promotion, as well as the encouragement given to different tourism organizations aimed at developing the industry.

The sixth and the last chapter of the study, as usual, gives summary of findings of the study and a number of conclusions reached. The study concentrates on only one of the aspects of tourism industry of India that is marketing strategy. Each aspect aimed at developing tourism industry requires a separate and comprehensive study. As pointed out at the very outset, tourism industry is an amalgam of a number of industries, some of the suggestions given in final chapter, if implemented in letter and spirit, I am convinced, would go a long way in revitalizing the tourism industry of India in general and that of Agra region in particular.

**REVIEW OF LITERATURE**

The literature available on different aspects of marketing is immense and still growing rapidly. In the context of marketing of tourism, several approaches has been made and the examples of leading tourism generating countries of the world, inspire and advocate the innovative marketing practices for the development of tourism among the third world. Some of the titles which were selected for the background study, are given here. Phillip Kotler\(^1\) (1998) has given the concept of marketing and expressed his opinion
about the successful marketing techniques. He defines marketing as a social and managerial process of planning and discusses the details about executing this process of marketing in order to make its impact more effective. In this regard he focuses on the satisfaction of consumer and the fulfillment of organizational objectives. Where as, according to Rathwell (1974), the role of marketing in a service sector is related in connecting the distribution of services. In reference to the historical perspective of tourism, A.K.Bhatia (1998) describes that it became the need of the overburdened working class of industrialized societies of Europe to go for a vacation, during the period of industrial revolution. This need was well understood and encashed by the travel companies and their efforts of approach and marketing resulted in the promotion and development of package tours. The present day tourism industry of the world is an outcome of those efforts and approaches made by the travel companies of that time.

In the opinion of Burkard and Medlick (1988), the process of tourism marketing should be systematic and in co-ordination with the public sector undertakings such as Tourism Ministry and private tourist enterprises such as travel companies, tour operators, hotels, etc. at national, as well as international level.
S.M. Jha (1998), at large discusses the aspects of tourism industry in context of India. He indicates the need of tourism marketing and discusses all the possible aspects available in Indian scenario for marketing of tourism. He draws the conclusions that the efforts done in the promotion and development of tourism will not be effective in absence of implementation of marketing principles. He further compares the marketing practices in developed countries with India. P.C. Sinha (1998), in his work on tourism marketing has emphasized on the formulation of marketing strategies. He has contributed many aspects as effective tools of marketing. Aaker David (1998), has advocated advertising and publicity as the most effective tools of marketing.

M.P. Bezarbah (1999) in his article, has given the practical aspects of the development of tourism industry of India. His work includes the chronicles of the development of the tourism industry since the decade of ‘Eighties’. He also discusses in detail about the current status of industry and has predicted the future prospects and challenges, which are liable to be faced in the coming years. Whereas, S.Dharamrajan (1999) has discussed the importance of tourism in India and has given the highest priority to it, keeping into consideration, the multifaceted benefits from the tourism industry.
Dr. R. Nath (1997) focuses Agra as a city of historical importance monuments and draws the attention of those people who are interested in visiting historical sites, while A. Prakash and T. Wheeler (1997) in their travel guide for travelers to India has described Agra as a place for all tastes and preferences. Simultaneously, they have also discussed about the fears present in the mind of someone alien to this city. They have also detailed the measures and remedies to overcome these fears and insecurities in the minds of foreigners.

Arun Kumar Sarkar (1998) has discussed the true planning and strategies required for tourism development in India and the practical application of those strategies and the impact they were able to produce them.

In the light of above collected matter, many things are found relevant for the tourism promotion and development through effective marketing techniques in general, which should be adopted for the tourism development of Agra region, in particular.

References