

INSIGHTS FOR TELANGANA TOURISM DEPARTMENT

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AGENDA

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OBJECTIVE

- Telangana is one of the India's leading state in various sectors has published its Tourism data under its open data policy.
- As a data analyst I took this as an opportunity to improve my skills and show my work.
- The objective of this project is to provide recommendations from the given data to Telangana government to increase tourism of state revenue by improving administrative operations.

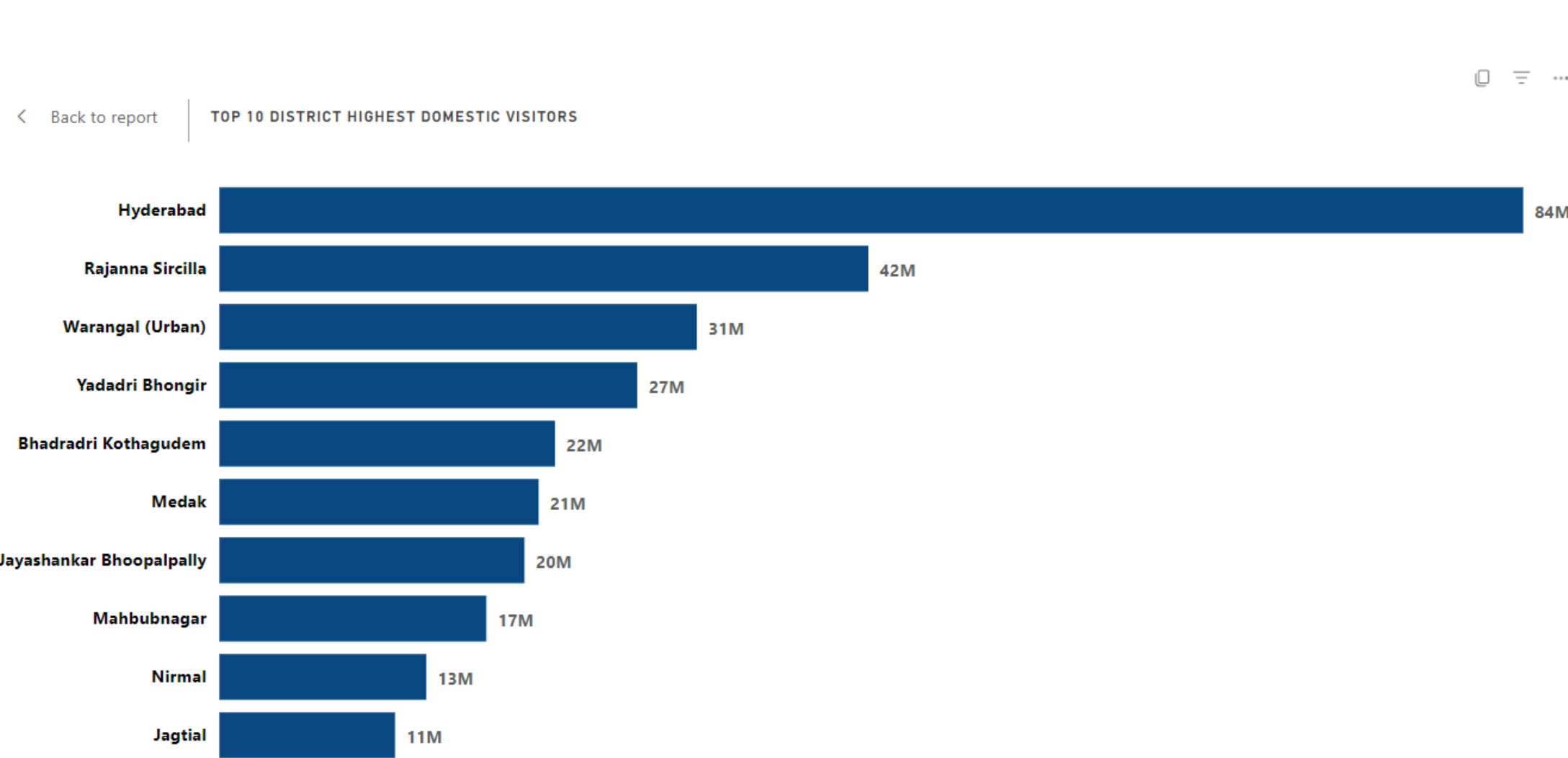
TELANGANA

- Telangana is one of the 28 states of India. It is located in the south-central part of the country.
- Telangana is a relatively new state, having been formed on 2 June 2014. It was carved out of the erstwhile state of Andhra Pradesh
- Telangana is a rapidly developing state with a strong economy. It is home to a number of industries, including IT, manufacturing, and agriculture. The state is also a major tourist destination.
- Population: 35,000,000
- Official languages: Telugu, Urdu
- GDP: \$100 billion

PRELIMINARY QUESTIONS



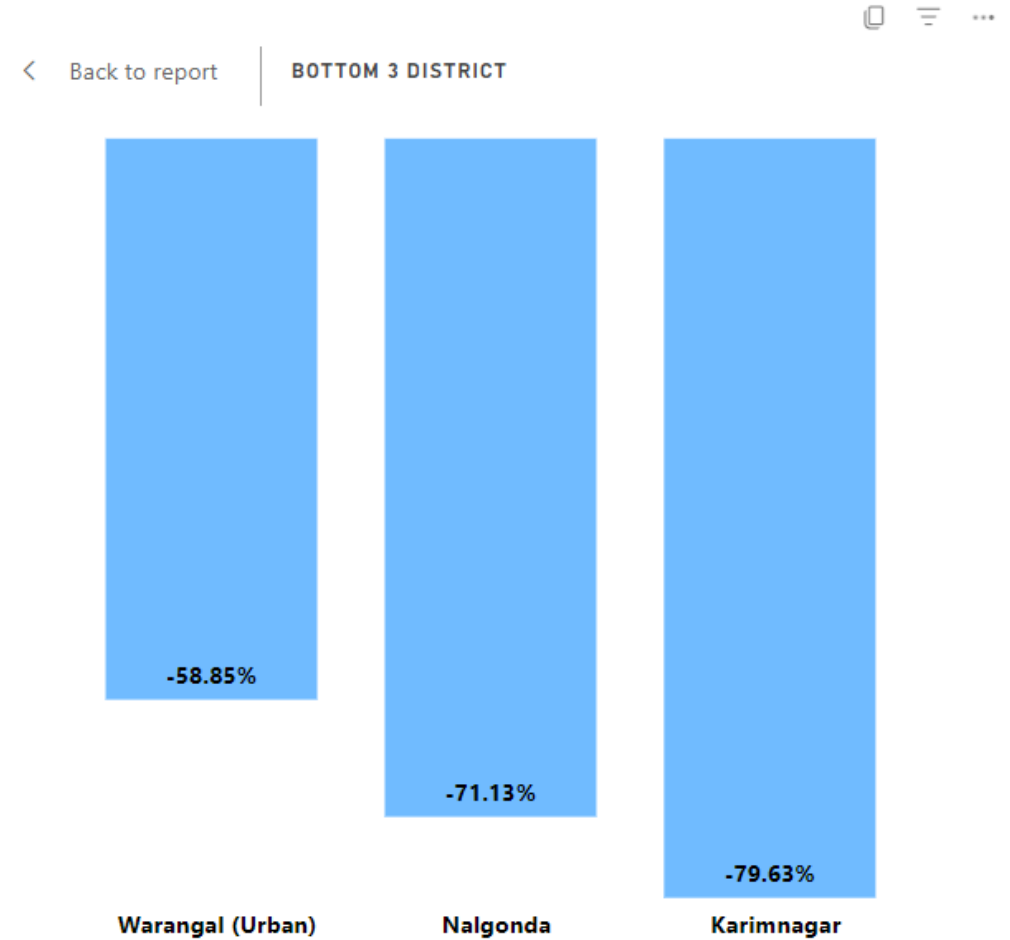
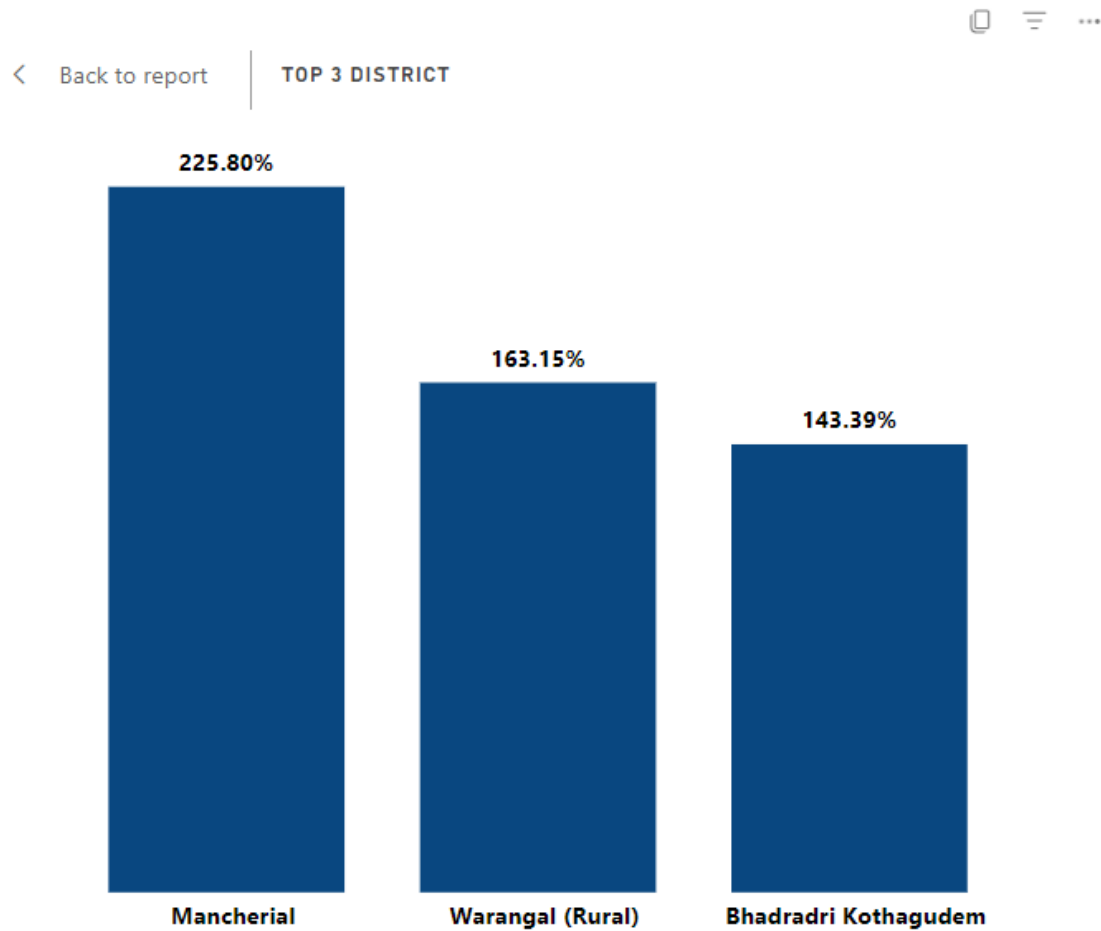
List down the top 10 districts that have the highest number of domestic visitors overall (2016 - 2019) ?



Insights :

- Hyderabad is the most popular tourist destination in Telangana, with around 84 million visitors.
- Hyderabad is the capital and largest city of Telangana, and it is a major center for business, education, culture and Hyderabad is Pharma hub of India also home to a number of multinational corporations.
- The districts of Rajanna Sircilla, Warangal (Urban), Yadadri Bhongir, and Bhadrachalam are also popular tourist destinations, with over 20 million visitors.
- Medak, Jayashankar Bhoopalpally, Mahbubnagar, Nirmal, and Jagtial districts received a significant number of visitors and could potentially become more popular tourist destinations with the right infrastructure and development.

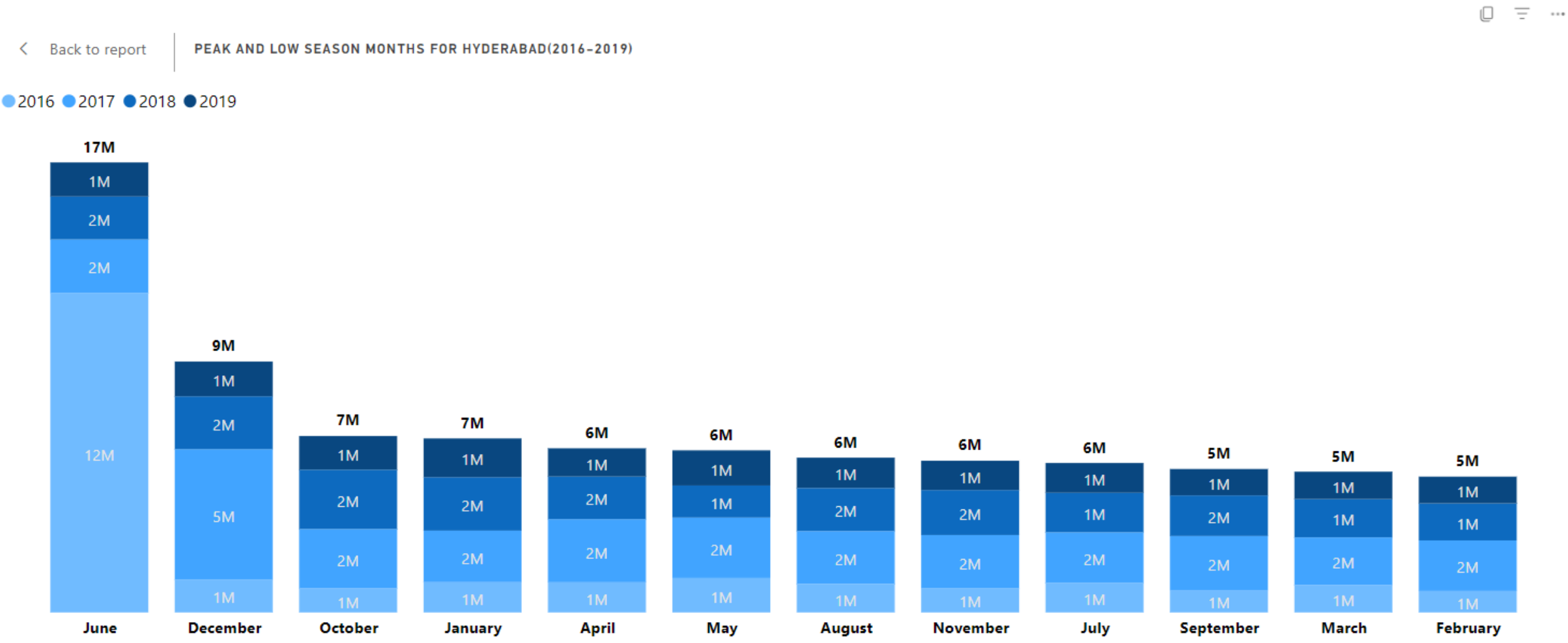
List down the top and bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019) ?



Insights :

- Mancherial saw a 225.8% increase in tourist visits, Warangal (Rural) saw a 163.1% increase, and Bhadradri Kothagudem saw a 143.4% increase.
- Mancherial is home to the Kolleru Lake, which is one of the largest freshwater lakes in India. The lake is a popular destination for birdwatching and fishing.
- Warangal (Rural) is home to the Warangal Fort, which is a UNESCO World Heritage Site. The fort is a popular tourist destination for its historical significance and its architectural beauty.
- Bhadradri Kothagudem is home to the Nagarjuna Sagar Dam, which is one of the largest dams in India. The dam is a popular tourist destination for its scenic beauty and its water sports activities.
- In addition to these natural and historical attractions, these districts are also home to a number of other tourist destinations, such as temples, mosques, and museums.
- Karimnagar, Nalgonda and Warangal(Urban) are decreasing in tourist visits theses three districts are not as popular as other districts.
- The decrease in tourist visits to these districts is due to a combination of factors, including lack of tourism infrastructure, poor promotion, and a lack of tourist attractions.
- By investing in tourism infrastructure, promoting these districts, and developing new tourist attractions, the state government can help to boost tourism in these districts

What are the peak and low season months for Hyderabad based on the data from 2016 to 2019 for Hyderabad district ?



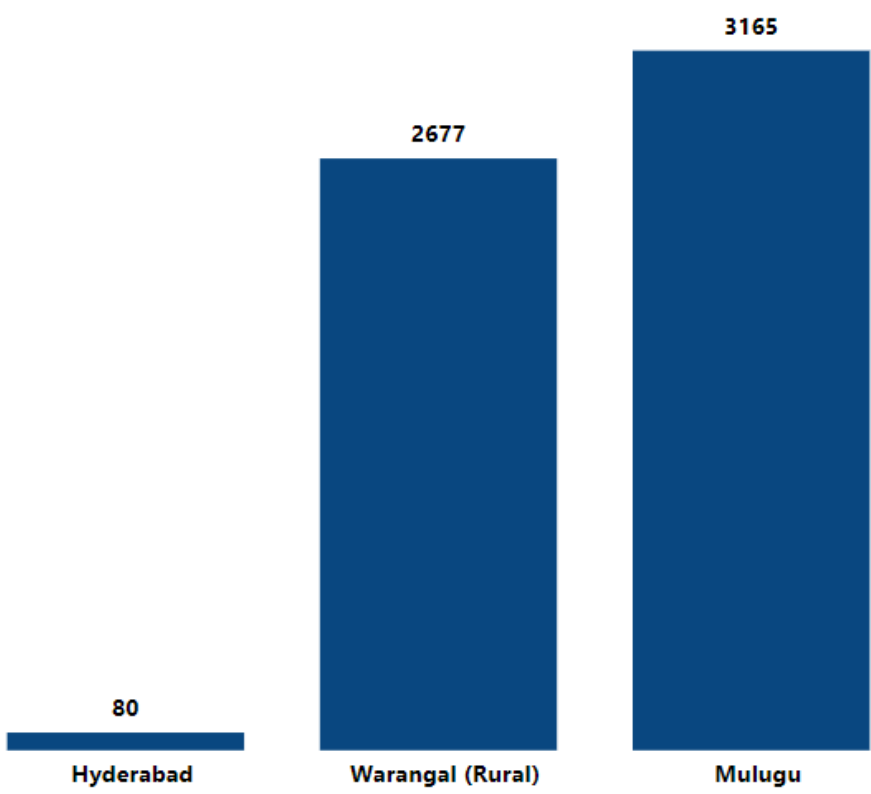
Insights :

- Hyderabad is a popular tourist destination throughout the year.
- The months of June, December, October, and January are the most popular months for tourist visits.
- In June 2016, the bifurcation of the state of Andhra Pradesh into two new states, Telangana and Andhra Pradesh, So we can see huge increase of visitors to Hyderabad.
- Second peak month is December because the month is one of the most pleasant months in India and Hyderabad with average temperatures ranging from 22-28 degrees Celsius, Also in western countries Christmas and New year holidays, this makes it a great time to visit.
- The months of February and March are the least popular months for tourist visits.
- The government can offer discounts on hotels, flights, and other travel expenses to tourists who visit Hyderabad during the low season. They can also offer incentives to tour operators and travel agents to bring tourists to Hyderabad during this time.

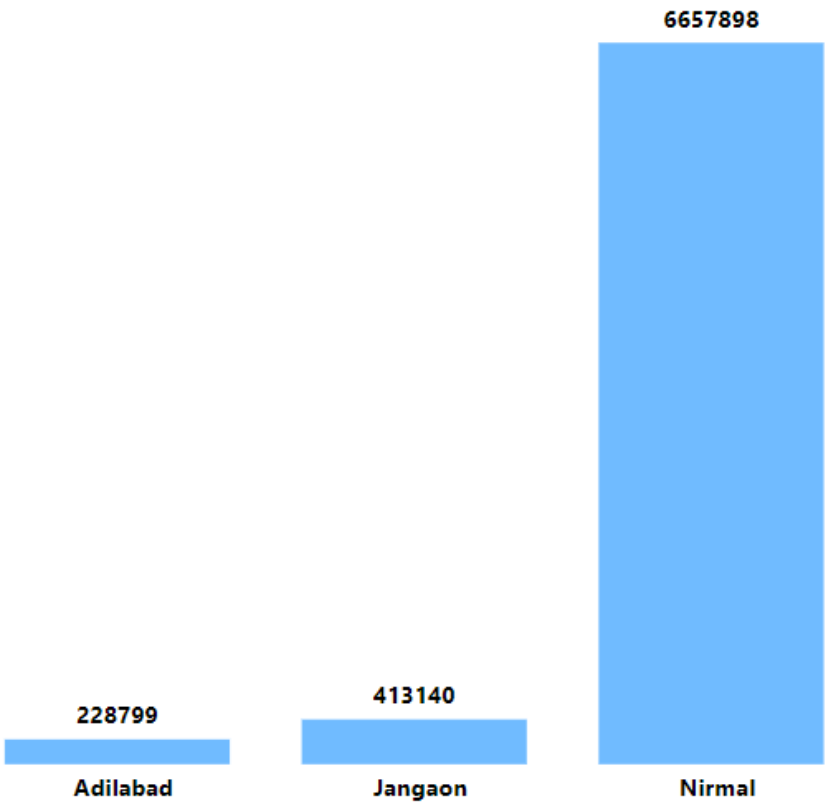
Top & bottom 3 districts with high domestic to foreign tourist ratio ?



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< Back to report | BOTTOM 3 DISTRICT



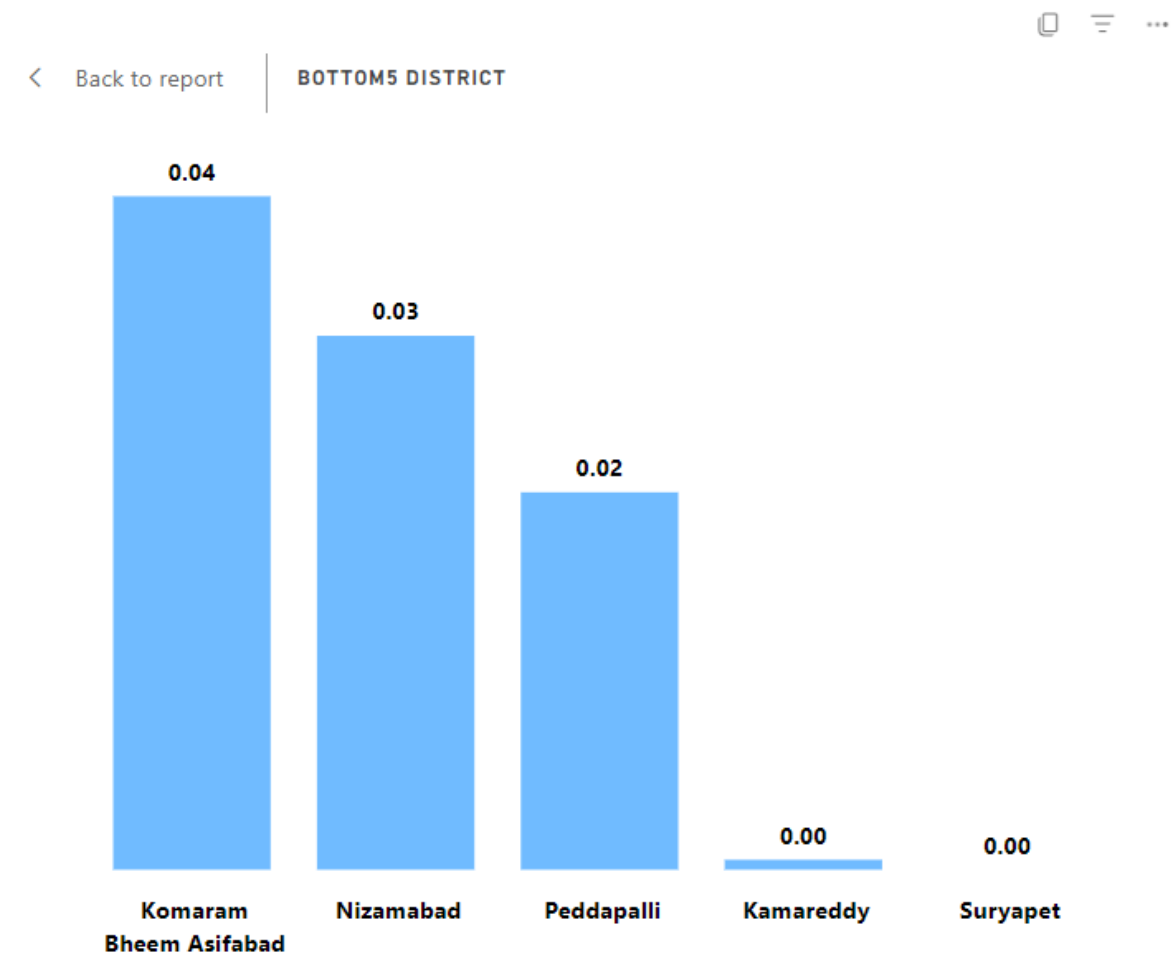
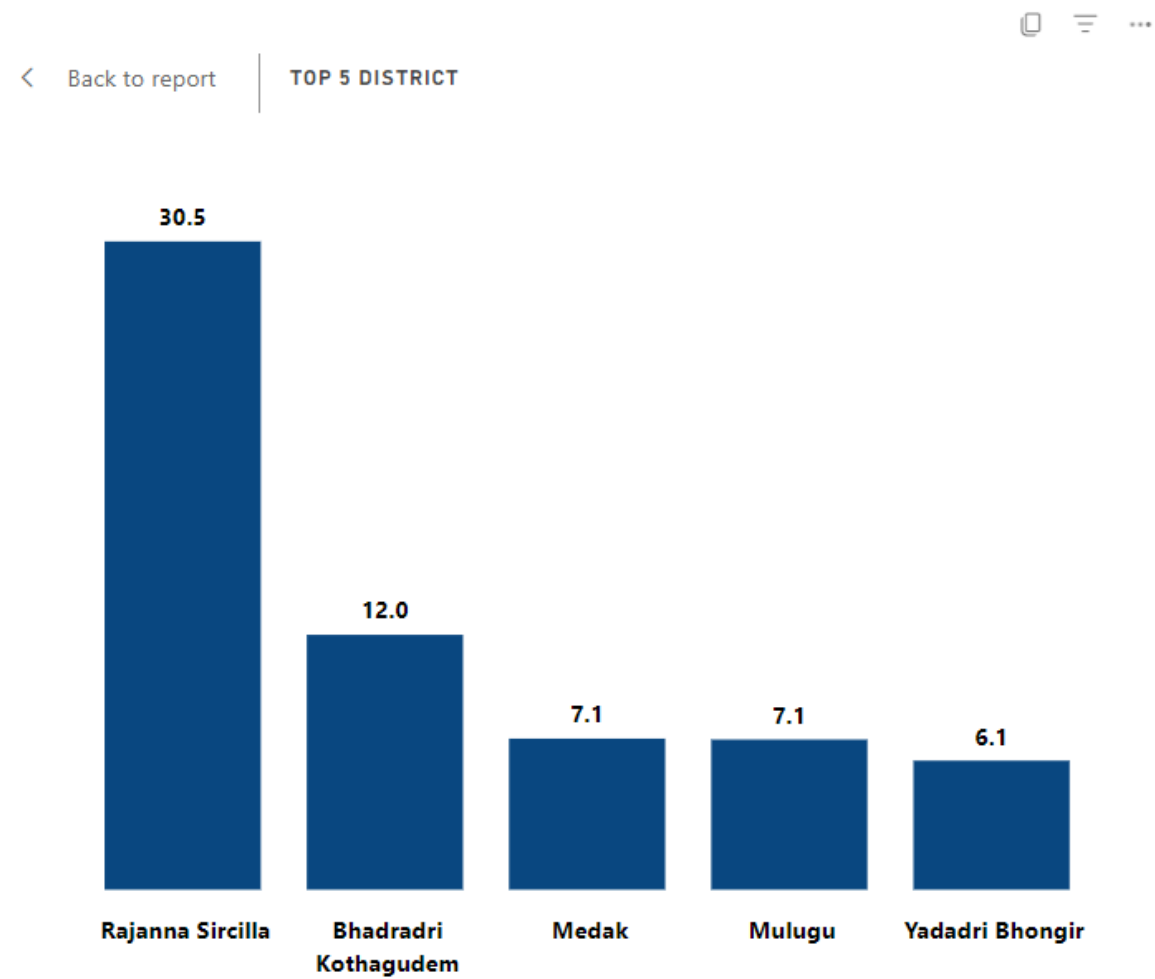
Insights :

- Hyderabad is the top districts with low domestic to foreign ratio followed by Waeangal and Mulugu.
- The presence of historical and cultural landmarks and availability of affordable accommodation, transportation makes these district popular.
- Nirmal, Jangaon and Adilbad are the bottom with high domestic to foreign ratio.
- These districts do not offer a wide range of activities and attractions for foreign tourists and not well-connected to international airports.
- These districts are not considered to be safe for foreign tourists.

SECONDARY QUESTIONS



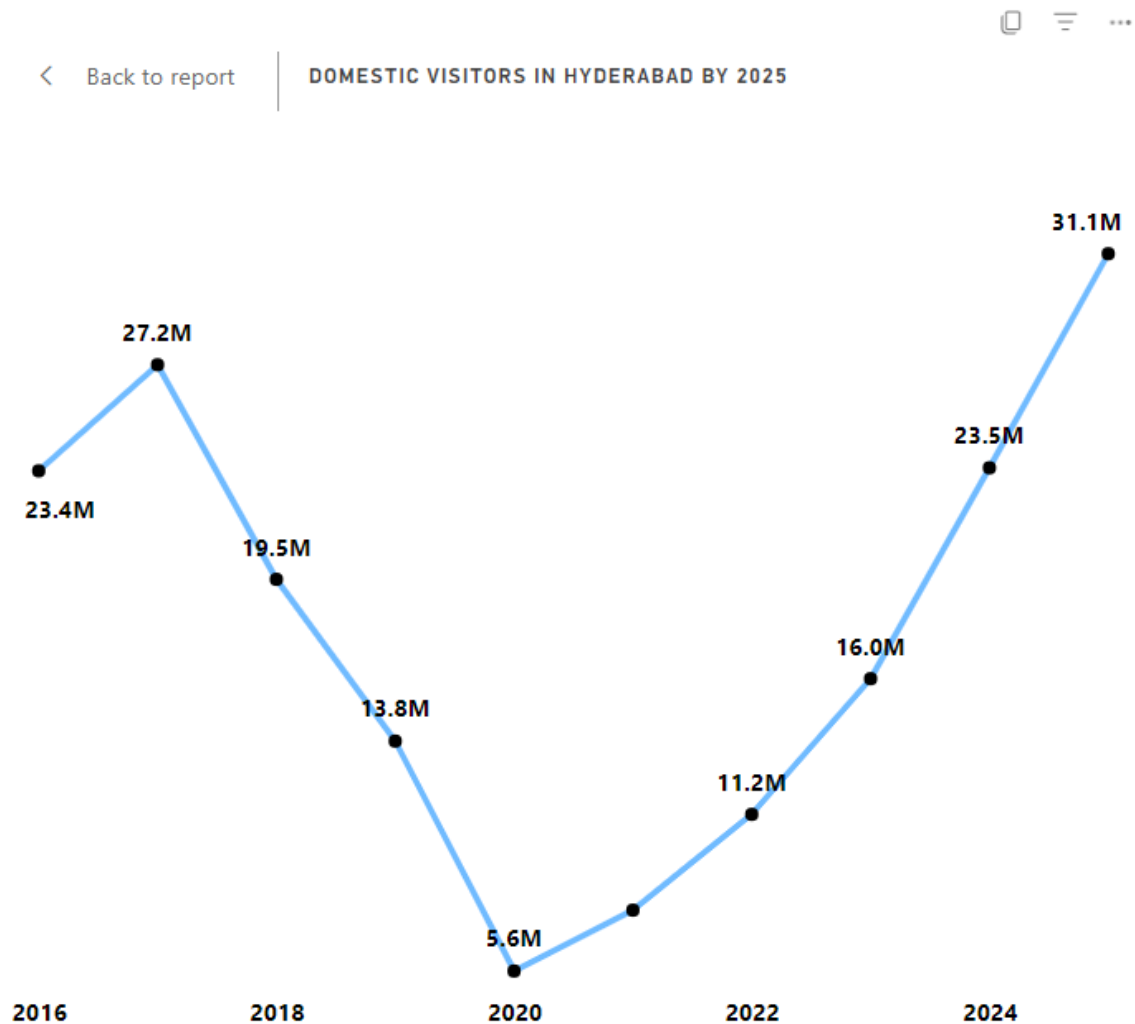
Top & bottom 5 districts based on population to tourist footfall ratioin 2019 ?



Insights :

- Top district based on tourist footfall ratio are Rajanna Sircilla, Bhadrachalam, Medak, Mulugu and Yadadri Bhongir these districts are doing well in terms of population to tourist footfall ratio.
- Bottom districts Suryapet, Kamareddy and Peddapalli can be developed with more historical and cultural landmarks, and connected to major tourist destinations with better transportation infrastructure.
- These districts can be promoted as tourist destinations by the state government.

Projected number of domestic and foreign tourists in Hyderabad in 2025 based on the growth rate from previous years ?



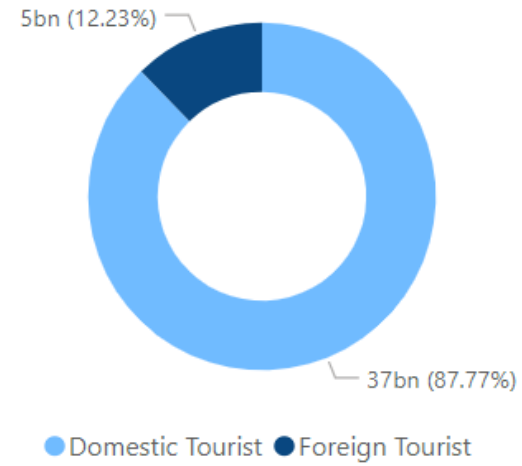
Insights :

- The projected domestic visitors in 2025 could be around 31 Million, Hyderabad can see huge growth in Domestic tourist visitors.
- Foreign visitors could be around 9 Lakh stable growth in Foreign visitors.
- The infrastructure projects that the Telangana government can expand the road network, Improve public transportation and new metro lines to connect all areas of Hyderabad.

The projected revenue for Hyderabad in 2025 ?

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PROJECTED REVENUE FOR HYDERABAD IN 2025



- Domestic Tourist revenue will be around 37 Billion.
- Foreign Tourist revenue will be 5 Billion.

REASEARCH QUESTIONS



Districts with highest potential ?

Hyderabad : Hyderabad is the capital of the Indian state of Telangana. The largest city in the state of Telangana. The city is known for its rich history, culture, and food.

Hyderabad is also a major center for the technology industry and Pharma industry.

- Charminar: This 16th-century mosque is one of the most iconic landmarks in Hyderabad.
- Golconda Fort: This former diamond-trading center was once the capital of the Qutb Shahi dynasty.
- Salar Jung Museum: This museum houses a vast collection of art, artifacts, and antiquities from around the world.
- Ramoji Film City: This is the largest film studio complex in the world and is a popular tourist destination.
- Hussain Sagar Lake: This lake is a popular spot for boating, swimming, and fishing.
- Nehru Zoological Park: This zoo is home to a variety of animals from around the world.
- Chowmahalla Palace: This palace was once the residence of the Nizams of Hyderabad.
- Birla Mandir: This temple is dedicated to Lord Venkateshwara.

Warangal : It is the second-largest city in the state and is known for its rich history and culture. Warangal was once the capital of the Kakatiya dynasty, which ruled the region from the 11th to the 14th centuries.

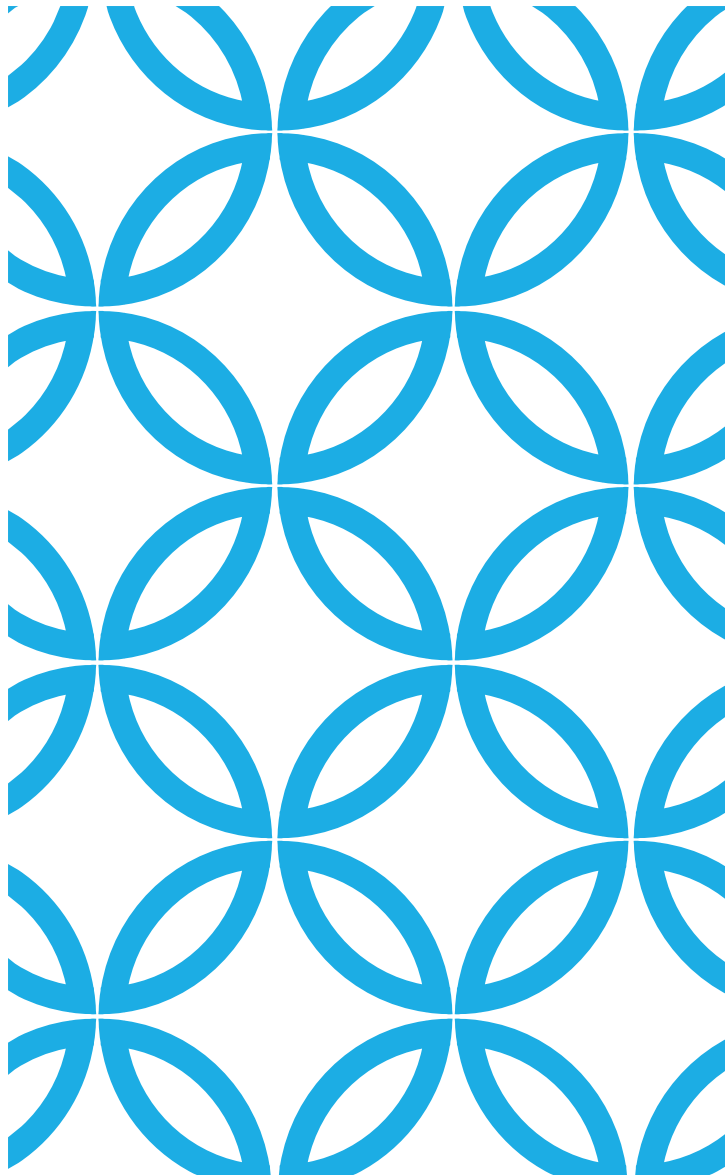
- Warangal Fort: This fort was built by the Kakatiya dynasty in the 12th century and is one of the largest forts in India.
- Thousand Pillar Temple: This temple was built by the Kakatiya dynasty in the 12th century and is dedicated to Lord Shiva.
- Bhadrakali Temple: This temple was built in the 7th century and is dedicated to the Hindu goddess Kali.
- Kakatiya Rock Garden: This garden is home to a number of sculptures and rock carvings from the Kakatiya period.
- Pakhal Lake: This lake is a popular spot for boating, fishing, and picnicking.
- Eturnagaram Wildlife Sanctuary: This sanctuary is home to a variety of wildlife, including tigers, leopards, and elephants.

Mancherial : Macherial with highest CARG growth, It is located on the north banks of the Godavari River. The city is known for its coal mines and power plants.

- Kondagattu Anjaneya Swamy Temple: This temple is dedicated to Lord Hanuman and is one of the most popular pilgrimage sites in Telangana.
- Gandhari Khilla: This hill fort is located near Bokkalagutta, in Mandamarri Mandal in Mancherial district in the south.
- Sri Satyanarayana Swamy Temple Gudem Gutta: This temple is dedicated to Lord Satyanarayana and is a popular pilgrimage site during the Kartik month.
- Kawal Tiger Reserve: This tiger reserve is located in the Godavari River basin and is home to a variety of wildlife, including tigers, leopards, and elephants.
- Sivaram Wildlife Sanctuary: This wildlife sanctuary is located in the Godavari River basin and is home to a variety of wildlife, including tigers, leopards, and elephants.
- Godavari River: This river is the longest river in India and is a popular spot for boating, fishing, and swimming.
- Sripada Yellampalli project: This project is a major irrigation project on the Godavari River and is a popular spot for boating and fishing.

Mulugu : The district is home to a number of temples, mosques, and other historical monuments.

- Ramappa Temple: This 13th-century temple is a UNESCO World Heritage Site and is one of the most important architectural and cultural monuments in India.
- Medaram Jathara: This tribal festival is held every year in February and is one of the largest tribal festivals in India.
- Laknavaram Lake: This lake is a popular spot for boating, fishing, and picnicking.
- Eturnagaram Wildlife Sanctuary: This sanctuary is home to a variety of wildlife, including tigers, leopards, and elephants.
- Pakhal Lake: This lake is a popular spot for boating, fishing, and bird watching.
- Bhadrachalam Temple: This temple is dedicated to Lord Rama and is one of the most important pilgrimage sites in Telangana.



RECOMMENDATION

Dubai has made itself a business hub and enjoys massive business tourism. Can Hyderabad emulate the Dubai model ?

Dubai has become a global business hub in recent years, thanks to its strategic location, pro-business policies, and world-class infrastructure. The city is now home to a wide range of businesses, from multinational corporations to startups.

Hyderabad has the potential to emulate Dubai's success. The city has a strong IT, Pharma and manufacturing sector, and it is located in a strategic location, close to major markets in India and Asia. Hyderabad also has a young and educated workforce, which is attractive to businesses.

There are a number of steps that Hyderabad can take to become a global business hub.

- **Invest in infrastructure:** Dubai has invested heavily in its infrastructure, including its airports, roads, and public transportation system. This has made it easy for businesses to get around and has helped to attract investment from around the world. Hyderabad can follow Dubai's lead and invest in its own infrastructure to make it a more attractive place for businesses to set up and operate.
- **Create a business-friendly environment:** Dubai has a reputation for being a business-friendly city. The government has created a number of policies that make it easy for businesses to operate in the city, such as reducing red tape and providing tax breaks. Hyderabad can follow Dubai's lead and create a business-friendly environment to attract investment and jobs.
- **Promote the city:** Dubai has been very successful in promoting itself as a business destination. The city has a strong presence at trade shows and conferences around the world, and it has a well-developed online presence. Hyderabad can follow Dubai's lead and promote itself as a business destination to attract investment and jobs.

Recommendations that can boost the Telangana tourism :

Safety Measures: The crime rate in Telangana is higher than the national average, According to the National Crime Records Bureau (NCRB), the crime rate in Telangana has increased by 4.44% in 2022 compared to 2021. The government can increase the number of police officers patrolling tourist areas. This will deter criminals and make tourists feel safer., government can install more CCTV cameras in tourist areas. This will help the police to monitor tourist areas and identify criminals, work with the tourism industry to develop safety standards for tourist businesses. These standards can cover topics such as security, staff training, and customer safety.

Cleanliness Measures: Telangana has been ranked as one of the cleanest states in India. In the Swachh Survekshan 2022 survey conducted by the Ministry of Housing and Urban Affairs, Telangana was ranked 6th out of 35 states and union territories.

Here are some of the initiatives taken by the Telangana government to improve cleanliness:

- Setting up of a dedicated sanitation department
- Providing training to sanitation workers
- Investing in new waste management technologies
- Conducting awareness campaigns about cleanliness

Improve infrastructure: This includes improving roads, airports, and other transportation facilities. It also includes improving the quality of hotels and other tourist accommodations.

Promote Telangana's culture and heritage: This can be done through marketing campaigns, cultural events, and festivals. It is also important to make Telangana's culture and heritage more accessible to tourists.

Develop new tourist attractions: This could include building new museums, theme parks, and other attractions. It could also include developing new hiking trails, biking paths, and other outdoor activities.

Make Telangana more affordable: This could be done by offering discounts on flights, hotels, and other tourist activities. It could also be done by making it easier for tourists to get visas and other travel documents.

Marketing :

- Promoting the destination's unique selling points (USPs): What makes your destination unique? What can tourists experience there that they can't experience anywhere else? Make sure to highlight these USPs in your marketing materials.
- Targeting the right audience: Not all tourists are created equal. Some tourists are interested in history and culture, while others are looking for adventure or relaxation. It's important to target your marketing materials to the right audience.
- Using a variety of marketing channels: Don't just rely on one marketing channel. Use a variety of channels, such as social media, search engine marketing, and public relations, to reach your target audience.

THANK YOU