL BAUG Dayal Bagh area is located towards the north of Agra city. Peak-kubz jambhiya, Qatars, chhuris, Rajput and Iranian blades are besides a great attractive force. It is surrounded by green hills with snow capped extremums with enormous scenic beauty. Find out more Presence of numerous tombs, stones and graveyards dedicated to well known religious leaders are famous in the land of Agra. Mariam's tomb the tomb of Mariam, wife of great Mughal Emperor Akbar is also present here. Alappuzha, Kuttanad, Thiruvallam, and Kollam are the outstanding backwater parts of Kerala. The stately Viceregal Lodge, capturing Fe lamp stations and Anglo-Saxon names are few of the architectural lusters of Shimla. We use cookies to give you the best experience possible. It was built by great emperor Shah Jahan for his wife Mumtaz Mahal after her death. "First it was Southeast Asia, then it was Europe, and now it is also India. The topographic point is formed on the point of meeting of the rivers Beas and Sutlej. Sankat Mochan and Tara Devi can be linked with a short train drive to Tara Devi station. According to the statistics, in 2016 Taj Mahal was visited by 62 lakh tourists. The Taj Mahal in Agra is world famous. Two stones In the thick of the sea known as 'twin stones with the memorials of swamy Vivekananda and Saint Thiruvalluvar contribute to the rich Indian heritage. words(double The Lower Bazaar that runs parallel to the Mall at a lower degree spirits a typical Indian market topographic point. Visitors from within every bit good as outside the state are greatly attracted to this glorious finish. If we analyse the existing potential of Agra in the field of tourism, we can very broadly categorise the products, which are available as a full-fledged properly highlighted and reckoned tourist sites which are famous worldwide and bring the city of Agra in the limelight are presence of historical monuments, buying their own identity to the world.

REVIEW OF LITRATURE

Centre pollution Board (2006), Agra is a part of the state of U.P. in northern India. Agra come into attention from the epical age, when Mahabharata was written, and it was refer as Agra ban. Taj Mahal is a destination that has been attracting people for centuries. (TMS, 2009) Agra has been ruled by many great kings. Sikander Lodhi was first to invade Agra, but was overthrown by Babur the Asian emperor in 1526. The history of Agra is like an inspired story for every tourists

UNESCO (2017) Agra is a hub of leather, plastic steel and petha manufacturing industries. These industries have contributed much to the poor environment state and ruthless infrastructure facilities of city. It is also one of most important sources of economic development through tourist, accommodation, transport and commerce. Agra honor of recording three monuments in the United Nations Educational (UNESCO) World heritage list: The Taj Mahal, Agra Fort, and Fatehpur Sikri. Ministry of Tourism, (2010) Annual tourist visitors in districts of U.P. illustrate Allahabad in first positon among all other visited districts. Total tourist visti in 2101 were 33, 03, 76,790 in Allahabad and second and third position captured by Varanasi and Agra by 43, 58,873 and 43, 33,804 respectively. Yogi Adityanath, (2017) Government was committed towards developing Agra as a tourist hub and several development projects worth overs 350 crore have been launched for it. During his second visit to Agra as the Chief Minister Aditynath said the government was making a policy for tourism police for the safety

and security of tourist from across India and abroad. Agra Tourism Guide vice Chairman, Mahtim Singh (2016) Other monuments are being neglected because of the Taj Mahal was not correct as while forts and palaces of different architecture and periods were present everywhere in the world, the Taj Mahal was a unique structure that had no match anywhere in the world. (Copper and et al 1999) The economies of hospitality affect the economy positively but it also have some negative points". Literature is biased on the positive points of Economy. Literature unable to prove the negative points but here negative point of view is also important just like positive point of view. Because we can get benefits on working on these negative points.

OBJECTIVES OF THE STUDY

This research study has been basically directed to the following objectives:

1. To study the prospects the various attraction spots in and around Agra.
2. To identify the area of improvement needed for tourism.
3. To identify positive and negative impacts of tourism.

RESEARCH METHODOLOGY

The study is based on a combination of primary and secondary sources of information. The primary source includes the statements of officials involved in the tourism industry of Agra region, on different issues and aspects. The sources of secondary data are the textbooks, articles, published in, Repots etc.

ROLE OF STATE GOVERNMENT IN PROMOTING TOURISM IN U.P:-

- 1) The promotion and branding of the Agra – Varanasi – Lucknow heritage are.
- 2) Special attention to promoting heritage and eco – tourism for foreign tourists.
- 3) Organising an annual test of 10 days, The Taj Mahotsav.
- 4) Launch of e- books on U.P.
- 5) Agra – Lucknow expressway to be operational by Oct 2016.
- 6) Taj international airports.
- 7) Categorization of Hotels.
- 8) Paying guest schemes.
- 9) States deploys ' Tourist police'
- 10) Lucknow's Hajratganj to become 4G hotspot.
- 11) Tree plantation drive across the state has been initiated.

The famous tourist destinations:-

1) Tajmahal: - The most famous mogul moment was constructed by emperor Shahjahan in the memory of his wife Mumtaj Mahal, 'The lady of the Taj'. It has been described as the most extravagant monument ever built for love, Construction of the Taj began in 1631 and was not completed until 1653. The main architect was Isa khan, who came from Shiraz in Iran. The Taj Mahal stands on a raised marble platform with tall white minarets

at each corner of the platform. The central structure has four small domes surrounding the hug, bulbous, central dome. The tombs of Mumtaz Mahal and Shahjahan are in a basement room. Although the Taj is amazingly graceful from almost any angle, it is the close – up detail which is really astounding.

2) Agra fort:-Construction of the massive Agra fort was begun by the emperor Akbar in 1565. There are many fascinating building inside the massive 20 meter thick walls which stretch for 2.5 km, surrounding by a moat over 10 meter wide. Some of the important buildings within the fort include.

- a) Moti masjid
- b) Diwan – A – Aam
- c) Diwan – A – Khas
- d) Octagonal Tower: - The Musamman Burj or octagonal tower, stands close to the Diwan-I-Khas and the small private Mina Masjid. Also known as the Saman Burj. This tower was built by Shah Jahan for Mumtaz Mahal and is another of his finally designed buildings.
- e) Jahangir’s Palace: - Akbar is believed to have built this Palac, the largest private residence in the fort, for his son. The palace is also interesting for its blend of Hindu and Central Asian architectural style- a contrast to the unique Moghul which had developed by the time of Shah Jahah.

3) Akbar’s Mausoleum:-

At Sikandra, 10 km north of Agra the tomb of Akbar lies in the centre of a large garden. Akbar started its construction himself but it was completed by his son Jehangir, in 1613. A combination of Muslim and Hindu architectural styles. Four red sandstone gates lead to the tomb complex. One is Muslim, one is Hindu, one Christian and one is Akbar’s patent mixture. Sikandra is named after Sultan Sikander Lodhi, the Delhi Ruler who was in power fom 1488-1517.

4) Itmad-Ud- Daula:-

Across the river of Yamuna the forst palace of interest is the Itmad-ud-Daula, the tomb of Mirza Ghayas Beg, popularly known as Baby taj. This Persian gentleman’s beautiful daughter married Emperor Jahangir. She was known as Nurjahan “The light of the world”. The tomb was constructed by Nurjahan between 1622 and 1628 and is very similar to the tomb she constructed for her husband, near Lahore in Pakistan.

Tourism & its Impact on Environment:-

POSITIVE IMPACT:-

1) Generating Income and employment:- Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contribute 6.23 to the national GDP & 8.78% of the total employment in India.

2) Source of foreign exchange:- This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US \$ 100 billion in 2008 and that is expected to increase about US \$ 275.5 billion by 2018 at a 9.4% annual growth rate.

- 3) Preservation of National heritage and environment**:- Tourism helps preserve several places which are of historical importance by declaring them as heritage sites.
- 4) Developing Infrastructure**:- Tourism tends to encourage the development of Multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centre, in addition to the hotels and high-end restaurants that cater to foreign visitors.
- 5) Promoting peace and stability**:- Tourism providing jobs, generating income, diversifying the economy, protecting the environment and promoting cross-cultural awareness.
- 6) Improved environmental management and planning**:- Sound environment management of tourism facilities and especially hotels can increase the benefits to natural environment.
- 7) Creating environment awareness** :- Tourism has the potential to increase Public appreciation of the environment and to spread awareness of environment problems when it brings people into close contact with nature and the environment.

NEGATIVE IMPACT

- 1) Depletion of local resources**: - Tourism can create pressure on local resources like energy, food and transport of these resources exacerbates the physical impacts associated with their exploitation because of the seasonal character of the industry.
- 2) Land degradation**: - Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increasing construction of tourism and recreation facilities has increased the pressure on these resources and scenic landscape.
- 3) Water pollution**: - Water especially is one of the most critical natural resources. The tourism industry generally overuses water resources for hotel swimming pools, golf courses and personal use of water by tourists. This can result in water shortage and degradation of water supplies as well as generating a greater volume of waste water.
- 4) Air pollution**: - Tourism is generally considered a “smokeless industry”. However, it can also result in air pollution by tourist vehicles in a particular area. This is due to improperly maintain exhaust system of the vehicles. Transport emission and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution.
- 5) Noise pollution** Noise generated by a concentration of tourist road and certain types of tourist attractions such as amusement parks or car for nearby residents and other tourists.
- 6) Aesthetic pollution**: - Often tourism fails to integrate its structure with the natural features and indigenous architecture of the destination.
- 7) Waste disposal problems**: - The most common problem in tourism areas is the littering of debris on the landscape. This is due to large number of people using the area of picnicking. Improper disposal of solid waste from hotel restaurants, resorts generate both litter and environment health problems from vermin, disease and pollution.

Area of improvement needed for tourism

(1) **No Particular thrust**: - Agra region very late, approximately in the mid-eighties started taking steps in the field of presentation, promotion and development of tourism in itself. This is very much evident from the fact that till the mid-90s the number of hotels which were running in Agra were few in comparison to what is the number existing today. So, it was very late that special attention was being given to the development of Agra to promote it as a centre of tourist attraction. Declaration of Agra as the world city is an example in this regard. But it was again very late declared. So, still in spite of every possible effort the particular thrust for promoting Agra is not present, so it should be.

(2) **No Specialization**: - The people involved in the trade have no specialized education in tourism or any other related field they are either the graduate or pass outs from some other field of education or if they are proper tourism professional. They are from the institute outside Agra.

Hence, the specialized professionals have one major thing in themselves i.e. lack of feeling of the “Son of the soil”. The reason being that up till now there were no measures adopted by any of the educational institute contrary to this tourism being a most complicit and complex activity, require much more than profit making which can be only incorporated through imparting proper specialised education.

(3) **Plan of study**:- Tourism is an amalgam of many industries, sector, etc, therefore it is necessary to incorporate all the segments in its plan of study, moreover there are some social issues such as ethics, morality and humanity which should always be at priority as the field of tourism is a human oriented industry.

Conclusion: - Tourism is a sunrise sector. Agra being the top tourism destination needs the adequate support to give the best experience to all the tourism, whether domestic or inbound (foreign). Inbound tourists learning curve about India may be at a very nascent stage. Thus with the help of ICT interventions complete information can be given to the tourists at the pre-trip, during trip as well as post trip phase. It will not only create awareness but also install a positive feelings about India in general and Agra in particular. In a fast growing population of the world with fastest urbanization and fast growing tourism movement; to address the climate change and carbon offsetting the triple bottom line approach of RT is found to be very significant. From research report of many of the travel/tour companies, the tourist are aware of the negative impact of tourism. While choosing a holiday the foreign tourists are more concern about responsible tourism. In India, today people have an “Eating out” habit than the past especially in the urban areas. The rise of the middle class with a high discipline income have a greater capacity to spend more on food.

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