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**TOURISM INDUSTRY ON UTTER PRADESH PROFILE AFTER GLOBALIZATION  
(A CASE STUDY OF AGRA CITY)**

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**ABSTRACT:**

Since the early times of time human beings have traveled. Food, water, safety or acquisitions of resource were early motives to travel. But the idea of travel for pleasure soon emerged. Travelling has always been dependent upon technology to provide the mode of travel. Earliest travelers walked or rode domesticated animals. Each improvement in technology increased individuals' opportunities to travel. With improvement in technology and government stabilization increased the interest in travel for education, sightseeing and religious purposes. Tourism can be defined as the temporary movement of people to destination outside their place of work and stay, activities undertaken during their stay in the places and facilities created specially to cater to their needs. Agra, is the erstwhile capital of Hindustan, is a city on the banks of the river Yamuna in the northern state of Uttar Pradesh, it is one of the most populous cities in Uttar Pradesh and the 19th most populous in India. Because 80 percent of the city's sewage flows into Yamuna River, it is 20th most polluted city in India. Agra region can also refer to the administrative district that has its headquarters in Agra city. It achieved fame as the capital of the Mughal emperors from 1526 to 1658 and remains a major tourist destination because of its many splendid Mughal-era buildings, most notably the Taj Mahal, Agra Fort and Fatehpur Sikri, all three of which are UNESCO World Heritage Sites.

**Key words:** Taj Mahal, Agra Form

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**INTRODUCTION:**

As an industry, the effect of tourism is multidimensional. Tourism industry nourishes a country's economy, stimulating development process, restores cultural values and heritage and results in maintaining international peace, harmony and understanding. One of the most important feature of the tourism industry is its ability and capacity to generate large scale employment opportunities even in backward and underdeveloped areas especially to women both educated and uneducated. Another important characteristic is that it contributes to national integration of the people who live in different regions of the country with varied cultures, values and languages. Tourism is a combination of activities, services and industries that results in delivering a travel experience, including transport facilities, accommodation facilities, eating and drinking establishments, retail shops, and entertainment businesses, activity facilities and other hospitality services provided for individuals travelling alone or groups travelling. Tourism is a field of human activity known to mankind from time immemorial. It cuts across barriers of caste, colour, creed and builds universal brotherhood. The world's oldest industry is also one of the largest and fastest growing industries today. In general terms travel is referred to any movement of one or more people from one point to another. There is not much difference between tourism and travel; in general both terms are used as synonyms (Nanthakumar et al, 2008). Many people believe that tourism is a service industry that takes care of visitors when they are away from home. Some restrict the definition of tourism by number of miles away from home, overnight stays in paid accommodations, or travel for the purpose of pleasure or leisure.

Others think that travel and tourism should not even be referred to as an industry. Hunt and Layne (1991) acknowledge the problems of defining travel and tourism. They say that travel was the most accepted term until 1987 and that since that time tourism is the accepted term used to "singularly

describe the activity of people taking trips away from home and the industry which has developed in response to this activity”.

### **TOURISM INDUSTRY: AN OVERVIEW**

Tourism is a multi component, many parts of which are logically linked to other economic sectors such as airlines, transportation, gift shops, concession or subsidized rates and restaurants to retail or service, hotels and other types of accommodation to commercial development. According to a survey of World Travel and Tourism named Broadening the Mind published in the “Economist” offers the following rationale. The size of the travel and tourism business is difficult to estimate because of three basic reasons. First there is no accepted and proper definition of what constitutes or composes the industry; any definition runs the risk of either overstating or understating economic activity. Second, tourism is a business; many of the activities (like tour guides and people of souvenir shops sales people) and much of whose income are well suited to people of the underground economy. In countries with foreign exchange control every official figure on expenditure will be wrong. Third, international travel is bedeviled by huge differences in the data of different countries. While efforts are underway to bring uniformity to data collection and analysis worldwide, it will likely to be sometime before a common agreement is reached on the scope and effect of the tourism industry. Two main dedicated organizations to the task of giving travel and tourism it’s due as the world’s largest industry. The Brussels based World Travel and Tourism Council (WTTC) is a coalition of 65 chief executive officers from all sectors of the industry. The “World Tourism Organization” (WTO), on the other hand, is an organization of the United Nations Development ProgrammeWTO’s membership consists of 113 of the world’s government and boasts over 170 affiliate members from the travel and tourism industry.

### **ROLE OF TOURISM IN ECONOMIC DEVELOPMENT:**

Tourism today is one of the fastest growing industries throughout the world. A large number of developing countries today are aware of the economic potential benefit of tourism. The economic value of tourism to an economy is measured by its contribution to the national income, the earnings of foreign exchange, its contribution to the state revenues & the creation of employment The importance of earnings for developing countries is, however, much more felt than those for developed countries. Although tourism is sensitive to the level of economic activity in the tourist generating countries, it provides more stable earnings than being provided by primary products. Tourism is thus the most important source of income for many countries. For instance, newly emerging countries in such areas as the Caribbean depend very heavily on tourist income, which often represents the major part of the gross domestic product (GDP).

Tourism as a source of income is not easy to measure, at least with any degree of accuracy, the reason being of the multiplier effect (Clarke et al, 2009; Brida et al, 2010; Rastegar, 2010). The flow of money generated by tourist spending multiplies as it passes through various sections of the economy through the operation of the multiplier effect (Dritsakis, 2008; Boopen, 2006). Tourism not only creates jobs but it also encourages growth in the primary and secondary sectors of industry. This is known as the multiplier effect which in its simplest form is how many times money spent by a tourist circulates through a country's economy. India as a tourist destination has an immense attraction of its own various angles. It is a land full of mysteries with the grandeur of its untouched mountains, the majesty of its age-old monuments.

Uttar Pradesh was earlier known as 'Central Province' and none was more befitting to its stature than this name. Indeed Uttar Pradesh, or UP as it is popularly called, has been in the central of all the activities that has shaped India. From the rule of Moguls to the rule of people, Utter Pradesh has been at the helm of affairs.

The state is the largest in terms of population in India. It has close to 160 million inhabitants. That is more than the total population of Western Europe! The state stretches from the Northern ridge of the Arravallies near Ghaziabad to the lush green Ganges basin at Allahabad. In between come

commercial belt of Rohilkhand and the ravines of Bundelkhand. Since decades Bundelkhand has been known as the badlands of Uttar Pradesh because of its bandits infested ravines.

#### **ACCORDING TO WORLD TOURISM ORGANISATION:**

- The share of India in international tourist arrivals in 2005 is .49% and the arrivals is only 3.92 million whereas the share of France is 9.4% ,USA is 6.11%.
- The share of India in international tourist receipts in 2005 is .8% and the total tourism receipts is only 5.73 million whereas the share of France is 6.2%, USA is 12%.
- The share of Uttar Pradesh in domestic tourist visits during 2005 is 24.3%.
- Foreign tourists' arrivals in India in the year 2006 (till July) was 2486117 and in 2005(till July) this figure was just 2183573.
- Foreign exchange earnings in India in the year 2006 (till July) was 15749.96 and in 2005(till July) this figure was just 13668.75 Crore.
- On an average, per tourist foreign exchange earning in India was about 1462US\$ against the estimated world average of US\$ 844. Even when the average earnings per tourists are compared with those of the top world tourist generating countries or with countries in India" s neighbourhood, it was highest in India with an exception of USA.

#### **TOURISM POTENTIAL OF AGRA:**

##### **The city of Taj Mahal and a leading travel destination of India**

The city of Agra is world famous for Taj Mahal and a million of tourists from all over the world come here every year to savor the different moods of this magnificent edifice. As Agra was a seat of the Mughal rulers for many years, it also has number of historical monuments in and around the city, dating back to the 16/17 century. Emperor Akbar built Fatehpur Sikri, the beautiful city of red sandstone, near Agra.

Agra has a rich historical background, which is amply evident from the numerous historical monuments in and around the city. Though the heritage of Agra City is linked with the Mughal dynasty, numerous other rulers also contributed to the rich past of this city. The city of Agra is situated on the west or right bank of the river Yamuna. It is connected by rail and road with most of the principal cities of India. It is on the air route Delhi-Agra-Khajurao-Varanasi. Agra has a healthy climate though it tends to be extreme.

After the establishment of the Mughal Empire Agra steadily gained in importance and soon became the city of India under Akbar and his two immediate successors.

There is no other monument in the world, which can match the beauty and grandeur of the Taj Mahal. Besides Taj, there are other famous monuments like Agra Fort, Itmad-ud-daula's tomb, Bharatpur Sanctuary, Sikandara, Fatehpur Sikri etc.

#### **Monuments at Agra**

##### **Taj Mahal**

Taj Mahal is regarded as one of the eight wonders of the world, and some Western historians have noted that its architectural beauty has never been surpassed. The Taj is the most beautiful monument built by the Mughals, the Muslim rulers of India. Taj Mahal was built by a Muslim, Emperor Shah Jahan (died 1666 C.E.) in the memory of his dear wife and queen Mumtaz Mahal at Agra, India. It is an "elegy in marble" or some say an expression of a "dream." Taj Mahal (meaning Crown Palace) is a Mausoleum that houses the grave of queen Mumtaz Mahal at the lower chamber. The grave of Shah Jahan was added to it later.

Taj Mahal was constructed over a period of twenty-two years, employing twenty thousand workers. It was completed in 1648 C.E. at a cost of 32 Million Rupees. The construction documents show that its master architect was Ustad ,Isa, the renowned Islamic architect of his time. The documents contain names of those employed and the inventory of construction materials and their origin. Expert craftsmen from Delhi, Qannauj, Lahore, and Multan were employed. In addition, many

renowned Muslim craftsmen from Baghdad, Shiraz and Bukhara worked on many specialized tasks.

The Taj stands on a raised, square platform (186 x 186 feet) with its four corners truncated, forming an unequal octagon. The architectural design uses the interlocking arabesque concept, in which each element stands on its own and perfectly integrates with the main structure. It uses the principles of self-replicating geometry and symmetry of architectural elements.

Its central dome is fifty-eight feet in diameter and rises to a height of 213 feet. It is flanked by four subsidiary domed chambers. The four graceful, slender minarets are 162.5 feet each. The entire mausoleum (inside as well as outside) is decorated with inlaid design of flowers and calligraphy using precious gems such as agate and jasper. The main archways, chiseled with passages from the Holy Qur'an and the bold scroll work of flowery pattern, give a captivating charm to its beauty. The central domed chamber and four adjoining chambers include many walls and panels of Islamic decoration.

The mausoleum is a part of a vast complex comprising of a main gateway, an elaborate garden, a mosque (to the left), a guest house (to the right), and several other palatial buildings. The Taj is at the farthest end of this complex, with the river **Jamuna** behind it. The large garden contains four reflecting pools dividing it at the center. Each of these four sections is further subdivided into four sections and then each into yet another four sections.

#### **OTHER MONUMENTS WITHIN TAJ COMPLEX:**

1. Rauza Saheli
2. The tomb of Sirhindi Begum
3. Fatehpuri Masjid
4. Mumtazabad (Taj Ganj)

#### **AGRA FORT:**

Though Agra is more famous world over as the city of Taj, Agra Fort is another dimension to the city that attracts tourists in hordes. Built by Akbar in Red Sandstone when he was through with the consolidation of his power after accession to power in 1654, Agra Fort worked both as a military strategic point as well as the royal residence. Many of the palaces inside the fort were later added by next generations of Mughal Emperors like Jahangir and Shahjahan.

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Most of the buildings within the Agra Fort are a mixture of different architectural styles. The assimilation of these different styles has given the buildings within the fort a distinctive look. For instance, the Jahangiri Palace built by Akbar is a good blend of Islamic (Persian) and different local Hindu styles. Other buildings either have a mixed style or conform predominantly to the Islamic style. Akbar, king at 14, began consolidating his empire and, as an assertion of his power built the fort in Agra between 1565 and 1571, coeval with the construction of Humayun's tomb in Delhi. The Agra fort retains the irregular outline of the demolished mud-wall fort of the Lodis.

The lofty battlements of the new fort cast its protective shadow over the far stretching mansions of court that nobles and princes built along the riverfront. The magnificent towers, bastions and ramparts and majestic Surabhi Srivastava 146 gateways symbolized the confidence and power of the third Mughal emperor, Akbar.

The fort is auricular in shape and its colossal double walls rise 20 m in height and measure 2.5 m in circumference. The fort is encircled by a fetid moat. The lofty battlements of the Agra fort cast its

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The fort contains splendid palaces both in red sandstone and white marble built by two generations of prolific builders, Akbar and later on by Jahangir and Shahjahan. Of the nearly 500 Akbari buildings built in the Bengal and Gujarati traditions, only a few have survived, arrayed in a band on the riverfront.

#### **FATEHPUR SIKRI:**

16 kms from the city of Agra, stands Fatehpur Sikri, Akbar's capital. Fatehpur Sikri was built during 1571 and 1585.

Fatehpur Sikri is one of the finest examples of Mughal architectural splendour at its height. Though the city is in ruins, it is a place to visit if one comes to Agra. But in real terms Fatehpur Sikri is a place where one should spend some time. The sunset over the ruins is sight to cherish. Fatehpur Sikri is the best example of the culmination of Hindu and Muslim architecture. Fatehpur Sikri Mosque is said to be a copy of the mosque in Mecca and has designs, derived from the Persian & Hindu architecture.

#### **SIKANDARA:**

This monument is only 13 km. from the Agra Fort. Akbar, who ruled over the Mughal Empire from 1556 to 1605, began building his mausoleum in the spartan style of Timurid architecture. The mausoleum was completed by his son, the next Mughal Emperor, Jahangir, who added more decorative elements to the design of Akbar's tomb in Sikandra.

The entrance to Akbar's tomb in Sikandra is under a huge arched gateway, similar to the Buland Darwaza at Fatehpur Sikri. There are beautiful calligraphic inscriptions on the white marble front of the gate. As you enter the gate you will see a formal garden in the charbagh tradition, and the tomb of Akbar situated at the center. Within the same complex is another sober tomb made of red sandstone, which contains the grave of Akbar's wife Mariam, the mother of Jahangir?

Akbar's tomb in Sikandra is built in a pyramidal shape, with an open terrace covered with carved latticework screens. The actual grave is in the basement and is decorated with paintings in colorful golden, green and blue hues on the stucco walls. The last resting place of the Mughal emperor Akbar was this city. Akbar was the greatest of the Mughal emperors and one of the most secular minded royalties of his time. He was the heir to a long tradition of oriental refinement, a great patron of the arts, literature, philosophy and science.

**Itmad-ud-Daula** is the tomb of Mirza Ghiyas Beg, a Persian who had obtained service in Akbar's court. The tomb set a startling precedent as the first Mughal building to be face with white inlaid marble and contrasting stones. Unlike the Taj it is small, intimate and, since it is less frequented, has a gentle serenity.

**Chini Ka Rauza** is One of the lesser-known monuments of Agra is the tomb known as the Chini ka Rauza, which is situated 1 Kilometer north of Itimad ud Daulah's Tomb. The Chini ka Rauza was built in 1635 and is the tomb of Allama Afzal Khan Mullah of Shiraz, a scholar and poet who was the Prime Minister of the Mughal Emperor Shah Jahan. The tomb gets its name from the colorful tiles (chini) that cover the walls of the tomb. The tomb is built in a rectangular shape and is topped with a bulbous dome.

The **Soami Bagh** Samadh is the mausoleum of Huzur Soamiji Maharaj (Shri Shiv Dayal Singh) in the Dayalbagh section in the outskirts of the city. He was the founder of the Radhasoami Faith and the Samadh is sacred to its followers. Construction began in 1908, and it is believed that construction will never end. It is often seen as the "next Taj Mahal". The carving in stone, using a



combination or coloured marble, is life-like and not seen anywhere else in India. When completed, the samadh will have a carved dome and a gateway

**TOURISM CONTRIBUTORS TO ECONOMIES OF AGRA:**

The term 'Tourism contributors to economies' denotes all the service industries, which are essential for the domestic and the international tourists. It includes all the transport facilities like airlines, railways, travel buses, taxis, Accommodation sectors- all star hotels, resorts, small restaurants, local shops, different handicrafts exhibitions and other local made products.

**TRANSPORT INDUSTRY:**

Being on the regular tourist route, which runs from Delhi-Agra-Khajuraho-Varanasi, Agra is connected by regular flights to these places. The local airport is known as the Kheria Airport. Express bus services (a/c and non-a/c) are available from Delhi, Jaipur, Lucknow, Gwalior, and Jhansi. The Rajdhani and Shatabdi trains have also their stoppage in Agra. The city is well connected by trains to almost every corner of the nation.

**SOUVENIR INDUSTRY:**

Agra is an important center of the leather industry in India. Agra is a leading center of the footwear industry, with more than 400,000 thousand pairs of shoes being produced every day in both modern factories and cottage enterprises. Being a hub of Leather industry, Agra also offers a plethora of Leather products such as sandals, purse, wallets, jackets, trousers, skirts and more to take back home. Agra is also internationally known Rug and Carpet Weaving Industry The main markets for shopping for leather in Agra are near the Taj Mahal complex. These areas include Sadar Bazaar, Kinari Bazaar and Munro Road. The U.P State Emporium called Gangotri at the Taj Mahal Complex, offers a range of leather handicrafts. The Shilpagram crafts village is another venue where leather items are on sale, directly by the craftsmen themselves. Agra is renowned for its marble tabletops, vases and trays, inlaid with semi-precious stones in ornate floral designs, in imitation of those found in the Taj Mahal. It is also an excellent place to buy leather : Agra's shoe industry supplies all India, and its tanneries export bags, briefcases and jackets. Carpets and dhurries are manufactured here too, and traditional embroidery continues to thrive. Zari and zardozi are brightly coloured, the latter building up three-dimensional patterns with fantastic motifs; chikan uses more delicate overlay techniques. At present Agra region has a important place in the world tourism map, but if impacts are unattended they can bring in issues of societal and cultural concern and can even kill tourism prevalent in the city and may hamper the main business on which the city is surviving.

**Table-1 : Annual Tourist Statics**

	2009		2010		2011		2012		2013	
	INDIAN	FOREGIN	INDIAN	FOREGI N	INDIAN	FOREGI N	INDIAN	FOREG IN	INDIAN	FOREGI N
BATESHWAR	414200	307	425000	450	690000	975	710000	1260	825000	1500
AGRA	3027938	600587	3438037	895767	6892274	1073473	7815960	1343016	7878513	1235708
MATHURA	5415700	24250	6524900	24300	6573750	24540	6590000	24600	6600000	24700
VRINDAVAN	3758500	18290	3804000	18320	3841200	18500	3865000	18600	3925000	18800
GOVARDHA N	7356900	3900	8010850	4000	8129100	4300	8320000	4400	8370000	4450
KUSUMSARO VAR	2044100	1280	2254700	1300	2340050	1370	2355000	1400	2360000	1420
BARSANA	3193100	1540	3200650	1670	3262300	1760	3275000	1800	3285000	1820
NANDGAON	1792200	1275	1801150	1295	1854210	1320	1865000	1340	1873000	1350

GOKUL	902500	870	979400	890	1001200	1005	1010000	1030	1018000	1050
RADHAKUN D	3961200	1310	4070100	1322	4109800	1400	4140000	1500	4160000	1550
MAHAVAN	376000	315	402010	325	405350	390	410800	410	416500	420
FATEHPURSI KRI	294316	159672	305430	210722	422446	247539	471602	249382	489409	255129
SORAUN	2307658	2065	2897000	2070	3500000	2500	3570000	3500	4000000	4000
GRAND TOTAL	34844312	815661	88113227	1162431	43021680	1379072	44398362	1652238	45200422	1551897

## CONCLUSION:

In order to complete the study, both the primary and secondary data has been taken into account. In many places, secondary data have been compiled. The work has identified with one dependent variable; Tourist Arrival in Agra with the six independent variables; world tourist flow, tourist flow to India, tourist flow to Uttar Pradesh, tourist flow to Agra, promotional expenses made by Uttar Pradesh Government. Similarly the study has attempted to identify and assess the importance and level of significance using the independent variables like tourist arrivals, season or weather, scenery, feeling of secure, behaviour of local guides, transportation, hotels, lodges and apartments, food and drinks available, tourist information offices and communication centers, shopping facilities and money exchange service at Agra. The hypothesis about the significant relation between the dependent variables like revenue generation, foreign exchange earnings with each of the independent variables has been tested by using suitable test. To find out the specific trends of domestic tourists at Agra, an extensive survey is conducted, comprising of 100 domestic tourists at different locations in Agra between the time periods of September 2008-February 2009. The questionnaire is prepared comprised of 30 questions which reveal their basic ideas, knowledge and experience. For foreign visitors at Agra, survey has been done, comprising of 45 tourists at different locations in Agra between the time periods of September 2008-February 2009. The questionnaire is prepared comprised of 30 questions which reveal their basic ideas, knowledge and experience about Agra visit.

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