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CHAPTER – I

INTRODUCTION

1.1 INTRODUCTION

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. In FY20, 39 million jobs were created in the tourism sector in India; this accounted for 8.0% of the total employment in the country. The number is expected to rise by two% annum to 52.3 million jobs by 2028.

According to WTTC, India ranked 10th among 185 countries in terms of travel & tourism's total contribution to GDP in 2019. During 2019, contribution of travel & tourism to GDP was 6.8% of the total economy, ~ Rs. 13,68,100 crore (US\$ 194.30 billion).

Agra is the city of the inimitable Taj Mahal. It was the Mughals who nurtured Agra with the finest monuments architects could design. Agra has a reputation of being one of the hottest towns in India; hottest in terms of both, tourist destination as well as temperature. Taj Mahal is one of the Seven Wonders of the World, The coveted title of the World Heritage site is granted by United National Educational, Scientific and Cultural Organization (UNESCO). Taj Mahal was built by Shah Jahan, the fifth mughal ruler, in the memory of his beloved queen Arjumand Banu Begam entitled as Muntaz-uz-Zamanin or Muntaz Mahal. The majestic well proportionate mausoleum and other structural elements of Taj Mahal complex were built in long time span of 17 years from 1631 to 1648, employing twenty thousand workers. Taj Mahal represents the finest architectural and artistic achievement through perfect harmony and excellent craftsmanship in a whole range of Indo-Islamic sepulchral architecture. Due to heavy crowd at Taj Mahal premises, lot of problems have being observed resembling pollution, loss of open space, and degradation of historic site, cultural

effects, and irritation due to tourist behavior. Therefore, this study emphasizes the satisfaction level of different attributes of the tourists who visited Taj Mahal. In fact, the success of the tourism industry depends on the level of satisfaction given by the tourists. The tourists will be satisfied when they acquire quality services and warm hospitality. Satisfied travelers will be pleased to tell friends and relatives about the commendable attitudes and manners of the operators and the workforce at a tourist spot in dealing with them.

1.2 STATEMENT OF THE PROBLEM

Tourist makes major contribution to Indian economy and employment rates. Tourism is generally less harmful to the environment compared to other activities like industry. Due to large number of tourists, a lot of environmental stress is being observed within the premises of Taj Mahal. There is a considerable adverse impact on Taj Mahal due to the increase of touristic activities, which is envisaged to rise in future. There is lack of studies on Taj Mahal in regards to international/ domestic visitor experience; therefore a scientific study - in the vicinity of Taj Mahal - with a view to assess the impact of tourist flow has been done. It has been concluded that the maximum number of tourists could be determined so that environmental conditions of Taj Mahal premises and its vicinity are maintained

1.3 OBJECTIVES OF STUDY

- To study the role of Taj Mahal in Indian tourism industry.
- To know the reason of attraction.
- To find the impact of Taj Mahal on tourist on economy of agra.
- To Study initiatives taken by Govt. to improve tourist arrivals at Taj Mahal.
- To Determine the steps taken by Govt. to conserve the Taj Mahal from pollution

1.4 SCOPE AND SIGNIFICANCE OF THE STUDY

Taj Mahal proximity needs to be made encroachment-free to attract more visitors, this will also encourage tourists to spend more time in Agra. Managing a huge number of tourists on daily basis is considered as a big challenge. Further, providing adequate amenities and facilities to tourists are another important aspects which need to be ensured efficiently all times. The aspirations, opportunities and quality of life of

the people residing or the people associated with tourist related activities in the vicinity of Taj Mahal needs to be addressed to ensure sustainability of developmental activity/modernization plan proposed around Taj Mahal complex.

1.5 METHODOLOGY OF THE STUDY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm theoretical model phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions, it is not the something as a method, set of methods or so called, “the best practices” can be applied to specific case for example, to calculate a specific result. The proper objective setting of the study is ensuring a specific result. Taking this objective into consideration, the methodology comprises the source of data, selection sample size and methods, questionnaire construction of data.

1.5.1 SOURCES OF DATA

Both primary and secondary sources of data were used together the data with regard to tourist and officials. Primary data include the method of gathering data with the help of questionnaire. Tourists and officials were administered the questionnaire at the study state. The secondary data pertaining to the indian tourism industry in Tajmahal.

In addition many institutions, libraries, interpretation centres, were also visited to collect hard and soft copies of literature for getting an indebt knowledge and clear understanding on the research problem. Several research references, such as journals, books periodical web references and data basis were also reffered to understand the concepts, current trends, challenges, problems and development of tourism and aspects in relation with other key elements.

1.5.2 SELECTION OF SAMPLE SIZE AND SAMPLE METHOD.

A convenient sampling method is adopted for the study. A total 50 tourist and travelers are interviewed with a structured questionnaire. Questionnaire distributed to the tourist

and travelers in the site area to collect the visitor experience and suggestions for the better development of Taj Mahal.

The time period for the collection of data is schedule from November 2019 to February 2020.

1.5.3 SAMPLE SIZE

For the present research work a total of 50 samples have been collected from the tourists of Taj Mahal.. The data collected, filtered and finally determined for data analysis.

1.5.4 QUESTIONNAIRE CONSTRUCTION.

Questionnaire is considered a research instrument used to capture the best data from the field after the preliminary field works. Survey and review of literature. A well structured questionnaire was prepared.

The questionnaire was designed for the tourists of Taj Mahal.

1.6 DATA ANALYSIS AND INTERPRETATION

After the primary data is collected the data is coded and filtered and finally the 100 questionnaires from the tourist have been finally retained for data anlaysis. The selected data is coded and feuded in Microsoft Excel software and analyzed to get the output. Simple percentage method is used to get the output. And this data are to be converted into the graphs and diagrams.

1.7 ORGANIZATION OF CHAPTER

The project report layout has been outlined as below:

Chapter 1

Deals with the introduction of the study. The introduction chapter starts with a brief introduction about the topic. This chapter also included major objectives, significance and scope of the study in a systematic manner. The chapter also highlights the sources of data collection method, sampling method, sample size, questionnaire design, pilot study and use of statistical tools.

Chapter 2

The second chapter contains review of literature. This chapter deals with the scholarly articles related with the project topic.

Chapter 3

This chapter begins with the introduction of the indian tourism, and also deals with the role of Tajmahal tourism industry and impacts of local peoples life

Chapter 4

This chapter presents the anlaysis of Primary Data collected from Taj Mahal tourism in Indian tourism. It presents the output of the primary data in different tables relevant to the study. This chapter presents interpretations consists of data analysis of visitor respondents.

Chapter – 5

This is the final chapter which highlight various findings of the study in a systematic manner and the chapter also suggest some important improvement of preservation of the destination.

1.8 LIMITATIONS OF THE STUDY

- Time constrain was also the major constrains of the study.
- It makes use of only primary data.
- Specific aspect from generalization has its self imposed limitation.