Chapter -VI

CONCLUSIONS & SUGGESTIONS

Special incentives given to tourism Industry by the government

In the present scenario of the crisis in the tourism Industry, the Indian government has shown some benign attitude toward the fighting of the present scenario. There are several measures which have been declared by the government in this regard. The various announcements made by the government are:-

(1) Service tax on catering exempted; To provide some respite to the hospitality industry suffering from an economic tailspin due to a drop in tourist arrivals, the government has decided to partially exempt it from service tax. Moreover, the budget allocation for the Tourism Department has been hiked from Rs. 25 crore to 51 crore. According to a statement issued by the Tourism Department, the Finance Ministry has approved a proposal to exempt the Hotel Industry from service tax on revenue earned from catering. This means no service tax would be levied on bulling, which involves renting of a hall or conference room along with catering services. The industry's general reaction towards tax exemption is one of better late than never. In the words of Mr. Shyam Suri Federation of
Hotel & Restaurant Association of India: "We are very happy that our request has been granted after three years of lobbying." This will give some relief to already heavily taxed industry. "Originally the tax was designed to include mandap owners and outdoor caterers, so, the decision to exempt hotels is a positive step towards tax rationalisation," said Mr. R.K. Puri, secretary of the Hotel Association of India. He also said the additional amount allocated in the budget would be used for overseas marketing to promote India as a safe destination for overseas tourists and to develop infrastructure in places.

(2) Other Exemptions: The New Tourism Policy of Uttar Pradesh has provisions for exempting all recognised tourism units from trade tax, entertainment tax, luxury tax for five years, from the date of commencement. Emphasis has been laid on wide publicity through media besides introducing a single table system, setting up of 'Paryatan Mitra' and 'Tourist Police'. Heritage Zone and Heritage City will also be set up under the New Tourism Policy to preserve and protect heritage in Uttar Pradesh.

Infrastructural facilities will be developed at all religious places. Stress will also be laid on new channels, i.e., Yoga, Ayurveda, Naturopathy, Adventure sports etc. The number of inspections in hotels will be reduced and luxury tax will only be levied on such hotels which charge a rental of Rs. 1000 or above.
(3) **Provision of facilities of various cities:** Agra itself is known to the world for its historical monuments. Of late, a new highlight to the city in the form of "Sound and Light Show" has been added. Keeping in view the increasing number of tourists in cities like Agra, Varanasi, Lucknow, Dehradun etc, special efforts are afoot to provide national/international air services to these cities, U.P. Tourism through a memorandum has requested the Government of India, which proposes landing and taking off facility and grant this facility in the night also to foreign chartered airoplanes at Agra airport, to convert airports of Agra, Varanasi and Lucknow into international one by adequately developing them.

(4) **Publicity:** Considering the multi dimentional importance of publicity sector in giving adequate exposure of tourist attractions, tourist activities and facilities at national and international level, much emphasis is being laid on plannned publicity by the Department of Tourism, Uttar Pradesh. In order to communicate the latest factual information to those interested in India and abroad, Uttar pradesh Tourism Department has entered the Internet age by arranging website. The website is www.uptourism.com, CD rom is also being produced under the caption 'Come UP-feel India'. Action is also being taken for producing 'Audio Casette Tour Guide'. New logo of the Department of tourism has aslo been released. To acquaint
tourists with the glories spiritual and cultural heritage of Uttar pradesh and to promote cultural tourism in state, the Department of UP tourism organises various activities such as Taj Mahaotsava in the city of Agra.

**Events which have promoted Agra as a highlight feature:**

Besides all the efforts, planning and measures which are on plan and which are to be adopted for the promotion of Agra, there are various events which are organised or conducted in the city of Agra, keeping the attraction of the city in background for the promotion of this city, and these have produced a result of great importance. There were few events organised in Agra and which have promoted or propagated the city through the commercial point of view, where as some of the features were on the political front while there were some others which were on the entertainment media like the television shows, music concerts and the filming of various movies and songs. The list given below gives a brief account of the events which have promoted Agra as a centre of attraction down the years.

**The Yanni Show (1997)**

One of the greatest composers of the world Mr. Yanni had a life long desire in his heart to play some symphonies and compose some new melodies which he has planned to be rendered in the background of Taj Mahal. This longing desire of the great musician and composer came into reality when all things
were organised and he got the permission from the Government of India to play and fulfill his desire of playing music in the background of the Taj Mahal in 1997. The day came and it was the month of March, things were organised and special lighting effects and arrangements of sound system were set up on the opposite bank of the Taj Mahal, on its southern end. The show was so successful that it pulled a crowd of thousands into the concert show by the name "Live Yanni by Taj". The show was filmed and its telecast was shown to the people all around the world and in this way, through the combination of "Yanni’s music by Taj", this city and this wonder of the world got much publicity and promotion which it never got before. The impact through this promotion resulted an increase of the good percentage of people all over the world to watch the show and the telecast of the show further resulted in the increase of the number of tourist arrivals in Agra.

The Filming of Indian TV Show (1999)

If Yanni show was an effort in the promotion of Agra to the people all over the world, there was also the shooting and filming of the other two TV programmes again held during the month of March in 1999 which helped a lot in the promotion of Agra as a tourist destination. These were the Musical shows of the most popular entertainment channel of India, Zee TV and the programmes were CLOSE UP ANTAKSHARI and TVS SAREGAMA. Both the shows which were hosted at the same place against the background of the Taj Mahal were mega successes, as approximately all the great singers of India,
either classical or modern gathered under one umbrella and that was Music with Taj. The popularity of these television shows have done wonders in the Indian subcontinent and this is also a very popular media in the Gulf and Middle East countries as well. In this way the tools of promotion of Agra was combined with an already popular channel and the visual effects of lighting on Taj gave its looks like it had never before. The satellite channels are on air, at international level, so the viewers of these channels have got the concealing message of invitation to the city of Taj, by these two great events.

The Annual TAAI Meeting (2000)

Yanni's show and the musical shows of Zee TV helped in attracting the attention of the music lovers and people through entertainment, there was September 2000 which witnessed the conduction of the annual Travel Agents Association of India meeting at Agra. It was approximately after 26 years that the TAAI has selected Agra as its centre for its annual meeting. This resulted in the gathering of the people involved in the tourism industry from all over the country. There were many people who explained this city with new dimensions and new looks. The prejudices of the people have been broken down and the people from all over the country had witnessed and enjoyed the pleasures of the city. This proved to be quiet helpful in the promotion of tourism of the city of Agra and the most important reason being that it was the group of those people who are involved in the trade and were the true tools in the category producers and promoters of the services of Tourism.
The Presidential Meeting Place

This is very much evident from the events organised down the years that efforts has been made in the field of promotion of Agra as a Centre for visitors. The above events clearly describes the promotion of the city in combination with popular entertainment media and through the collection of people involved in the trade. There was one more area and that was the highlighting of the city on the Political front. It was in 2001 that the Indian Prime Minister Mr. Atal Bihari Vajpayee and Pakistan President General Parvez Musharraf decided Agra as a venue for their talk for the improvement of Indo-Pak relation. Though the talk was not very successful, even then Agra was in limelight by the media and news channels like a hot cake.

Other Events

Apart from all the above there are other events which have been organised down the years from time to time. These events include organisation of conferences and seminars by the different organisations and companies related in their respective fields. Be it the software companies, the pharmaceuticals, the mechanical companies etc., they have organised and conducted conferences and seminars in different hotels/places from time to time. These events do not have created the impact of promotion like the other things but in a way they have created a taste of Agra as a city for attraction for the people coming to this place. Their visits might result in generating the
arrivals of the tourists to Agra, when they share their good experiences and pleasures about their visit and stay in Agra. This kind of impact shows a more prominent result than any other tool of promotion, as the feedback which a person gives in through his own shared experiences and practical observations, hence the person receiving the information makes its impact congruent to the practicality. The same information if provided through some media or channel or any agency in between may include some gimmick or hidden harsh facts, which is not the case with the version of his friends or relatives.

The Kite Festival

Flying kites is an old traditional game of the people of India. There were many places in India which are famous for kite flying and kite flying is an integral part of the lives and social customs and traditions of people residing in those places. There was an effort made by the Uttar Pradesh Tourism in Agra, that an event was held in February 2001. There were people from all over the world who came to Agra just for flying kites in front of the Taj Mahal. Again the venue was same, the northern side of the Taj Mahal opposite the bank of river Yamuna, where people all over the world with different designs and colours of kite came and a sort of competition was held showing the technique and engineering of the kite flying. There were kites of the shapes of serpent, gliders, a series of kites tied in one string, the kites having the holes within them and many others. Though, the event was not on such a large scale as
there were Yanni Show or the Antakshari of Zee TV, yet it was a sort of a milestone in raising one more orientation in the field of promoting Taj Mahal as one of the backdrop against a new thrust area i.e. 'The Kite Flying festival' on the bank the Taj Mahal.

**Shooting of Various Movies and Videos**

There was a point taken up in the Tourism Policy 1998 to promote Uttar Pradesh and specially Agra through filming of movies and songs and this point was taken up in practical and has been quiet successful. There can be a list made of movies and video songs which have been shot in Agra and specially keeping the Taj Mahal in the background. The names of the movies include *Pardes* in 1997 by Subash Ghai, *Jeans* (1998) *Tera Jadoo Chal Gaya* (2000), Songs in the movies like Bichhoo, video songs like "Meri Jaan" by Vasundhara Das and "Nari Nari" by Hisham Abbas. The list also includes the ad films of Coca Cola, etc. This promotion through the films has been made possible only by the efforts of the UP Tourism and the Archaeological Survey of India by granting the permission to all the producers and film makers who have done their job excellently well by showing and promoting Taj Mahal through their cameras. The list also includes several south Indian movies like ‘Iruvar’ etc. which has shown its impact in the regional areas of south.
Things/Events which have adversely affected tourist market:

If the early nineties were prosperous years for the growth of Tourism Industry of India, there were many events/mishappenings which have effected the tourism industry in negative growth. The political unsuitability of India as a whole has overall placed harmless in the incoming traffic to India. In 1990 and 1992 the communal riots during the months of December has already effected the tourist arrivals. There were many cancellations during that season which was supposed to be peak season for tourist arrivals. These disturbances had posed a total negative image of India as a country of political uncertainty and land of great risk and danger. Agra being a part of this country could not escape from the eclipse of this malignment, which was true up to an extent. When the tourist traffic started picking up its volume and pace, there was again a setback in 1994 in the form of the rumours and news that was about the spreading of Plague in Surat, Gujrat. This up and downs from the existing environment and scenario has always effected the tourism business and posed a negative impact on the tourism market of Agra and India as a whole.

Moreover, there were Nuclear tests that were performed in Pokharan in 1998 which caused a feeling of anger and annoyance among the citizens of America and Europe. The people there have very patriotic feelings about their country and following this annoyance of their nation as a whole, they started boycotting India as a tourist destination in total. This further reduced the traffic
of Americans and Europeans towards their choice of holidays as India. Last but not the least, it was recently in September 2001 when whole of the United States witnessed a black Tuesday after the suicidal attacks from the planes of United Airlines following the collapse of World Trade Centre and attack on the Pentagon as well so that incident has proved a bad omen in the Tourism Industry of India and the negative results are still going on following one after another.

Hence analysing the total scenario of Indian Tourism Market, the events of unstable conditions here and the coverage and highlighting of these events through media has resulted in the negative orientation of the tastes and preferences of the people of the world in terms of choosing India as a destination of their dream holiday.

**Orientations in Different field for Tourism Promotion in Agra**

Other Thrust Areas in which tourism can be developed in Agra by the promotion of advertising such as :-

1. **Destination for Orchid lovers** :- The varieties of flowers which are part of Indian flora can play a key role in promoting the Agra as destination for the lovers of Orchids, either professional or amateur. According to current estimate, there are some 20,000 species of orchids in 800 genres.

   There are variety of flowers which have strange and interesting names, that may easily attract any patriots or the lovers of fragrances and colours from the orchids e.g. Seeta Pushpa (Rhynchostylis retusa), is the name of an orchid
which is derived from the legendary epic Ramayana indicating that Sita is believed to have adorned herself with it while she was in forest. Similarly Draupadi Pushpa (Aendes multiflora) is the orchid that has reference in Mahabhartha. Jehangir himself was a connoisseur of orchids and gardens. This contributions in this regard may not find its evidences in Agra, but the Shalimar and Nishat Gardens of Kashmir are still telling the stories of his passion for gardens & flowers. The Mughal Garden in Delhi is also an example for the exhibition of flowers. If not exactly Mughal Gardens, Delhi, something similar can be created in Agra, which may be result oriented. An effort in this regard is the demonstration of FLOWER SHOW which is organised every year in the Golf Ground of Circuit House of Agra. But the limitations with this short term event is that it lasts only for a couple of days or so. Moreover this show is not reflected as the Highlight of the month and it fails to gather that much viewers from overseas as any other event in India is doing. This only serves the purpose of entertaining and exhibiting the local residents of Agra and not the outsiders.

However if this show is published properly or any garden lawns of Taj Mahal or any other monument is developed like Mughal Gardens, this may serve and will prove to be fulfilling the role of publicity and promotion of floral exhibitions in Agra. There may be an additional step in developing Orchid Sanctuaries in Agra like the Government of other states are doing e.g. Sersa
Orchid Sanctuary in Arunachal Pradesh, Takdah in West Bangal, Saramsa in Sikkim and Barpani in Mizoram.

2. Development of Medicare & Yoga Spiritual Centres in Agra :- Some Orchids which are a part of Indian vegetation, play some very important role in medical healing. Many of herbs and flowers serve as the base for preparing Herbal & Ayurvedic Medicines. These herbal medicines and vaccines are becoming very popular in the western countries. Many people travels from their home countries to get the herbal treatments. The state of Kerela has developed many such centres for promoting the Herbal and Ayurvedic medicines and massage centres. Herbal massage is one of the major highlight of promoting Kerala as tourist centre. If such kind of centres are going to start, there is one thing certain, that people from abroad will definitely chose a holiday with Taj+Ayurvedic Medicare, rather than 'Beaches+Ayurvedic Medicare' catering the requirement of Ayurvedic Medicare to the tourists coming to Agra.

However in case of Yoga and Spiritual Centres, the case is not of complete absence. There are some Yoga centres in the nearby area of Taj in the Cantt Area. Moreover there are also the lessons of Yoga and meditation gives to the staying tourist in many hotels such as Mughal Sheraton, Jaypee etc. But neither of these centres nor the instructors or gurus in the Hotels are serving purpose of making Yoga a highlight feature of promoting Agra as destination of Taj and Ayurvedic/Spiritual healing. If such centres are being
opened and publicized properly, this city will not only serve to fulfil the passion of cultural and visiting but also as the healing centre for those who are sick and suffering from diseases.

The Science of Ayurveda or Indian medicine has its roots in prehistoric or pre Vedic period from about 2700 BC. To 1500 BC, the period much before the Mughals. But this ancient city of Agra can still find some of genius of the field popularly known as Hakeems among the local natives of India and the art of this practice is known as Hikmat. These science or the nobles/practitioners of the sciences of Ayurveda or Hikmat have been eclipsed in the popularity of the modern world and the advent of science and technology. The western world is paying attention to these parts of sciences as well nowadays. Apart from the Medicare, Ayurveda also provides beauty care through its umpteen advantages. Beauty management through the use of Ayurvedic methods is also one of the important features of the advantages of Ayurveda.

The Indian civilization having an age of more than 5000 years and it has contributed something in each era which has provoked the people all over the world to visit India. Now a days there is a development of a tendency of the western world and that is to go back to the nature and find solace and comfort from it. Health is also becoming connected with travel and tourism. We have a health system which is as old as Vedas and Puranas and survived the ages. This system is derived from nature and age old practices and many people travel from for to obtain help and permanent care. The Arabs and
Chinese coming to India for the same reason have many evidences in history. India is famous for its spas which have immense medical qualities and with proper management of these leading centres will became major tourist attractions and proper management of these centres will prove a value addition to the existing tourist destinations. The nature therapy also includes the Ayurvedic treatment of the suffering bodies.

3. **Agra as Promotion Centre for Gourmets:** - No other country of the world can host of such a vide range of food and drinks as does India. And more so, in the months of summer the variety of dishes ranging from the marine food, to the vegetarian dishes, the great Mughal Kitchen dishes to the delicious deserts having a peculiarity of some particular region. No visit to India is complete without experiencing the rich flavours of Indian cooking. And the food is not necessarily chilly. One can enjoy the non vegetarian delicacies of traditional Mughal kitchen such as Chicken Dopyazah, (named after one of the courtiers of Akbar, Mulla Dopyazah), or a person will definitely love the traditional Indian sweet meats made from the thickened milk called Khoya. Cool delights like creamy kulfi and rasmalais acquire a unique flavour when served in earthen cups called kullads.

Cardamom filled Gulab Jamuns, saffron flavoured cashew nut burfees and crisp squiggly jalebies are other favourites. Summers in India gives the best choice of tropical fruits and vegetables and the best way to have them is the way to locals do. Without under fuss and cooking Freshly cut juicy red
slices of water melon, crunchy sweet rings of sugarcane popularly known as ganderis, lovely ripe pineapple, the likes of which no canned product can match and mouth watering mangoes. There should be actually an entire food festival which should be organised in Agra and publicised at international level. There is not a single point where India lacks behind in catering world class cuisines to the people, but the only feat is that proper orientation towards the marketing of this particular section should be properly taken.

The weather is also just right for a chilled glass of fresh fruit. Juice or thick creamy milk shakes, summer is also the best time to wash down a hearty North Indian meal of barbequed chicken and roti (local bread) with a tall frothy glass of whipped yoghurt called lassi, which can be enjoyed both sweet or salty or a glass of butter milk (Matha).

4. Promotion of Agra as a tourist destination through Fairs and Festivals:- Fairs and Festivals play an important role in the development of a place as an attraction for the visitors. The best example of this can be revealed from the Kumbh fair of Allahabad. Lakhs of pilgrims go to the city of Allahabad to take a dip in the holy waters of river Ganga and to attain “Moksha” or salvation in their life after death. In lakhs of pilgrims go for religious purposes then thousands of people go to attend the fair and to see the people doing the religious ceremonies. Similarly there are other fairs and festivals which are celebrated across the whole country of India and serve the purpose of attraction people to that place.
In the city of Agra also there are some events organised and during those events, Agra is highlighted as the destination for people to visit under the banner of generation of the event. As such there are many fairs, which are celebrated in Agra which have some religious, cultural or commercial importance, but they play a very little role in promoting Agra as tourist destination during that particular fair or festival. The famous religious fairs of Agra include the Kailash Fair and Basant Fair, which are celebrated by the local residents of Agra. However, the fair which has a role in promotion of tourism in Agra is the 'Taj Mahaotsava' held during the every year between 18th to 28th of February. This is the most important among its fellow festivals to attract tourist because this time Agra enjoys its peak in terms of climate. The winters are not very harsh and the summers are far, so optimum cold is remains present in the atmosphere and people lovingly call this period as 'pink winters'. This time around the young buds blossom into orchids. Perhaps this is the best time to visit Agra, specially for a person who is used to European or Mediterranean climate. The venue of this Taj Mahaotsava or the Taj fair is Shilpgram, approximately at a distance of one kilometre from the Eastern gate of the Taj Mahal. The ground is decorated like a true open Air Exhibition, where one can find the stalls and shops of Indian handicrafts, marble inlay works, Indian cuisine from different states of India, Goods of leather etc.

This fair lasts for about 10 days and out of which at least three or four days are scheduled for a cultural event to take place. This cultural programme
may include either a classical dance show by renowned dancer of India, or may be a Musical show either classical or vocal or may be instrumental, or sometimes it may also result in the dance show or musical night by any of the popular pop stars.

There is one main drawback of this Taj fair and i.e. most of the audiences of this event are local in habitants of Agra City and this crowd includes people from all sections of society. Majority of crowd attending the fair are not up to the mark of literate and gentle gentry. So the events of mischief, misbehaviours, eve teasing are very prominent there. This creates a negative feeling on the people coming from outside, be it international or domestic tourists. So all the efforts of promoting Taj Mahaotsava goes in vain. The limitation of the organizers are that they can neither ignore the local inhabitants nor the participation of international tourists can be left behind, which is one of the prime aim of this fair. Thus to control the crowd is the biggest problem for the local administration in the Taj Mahaotsava.

5. Agra as a centre of attraction for ornithologists: - The people who have a little bit of interest in birds or aerial creatures, apart from having some interest in the history, culture and glory of India, Agra is the best destination the nearness of this world heritage city to the two Bird Sanctuaries makes it an ultimate destination for the lovers of Taj and Birds. The two Bird Sanctuaries near to Agra are :-
(a) Patna Bird Sanctuary: Unlike its name, this sanctuary is not in Bihar but it is located about 50 km. from Agra District. This is a newly created area, whose foundation stone was laid very recently. This is located in Etah District. Here about 300 species of domestic and migratory birds are found. This project of UP Tourism costs about Rs. 25.91 lakh and includes two dormitories, banquet hall, lobby restaurant etc. The sanctuary is expected to draw more tourists after necessary facilities are made available there.

(b) Keoladeo Ganga National Park or Bharatpur Bird Sanctuary: This Sanctuary is located on the Agra Jaipur highway and is a two hour drive from Agra by road. Not less than 328 kinds of birds have been witnessed in Bharatpur Sanctuary. Out of these 117 are the migrated areas from Siberia and China. The shallow lakes present in the Sanctuary hosts a house for 80 types of ducks. This sanctuary offers many more things to its visitors. A naturologist can very well explain and guide things about the birds to a visitor. The bicycles can also be hired in the sanctuary or the Rickshaws are also a better deal to see the sanctuary. The rickshaw pullers also serve the purpose of local guides/social friends to the tourists. Unlike Patna Bird Sanctuary, Bharatpur Bird Sanctuary has some good venues for fooding and lodging. The two famous lodges are the ITDC Bharatpur Forest Lodge.
and the Laxmi Vilas Palace Bharatpur. These two can serve and cater the needs of the visitors like the luxurious star category hotels.

6. Combination of Taj Mahal with other attractions :- The Taj Mahal in its existing presence is marketed as a monuments to visit and to enjoy its existing features. But there is another dimension of marketing this place as a tourist destination in combination with other attractions as bonus. These attractions include many things, for which some basic platform is present and some measures should be adopted to bring those attractions at par. Some of the examples of the possible combination of attractions are:-

Taj Mahal by the boat ride :- Taj Mahal is already located on the bank of river Yamuna, which is a gift to this monument as an existing potential of enjoying the pleasure of the viewing Taj by Boat cruise. The sufficient waters of the river Yamuna after the Monsoon rains can offer an exiting offer to enjoy the beauty of Taj from the northern side of the Taj Mahal. This side gives a unique picturesque look of Taj Mahal as there are no obstructions from the other bank of Yamuna. If some boats are lowered into the water and the tourist are offered the service of enjoying Taj on the boat with a boatman, it can be equally popular as the Gondolas of Venice. Any single effort in this direction will prove to be a boon in the regard of improving marketing and promotion of the Tourism in Agra.
7. Development and Promotion of Agra as a venue for Sports :- Games and Sports event are very popular nowadays. Any sports event held in the particular region sets all eyes of the media and sports and game lovers to that place. This example can be best demonstrated by the cricket tournaments, which are organized every year in the city of Sharjah UAE. Though it is a land of desert, and yet there are basic infrastructure and facilities for the organization of cricket tournaments and trophies to be organized every year. This development of infrastructure i.e. construction of Stadium, cultivation of grass in the sands of desert is no less than a miracle. This is the best example of an inspiration of achieving the limits of sky. If someone can blossom the deserts and pull the crowds of thousands and lakhs for the particular reason of a sports venue, this can be the case with any other destination of the world.

Agra is such a popular city world wide, still there are no facilities and amenities for the promotion of the city as a centre of sports development. If there were any series or any One-Day International Cricket Match had been organized in Agra, it would have added an extra glitter to the shine of this beautiful city which has so much to offer, so much to cater for the people of all tastes and preferences. This is also an attraction for the sports loving persons and the team members of the various games of world. If any of the cricket team visits India on its tour of India, it definitely visit Agra. So there will be hardly any player of the cricket team who have visited India, but have not visited the city of Agra or The Taj Mahal.
If we consider and analyse the present available options and facilities for the development of sports and games, we find that there are no proper venues for the organisation of any tournaments or any sports event to be held at national or international level. There is only one stadium which exists in Agra and that is Eklavya Stadium located in the Sadar Bazar. The stadium’s size is also not that big that it can serve the platform for any international sport event to be held. Besides the size there are also no modern techniques or developments present which can serve the games at international level. There is also a Golf ground which is situated on the Taj Road behind the Circuit House, but till date this ground has not been able to conduct or organize any Golf Tournament which can place this destination into the limelight and can serve as a tool of promoting this Agra city as a destination for the Golf lovers as well.

8. Agra a venue for the Archaeologists:– The historical importance of this city of Taj has its vital importance in creating a chapter of today on the foundations of past. The historical buildings, monuments, mausoleums have in their own way revealed the period of the glorious past and many historians have declared their opinions and have done their publications and research work in describing the period of history after concluding their inference from these buildings. The remains and ruins of those buildings which are not intact gives an opinion or the idea about the life style, culture and life or the never returning era. This helps in drawing an image of the Indian history, which is not
very much evident from the literary works, accounts of the nobles, bibliographies and autobiographies of the people during that period.

The process of discovering new clues and evidences for the conception of past has never stopped and still going on with a steady progressive rate. The Government body involved in this process in the Archaeological Survey Of India, Agra Circle, Agra having its office at 22, The Mall, Agra. The ASI is working for the purpose of discovering new evidences form the buried history of past. Their area of work in the city of Agra and neighboring suburbs is excellent and very helpful in deducting the results. There were some excavations made in the city of Fatehpur Sikri and its neighboring areas.

Hence it is very much evident from the facts and analysis that if one can think of his or her dream destination in India the ultimate destination which comes into mind is the City of Taj Mahal, Agra. But the studies and the reports clearly reveal that the city is not witnessing the presence and stay of the desired number of Tourists, the number it should actually do. There are many things in which the city is lacking behind in spite of the presence of the enormous and vast potential present in itself. Thus there should be proper planning and promotion of Tourism which should be adopted by the collective effort of Public sector Organizations, Private sector organizations, the citizens of Agra city and above all the people involved in the Tourism Industry of Agra.