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
contributions made by several organizations and bodies to the development process is an important factor. Therefore, analysis of the contributions of these organizations is carefully made and shown how far these contributions are result oriented.

SIGNIFICANCE OF STUDY
In the face of succulent benefits, tourism industry has gained a due weightage and importance in the developing countries like India. In the context of Indian market, where tourism potential is present in various types and forms, the results are not up to the desired limits. People going in for the purpose of pleasure and leisure are not choosing Agra as their dream holiday destination, while the cities of South East Asia like Bangkok in Thailand, Kuala Lumpur in Malaysia and Singapore are still far ahead as far as the number of tourist arrivals is concerned.

The present work analyses all the measures which are present in the environment to promote tourism in India, with special attention to Agra region. It further reflects the effects of these measures, policies or strategies in tourism promotion and also includes the other new vistas for the promotion and development of tourism in Agra. In precise words, the significance of this work is to improve the image of Agra as a tourist