The phenomenon of travel and tourism is evident from the times immemorial. The soil of Indian subcontinent has witnessed the footmarks of people from all over the world from the ancient period. The phenomenon became an essential part of the lives of people of the Western world and tourism took the shape of an industry. All over the world, tourism is considered as the fastest growing industry and one of the major sources of earning foreign exchange and revenue.

The importance of the industry cannot be ignored in relation to a developing country like India. The existing potential of tourism is so large that it can invite every single individual of the world to avail and enjoy of the pleasures of the tourist products of India. Be it the marine waters of the beaches of the Indian coasts, the snow-clad mountains of the great Himalayan mountain range or the Taj Mahal, the seventh wonder of the world, India has a diversity and variety of all kinds of Tourists products to cater to the needs of the people having different tastes and preferences.

But it is also evident from the data that the number of tourist arrivals in India is not even one per cent of the world tourists. Researches are going on
all over the country to identify the reasons for such a small number of
tourists coming to the country while the nation accounts for nearly one-sixth of the world population.

The name of the city of Agra is not unknown to the world. If the
Pyramids represent the country of Egypt, Eiffel Tower is the symbol of
France, Leaning Tower is the image of Italy, Taj Mahal is the representation
of India. People from all over the world have a passion to visit the wonders
of world. But it is observed that that among all the wonders of the world, Taj
Mahal is lagging far behind in terms of the number of people arriving here,
not only at international level but in terms of domestic tourists as well.

If we carefully look into the matter and analyze the scenario of
tourism industry of Agra, a picture emerges that the promotion and
propagation of the tourist products of Agra have not been undertaken in the
manner and at the scale it deserved. Further, marketing is a very important
tool of promotion of a particular product. Since Tourism industry is a
service industry, and all the products are perishable, the role of marketing
cannot be overemphasized.

In case of Agra, something is missing somewhere. This work is an
attempt to analyze the existing potential of tourism of Agra with reference to
all available options to promote tourism industry.
While studying tourist industry of Agra, all plans of the government as well as the efforts of the private organizations which aim at marketing and promotion strategies for proper development of tourism in Agra have been considered.

**OBJECTIVE OF STUDY**

The present work is aimed at discussing the application of modern marketing principles with reference to tourism industry, with an emphasis on Agra region, which is an important destination in Indian Tourism Industry. The motive of research is to focus on different aspects of marketing and their instrumentality in promoting the destination Agra among the potential tourists within India and abroad. This work includes the historical perspective of the concept of tourism which initiated in Europe and how this concept developed into a full fledged industry which is an important part of the economies of the developed countries. The study concentrates on the development of tourism in India and the existing policies and strategies which are in practice for the same. The study also aims at making an analysis of the Indian conditions in the face of available potentials. Since tourism industry is an amalgam of different industries, the