destination and the identification of new thrust areas which can be combined along with the existing tourism potential of Agra city under the limelight of policies and strategies.

In the present work, development of tourism in India in comparison to the Western world has also been discussed. Measures have been suggested to promote Agra as a tourist destination keeping in view the examples of developed countries. However, the conditions of Indian tourism industry are quiet different from that of the Western world. So, the areas which are helpful and important in Indian context are considered carefully and the areas which are of little significance or may have an adverse effect in Indian scenario are to be ignored.

**SCOPE OF STUDY**

In the context of tourism industry of India, the existing promotional steps are not found satisfactory. Taj Mahal, being the seventh wonder of the world and world heritage city, Agra has not been successful in attracting the high spending tourists in large numbers, in spite of presence of such a great monument and several other tourist attractions as well. It is very much clear that advertisement and promotional measures have failed in impressing and convincing the potential tourists, within India and abroad as well.
In the present circumstances, tourist organizations find it difficult to act in a positive way. This study examines all the governmental policies that obstruct the formulation of sound marketing strategies for the development of tourism industry of Agra. The study also draws attention the steps and measures, which are to be adopted for showing positive results in the light of the existing policies.

**RESEARCH METHODOLOGY**

The research methodology helps a research scholar in making the work convenient and authentic. There are two important sources for collecting information – primary and secondary. The present study is based on a combination of primary and secondary sources of research. The background materials have been collected from different published books, articles, journals, magazines, brochures, reports and newsletters. The collected materials from different sources has been analyzed and processed in the face of objectives of research. The work also includes the statements and personal interviews given by the authorities of different organizations involved in the tourism industry of Agra. The combination of the primary and secondary sources has been applied in the tourism scenario of Agra region. On the basis of measures adopted in the developed countries,