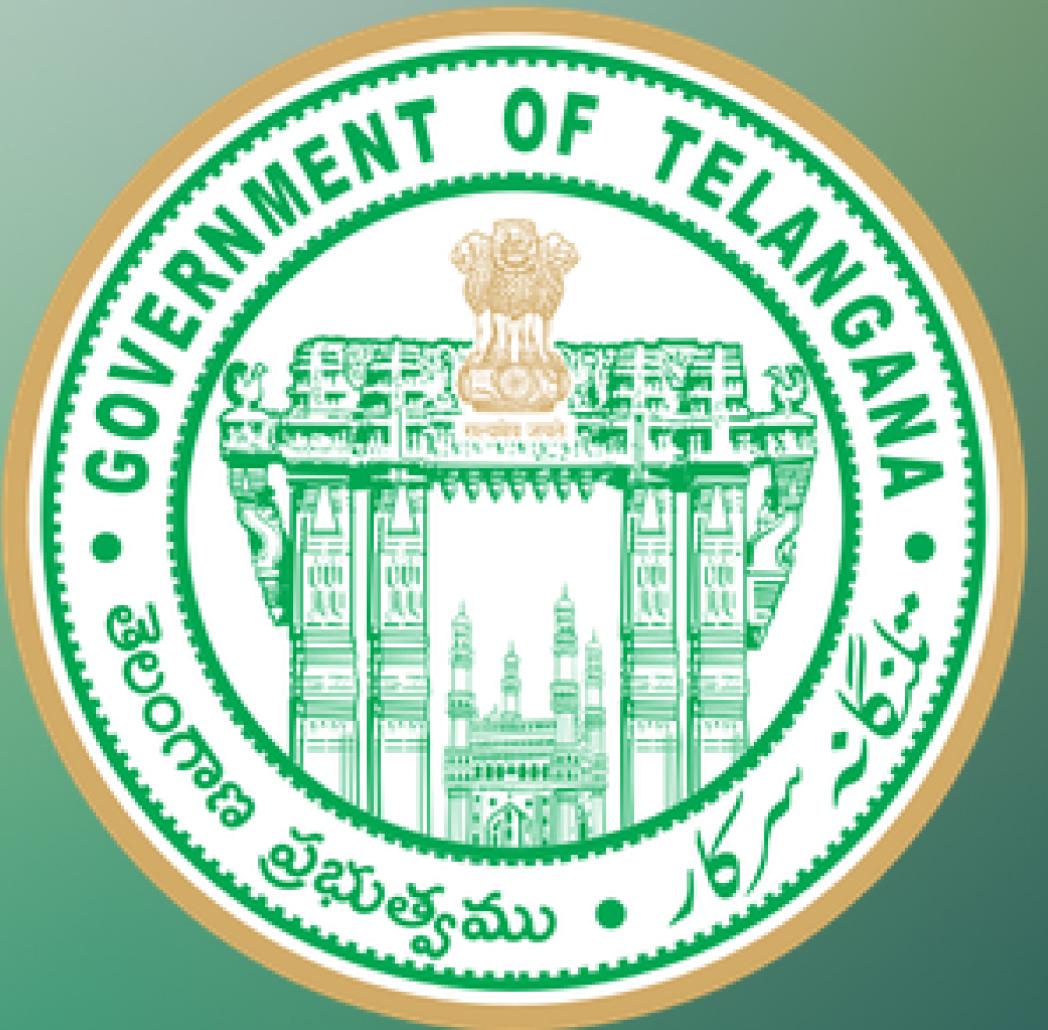




THE
**TELANGANA
GOVERNMENT
TOURISM**

2016 - 2019

12 May 2023
Anushka Goyal



AGENDA



Step 1 :

Problem Statement
Dataset explanation
Data cleaning

Step 2 :

About Telangana

Step 3 :

Preliminary Research Questions
Insights
Recommendations

Step 4 :

Secondary Research
Recommendations

PROBLEM STATEMENT

Telangana is one of India's leading states and has published its tourism data under its open data policy.

As a data analyst, you saw this as an opportunity to expand your skills and show your work on a bigger scale. Your idea is to find the patterns in the given data, do additional research, and give data-informed recommendations to the Telangana government which can be used to increase their revenue by improving administrative operations.

DATA

- You have two CSV files, one containing the details of "Domestic_visitors" and other one contains "Foreign_visitors" details.
- Both the data sources contain the following fields
 1. district: The name of the district in Telangana.
 2. date: The starting date of the month when the tourist data was collected for the specified district.
 3. month: The month for which the tourist data is being reported.
 4. year: The year is in YYYY format.
 5. visitors: The number of domestic visitors who visited the given district in Telangana during the specified month and year.

Domestic_visitors and Foreign_visitors, both the tables are combined and cleaned using Power Query editor

ABOUT TELANGANA

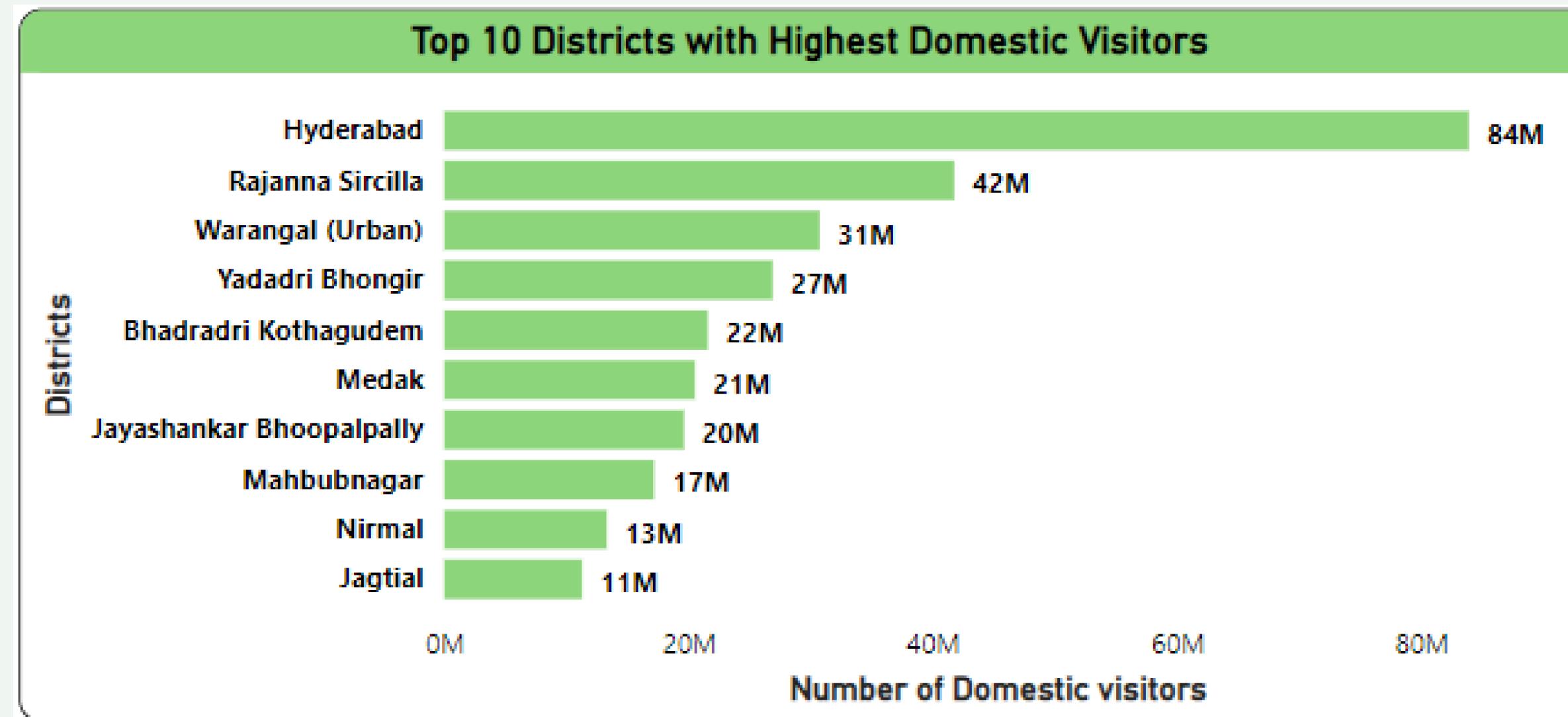
- Telangana is a state located in southern India.
- It was officially formed on June 2, 2014, as the 29th state of India. Previously, it was a region within the larger state of Andhra Pradesh.
- Telangana has a rich historical and cultural heritage.
- The state is known for its diverse landscapes, encompassing everything from fertile plains to rolling hills, forests, and rivers.
- Telangana experiences a tropical climate, with hot summers and relatively mild winters.



PRELIMINARY RESEARCH QUESTIONS



QUESTION : List down the top 10 districts that have the highest number of domestic visitors overall (2016 - 2019)



INSIGHTS :

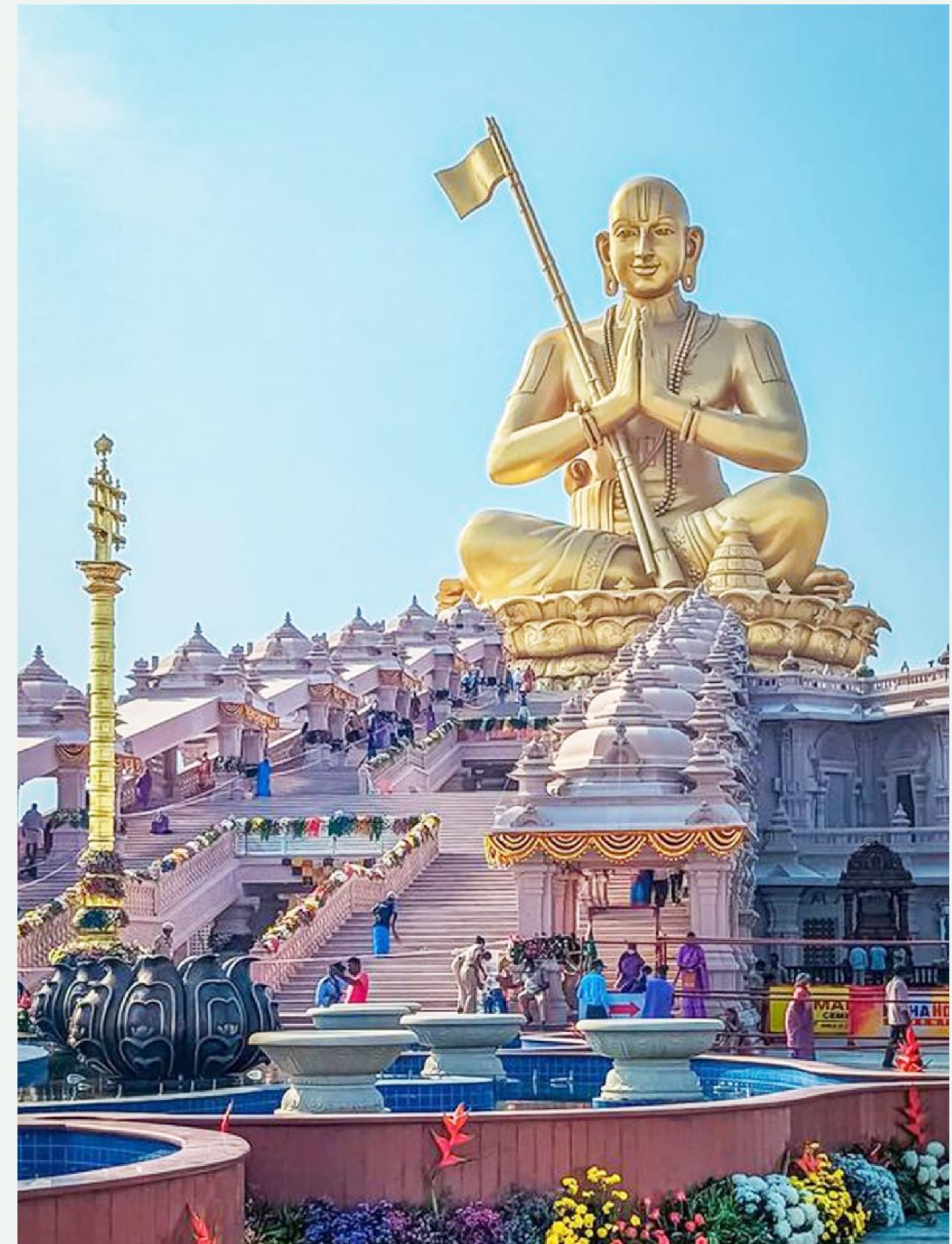
- Hyderabad has the highest number of domestic visitors (84 Million) between the years 2016 to 2019. Following could be some of the reasons :
 - a) **Economic and Industrial Hub:** Hyderabad is the capital city of Telangana and serves as a major economic and industrial center in the state.
 - b) **Historical and Cultural Significance:** Hyderabad has a rich history and cultural heritage, with iconic landmarks such as the Charminar, Golconda Fort, and Qutub Shahi Tombs.

c) **Technological and IT Hub:** Hyderabad is known as "Cyberabad" due to its significant presence in the information technology and software industries.

d) **Educational Institutions:** Hyderabad is renowned for its educational institutions, including prestigious universities, research centers, and professional colleges.

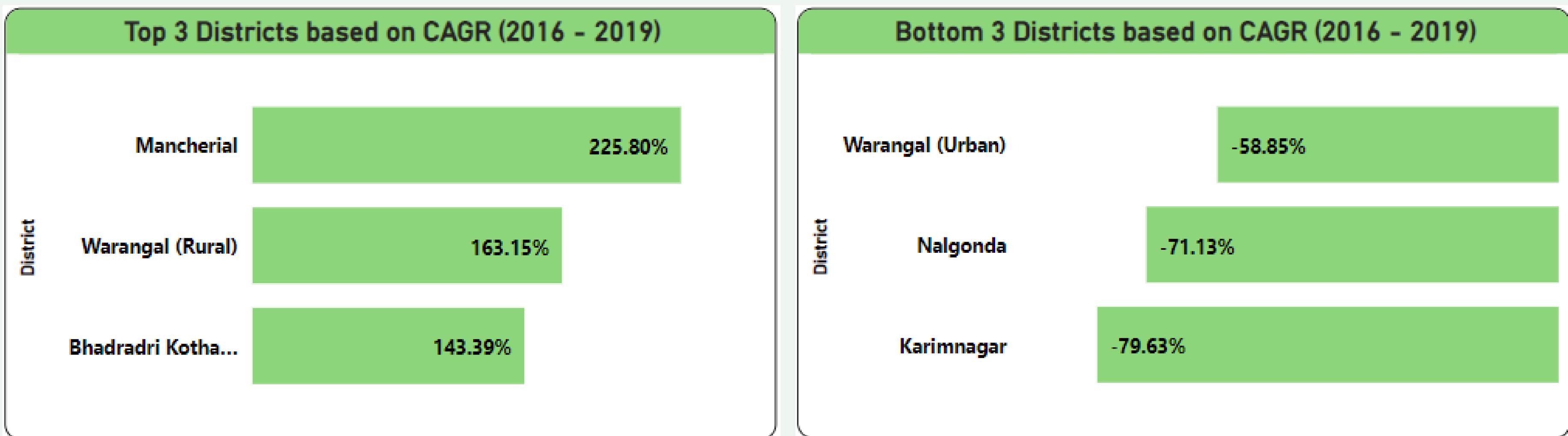
e) **Film Industry and Entertainment:** Hyderabad is a major hub for the Telugu film industry, popularly known as Tollywood.

- **Rajanna Sircilla** in Telangana is a popular tourist destination due to its rich cultural heritage, historical significance, and picturesque landscapes. Visitors are drawn to its ancient temples, traditional handicrafts, and the renowned handloom industry, offering a glimpse into the region's vibrant culture and traditions.
- **Warangal Urban**, in Telangana, is a popular tourist destination due to its rich historical and architectural heritage. It is home to iconic landmarks like the Warangal Fort and Thousand Pillar Temple, which showcase the region's cultural and artistic excellence, attracting visitors from across the globe.



Statue of Equality, Hyderabad

QUESTION : List down the Top 3 and the Bottom 3 districts based on the Compounded Annual Growth Rate (CAGR) of visitors between (2016 - 2019).



Compound Annual Growth Rate (CAGR) is a financial metric used to measure the average annual growth rate of an investment or business over a specific period, assuming that the growth is compounded annually.

$$\text{CAGR} = ((\text{Ending Value} / \text{Beginning Value}) ^ {(1 / \text{Number of Years})}) - 1$$

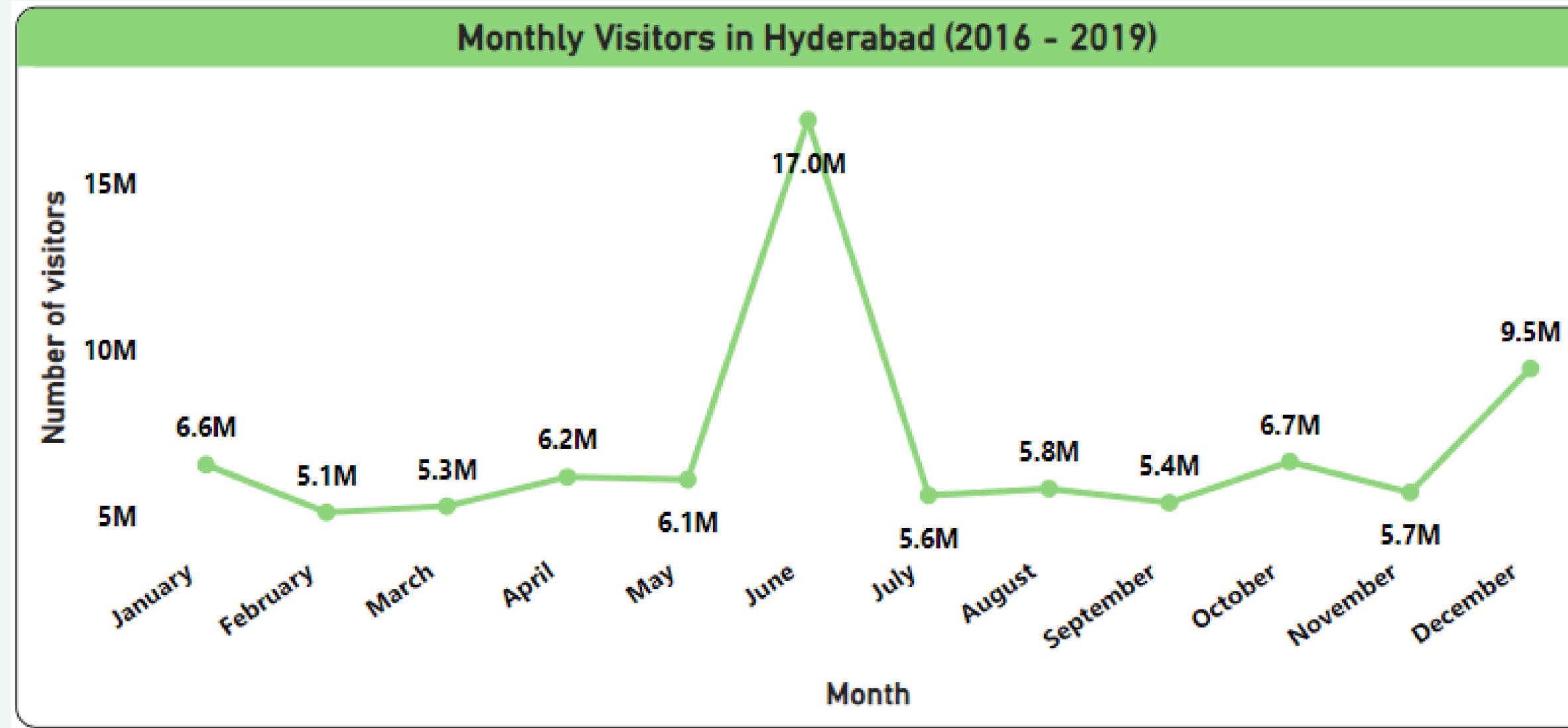
INSIGHTS :

- Mancherial district in Telangana has the highest Compound Annual Growth Rate (CAGR) that is 225.8 % due to factors such as favorable government policies, industrial development, infrastructure investments, strategic location, and a conducive business environment attracting investments and fostering economic growth.
- Karimnagar has the lowest Compound Annual Growth Rate (CAGR) due to factors such as limited infrastructure development, inadequate promotion and marketing efforts, lack of tourist attractions, and insufficient investment in tourism-related activities.

RECOMMENDATIONS :

- To increase the CAGR in districts with low growth in tourism, the government should focus on improving infrastructure, promoting unique cultural and historical sites, enhancing marketing efforts through digital platforms, collaborating with travel agencies, and offering attractive packages to attract tourists.
- For the districts with high CAGR, the government should focus on enhancing infrastructure, promoting unique cultural heritage, diversifying tourism offerings, leveraging digital marketing and social media, and fostering partnerships with local communities and businesses.

QUESTION : What are the peak and low season months for Hyderabad based on the data for 2016 to 2019



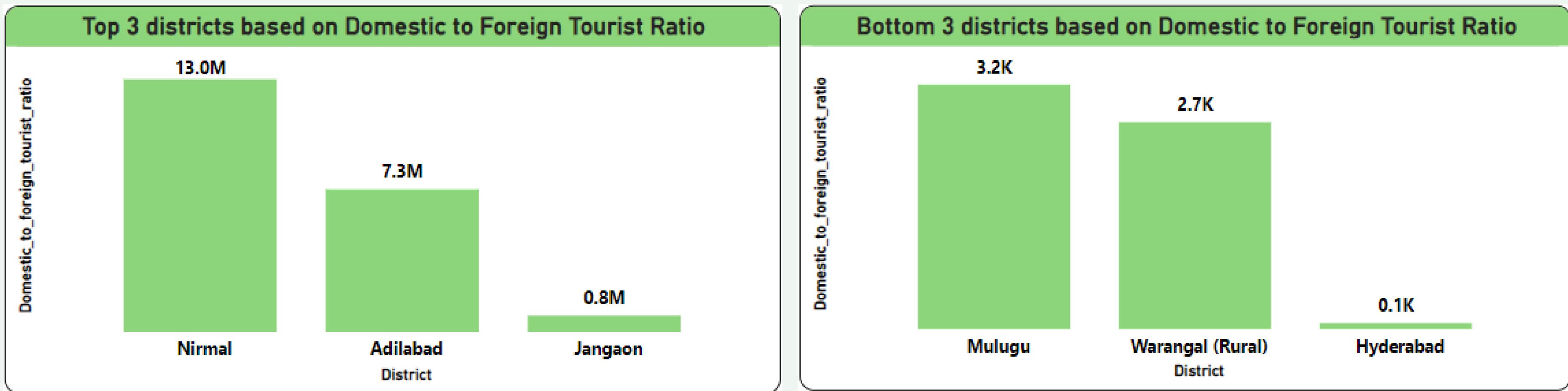
INSIGHTS :

June in Hyderabad has the maximum number of visitors (17 Million) due to pleasant weather conditions, popular events like the Bonalu festival, and summer vacations, attracting tourists and locals alike.

RECOMMENDATIONS :

- For Low season months, the Government can offer discounted packages, promote unique cultural experiences, collaborate with travel agencies for attractive deals, host special events and festivals, leverage digital marketing and social media, improve infrastructure, and enhance hospitality services.
- The government can plan well for high season tourism in Hyderabad by conducting market research, promoting local attractions, improving infrastructure, coordinating with stakeholders, and implementing effective marketing and communication strategies.

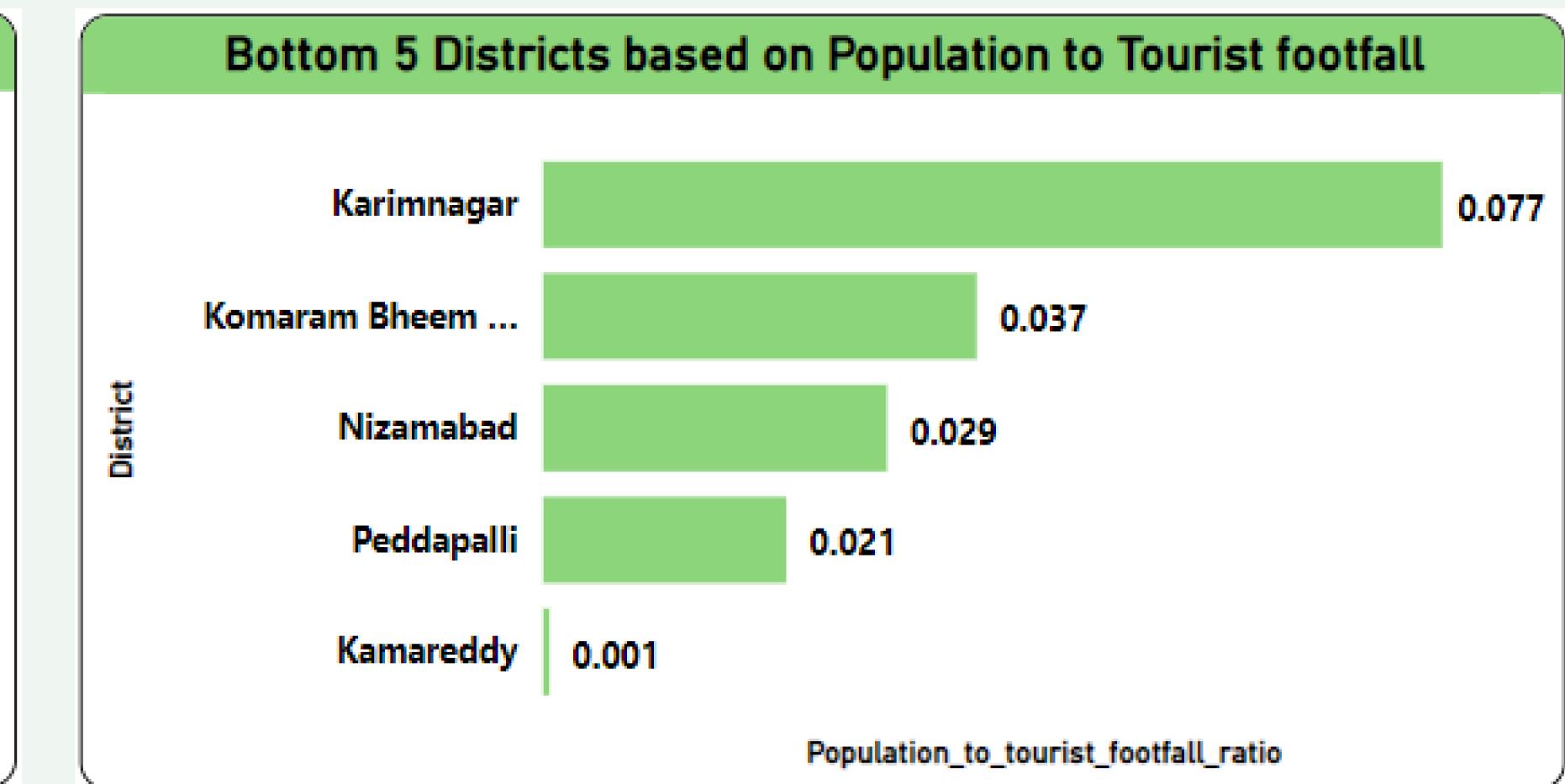
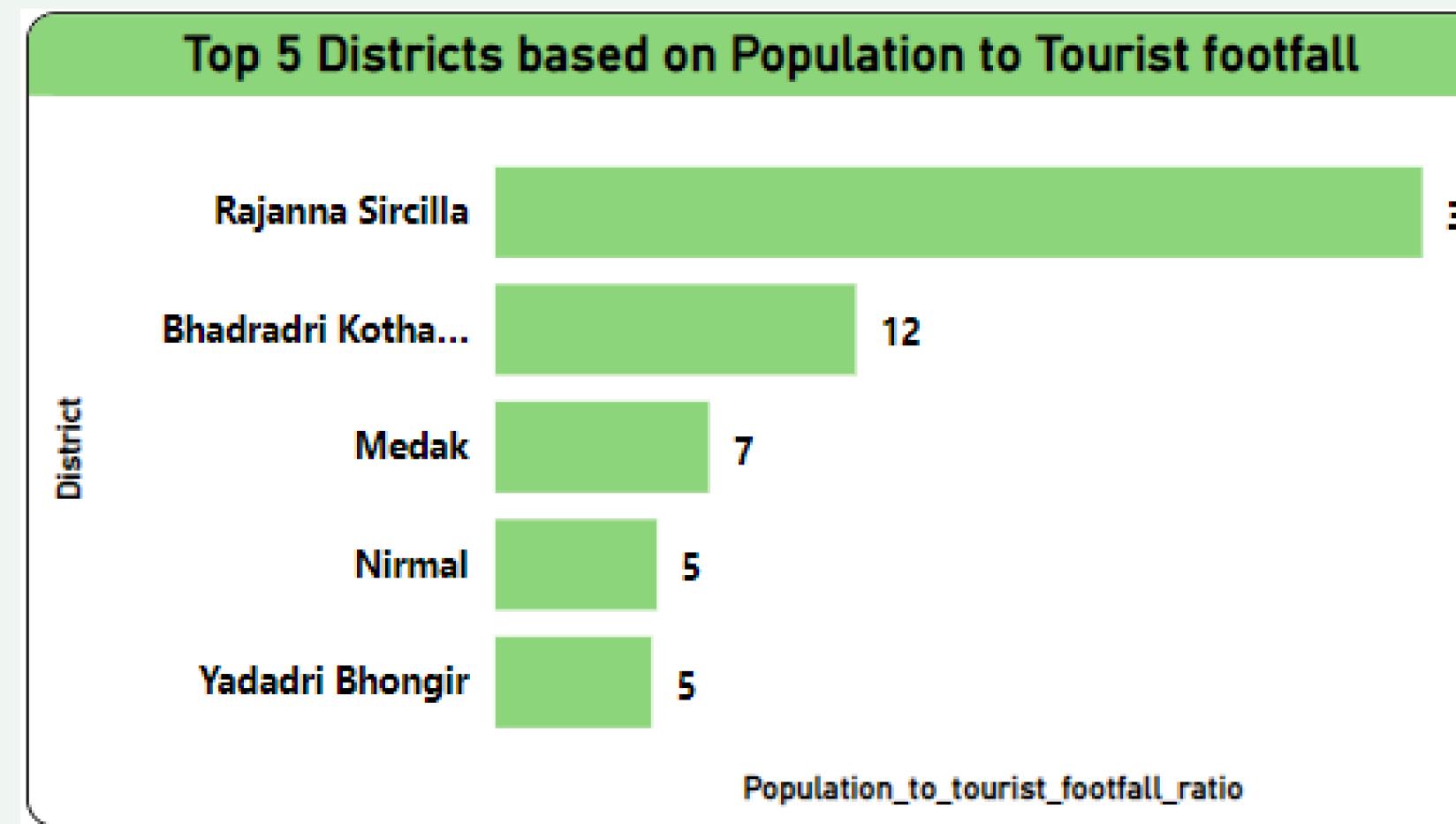
QUESTION : Show the top & bottom 3 districts with high Domestic to Foreign tourist ratio.



High Ratio => Majority tourists from same country.
Low Ratio => Majority tourists from Foreign countries.

- The government should focus on reducing the Domestic to foreign tourists ratio, since Foreign tourists brings in more revenue.
- To promote more foreign tourists in Hyderabad, government should focus on enhancing cultural experiences, organizing international events, improving infrastructure, increasing marketing efforts, facilitating visa processes, offering language support, and providing personalized travel packages.

QUESTION : List the top and bottom 5 districts based on "Population to tourist footfall ratio" in the year 2019



Population to tourist footfall ratio = Total visitors /Total Residents population



A high population to tourist footfall ratio suggests a lower level of tourism relative to the population, while a low ratio indicates a higher level of tourism relative to the population.

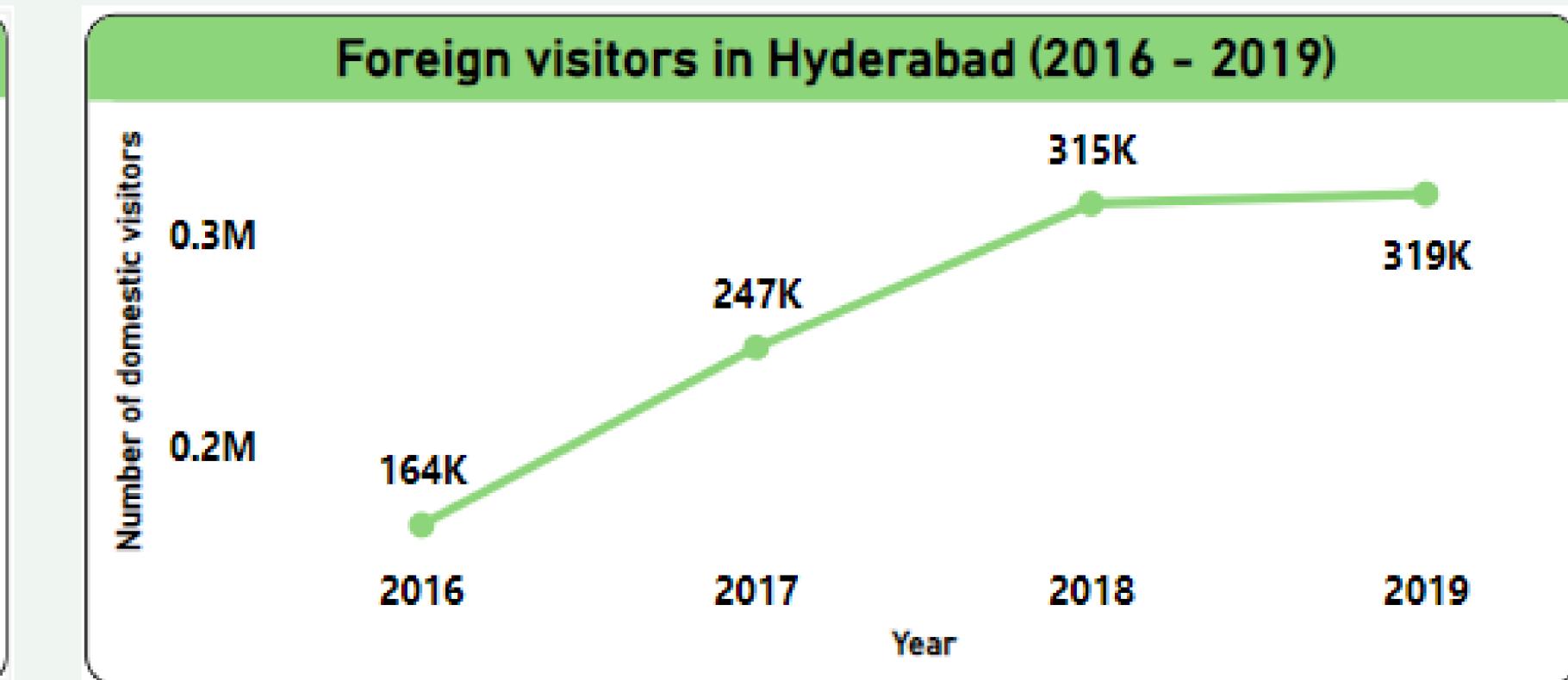
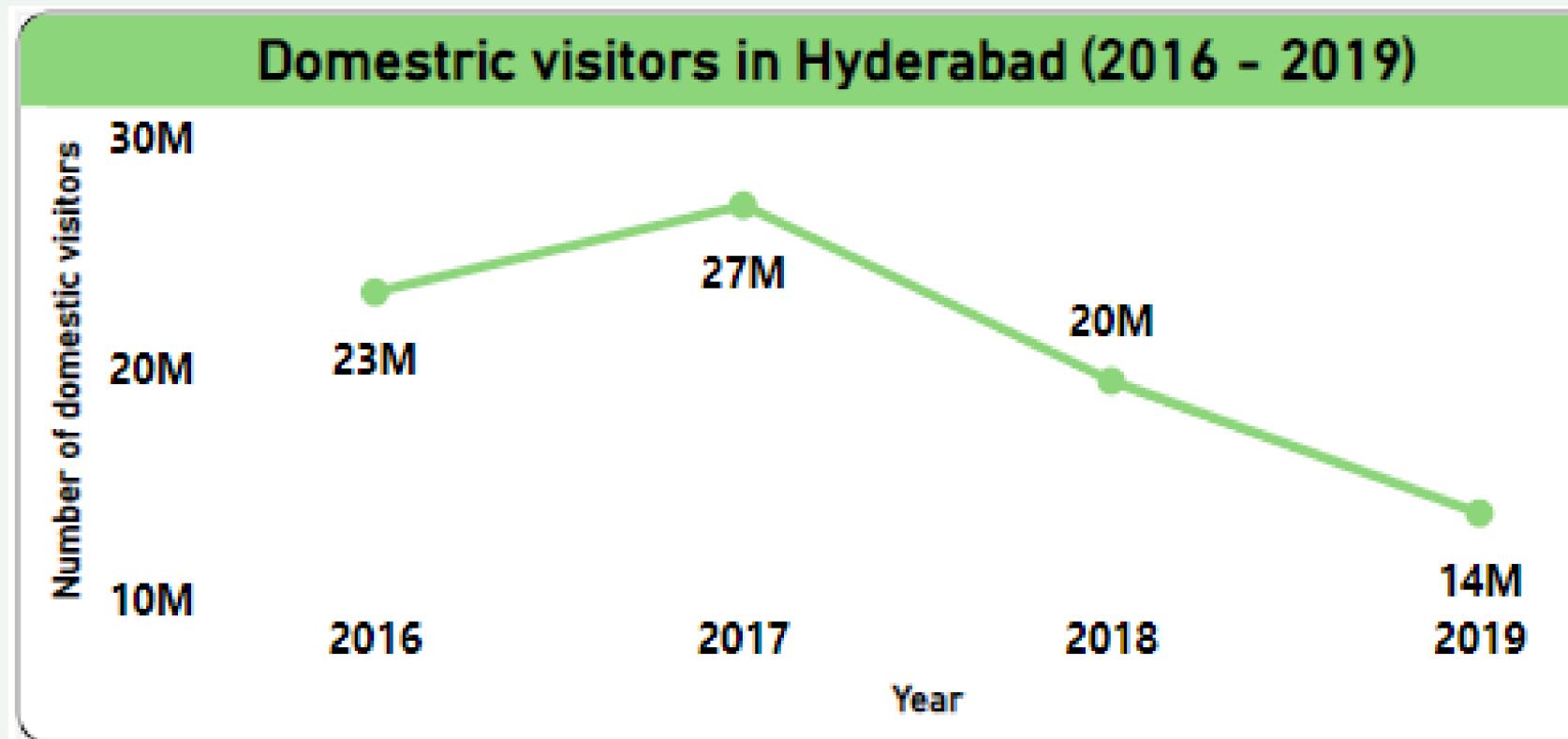
INSIGHTS & RECOMMENDATIONS :

Kamareddy, Peddapalli and Nizamabad have very low population to tourist footfall ratio. To improve this the tourism department of Telangana should Improve infrastructure, promote local attractions, enhance transportation options, develop lodging facilities, collaborate with travel agencies, create engaging marketing campaigns, and encourage community involvement to attract and accommodate more tourists.

SECONDARY RESEARCH QUESTIONS

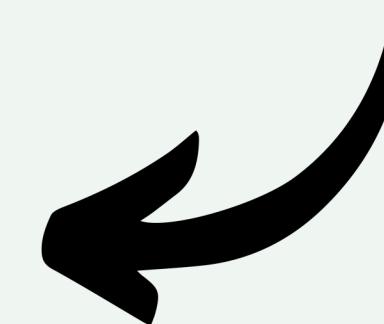


QUESTION : What will be the projected number of domestic and foreign tourists in Hyderabad in 2025 based on the growth rate of previous years ?



Projected visitors in 2025

13.40M



Projected Visitors in 2025

331K

Since, the growth over the years is not linear. I have used CAGR to forecast the number of foreign and domestic visitors. The following formula have been used :

$$\text{Projected Value} = [\text{Visitors in 2019}] * (1 + \text{CAGR})^{\text{Number of Years}}$$

INSIGHTS :

- Hyderabad has become more attractive to foreign tourists, potentially due to factors such as improved international connectivity or increased marketing efforts.
- However, the declining number of domestic tourists suggests a need to understand and address potential challenges in domestic tourism promotion or local preferences.
- Increasing foreign tourists in the future indicate increased revenue for the district.

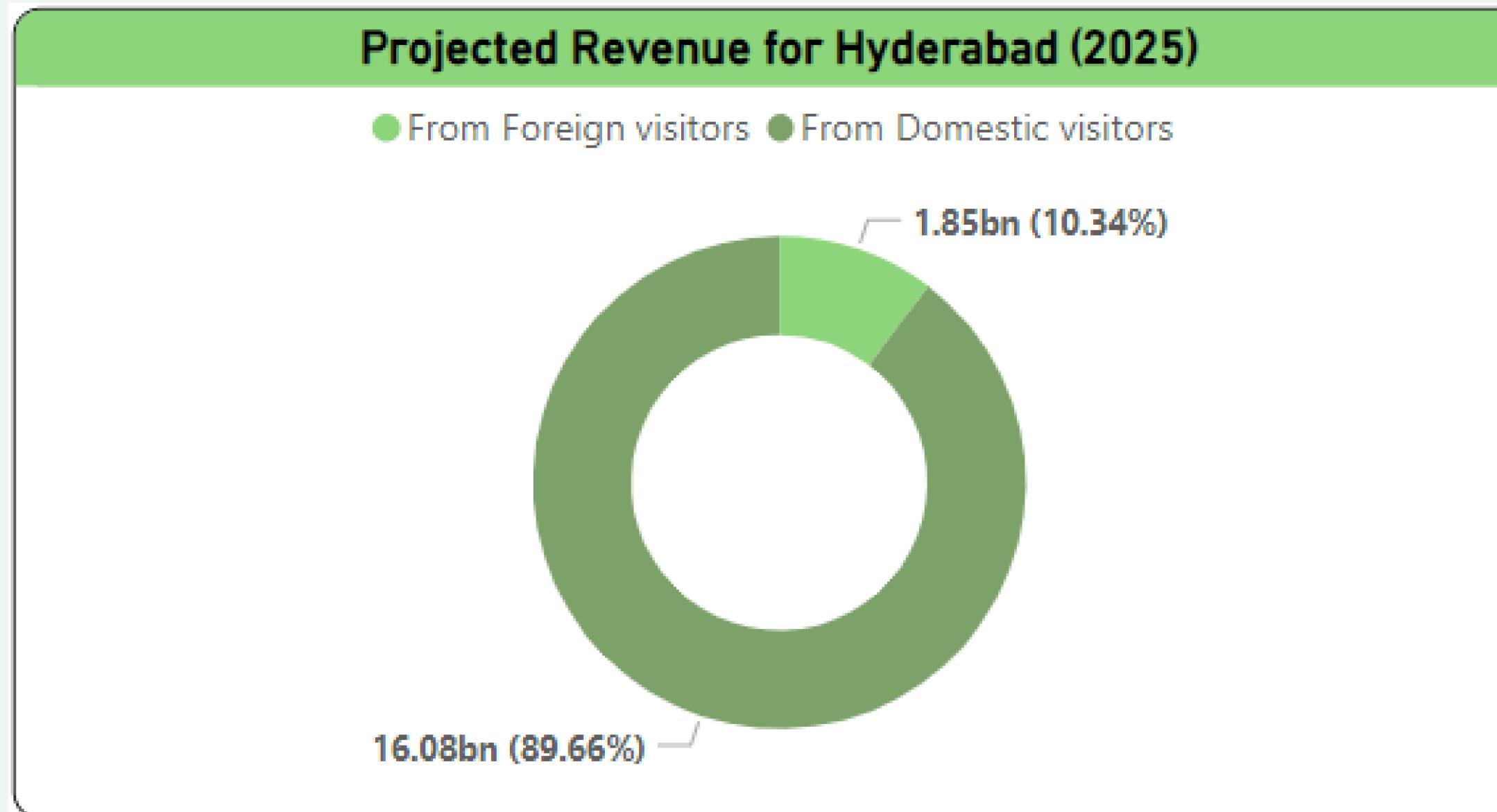
RECOMMENDATIONS :

To accommodate the projected increase in foreign tourists, the government should focus on :

1. expanding tourism infrastructure,
2. improving transportation networks,
3. enhancing visa processes,
4. promoting cultural exchange programs,
5. implementing sustainable tourism practices,
6. prioritizing safety and security measures.
7. Collaboration with local communities and tourism stakeholders is crucial for effective implementation

QUESTION : Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist (approximate data)

Tourist	Average Revenue
Foreign Tourist	₹ 5,600.00
Domestic Tourist	₹ 1,200.00



Projected Revenue =
Number of Visitors * Average spend per tourist

Ratio of Domestic to foreign tourists
(2025) = 0.024

Ratio of Revenue from foreign to
domestic tourists (2025) = 0.11

- A foreign tourist is spending approximately 5 times the amount spent by a Domestic visitor

FURTHER RESEARCH

Crime rate, cleanliness rating, and infrastructure development rating have a significant impact on tourism in Telangana.

- A low crime rate instills a sense of safety and security among tourists, making them more likely to visit and explore the state.
- Similarly, a high cleanliness rating enhances the overall tourist experience by ensuring clean and well-maintained attractions, which positively influences their perception of the destination.
- Furthermore, a robust infrastructure development rating indicates better transportation, accommodation, and amenities, offering convenience and comfort to tourists.

These factors collectively contribute to creating a favorable image of Telangana as a tourist-friendly state, attracting more visitors and boosting the tourism industry.

RECOMMENDATIONS :

To improve tourism in Telangana, the government can focus on

- reducing crime rates by strengthening law enforcement,
- enhancing surveillance systems,
- promoting community policing,
- They should prioritize cleanliness by implementing strict waste management policies and regular cleaning drives. Furthermore, investing in infrastructure development, such as roads, transportation, and tourist facilities, will attract more visitors.

HIGH POTENTIAL DISTRICTS

The districts of Hyderabad, Warangal, and Nizamabad in Telangana have high potential for tourism growth. The government can invest in infrastructure development, promote cultural heritage, and provide incentives for private sector participation.

CULTURAL/CORPORATE EVENTS

The Telangana government can organize a range of cultural and corporate events to enhance tourism throughout the year.

- In January, they can host the Deccan Festival, showcasing the region's rich heritage and arts.
- The month of February can feature the Hyderabad Literary Festival, attracting literary enthusiasts from around the world.
- March can witness the Telangana Food Festival, highlighting the state's culinary delights.
- In April, the government can organize the Telangana Film Festival, promoting local cinema.
- The monsoon season in July can host the Bonalu Festival, celebrating folk traditions.
- September can witness the Telangana International Kite Festival, captivating visitors with vibrant kite displays. The Bathukamma Festival in October can showcase Telangana's cultural splendor, while December can host the Hyderabad Comic Con, engaging pop culture enthusiasts. These events, spread across the year, can significantly boost tourism in Telangana.

*Thank
You*

Thanking the entire Codebasics team for such a great opportunity