

Provide Insights For Telangana Government Tourism Department



Top 10 Districts of **highest** domestic visitors.

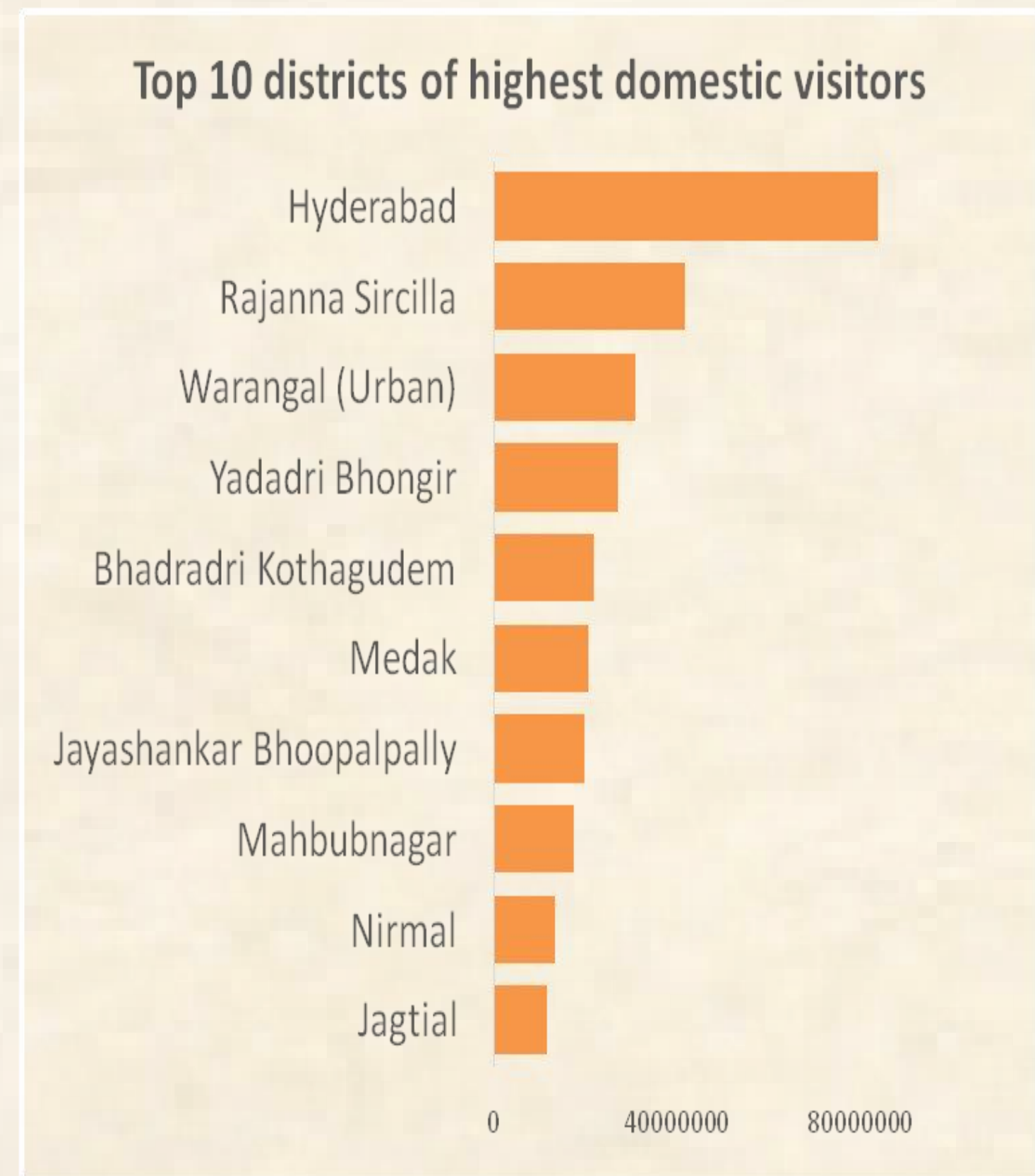
Question

List down top 10 districts that have highest number of domestic visitors overall (2016 – 2019).

Insight

Hyderabad being the first among top 10 districts that stand with regard to highest number of domestic visitors from 2016 – 2019, followed by **Rajanna Siricilla, Warangal (Urban).**

Output



Top 3 Districts based on CAGR.

Question

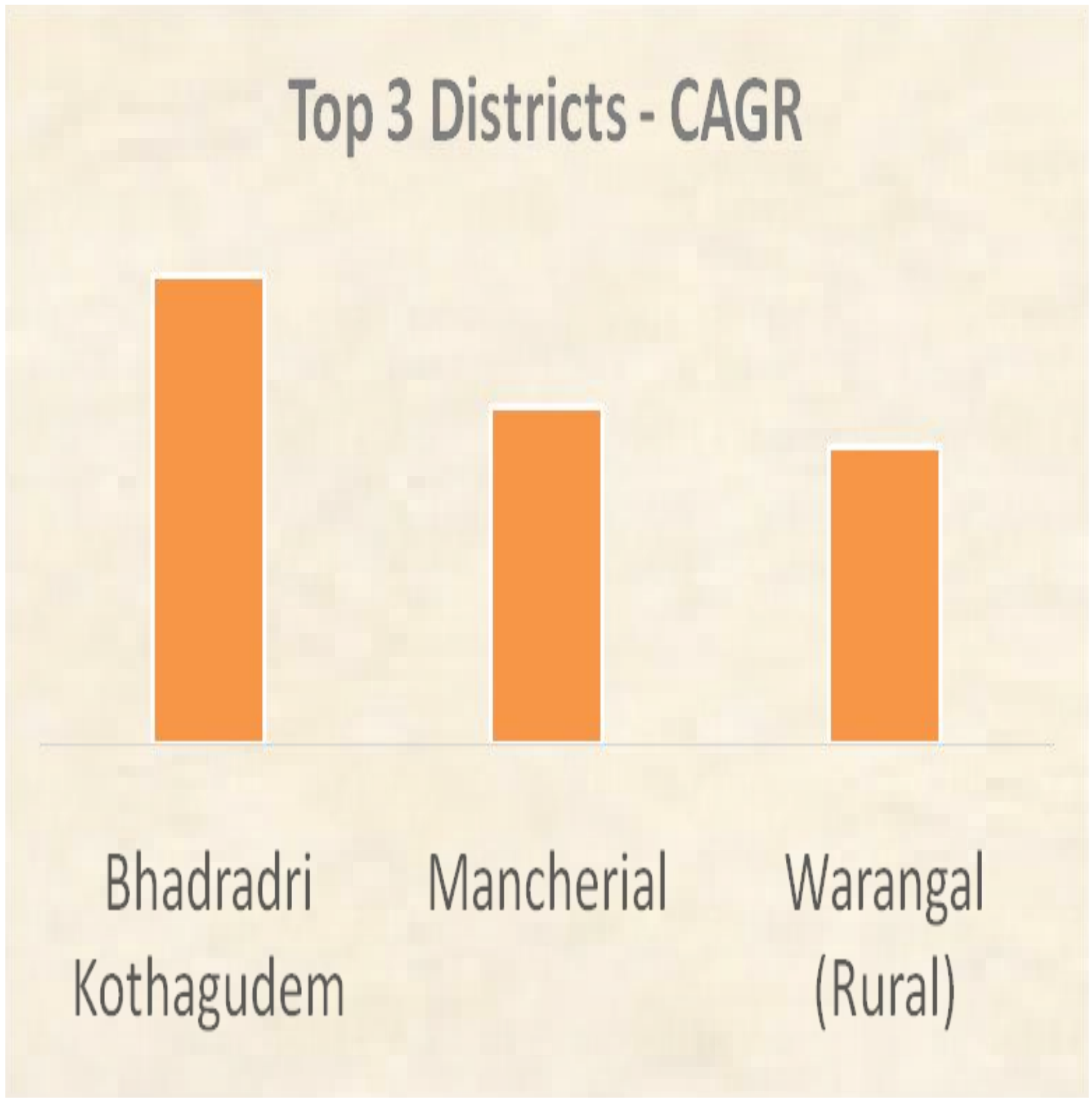
List down top 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 – 2019).

Insight

Based on CAGR the top 3 districts of visitors from 2016 – 2019 are ‘Bhadradri Kothagudem’, ‘Mancherial’, ‘Warangal(Rural)’.

Top 3 Districts	CAGR
Bhadradri Kothagudem	225.80%
Mancherial	163.15%
Warangal (Rural)	143.39%

Output



Bottom 3 Districts based on CAGR.

Question

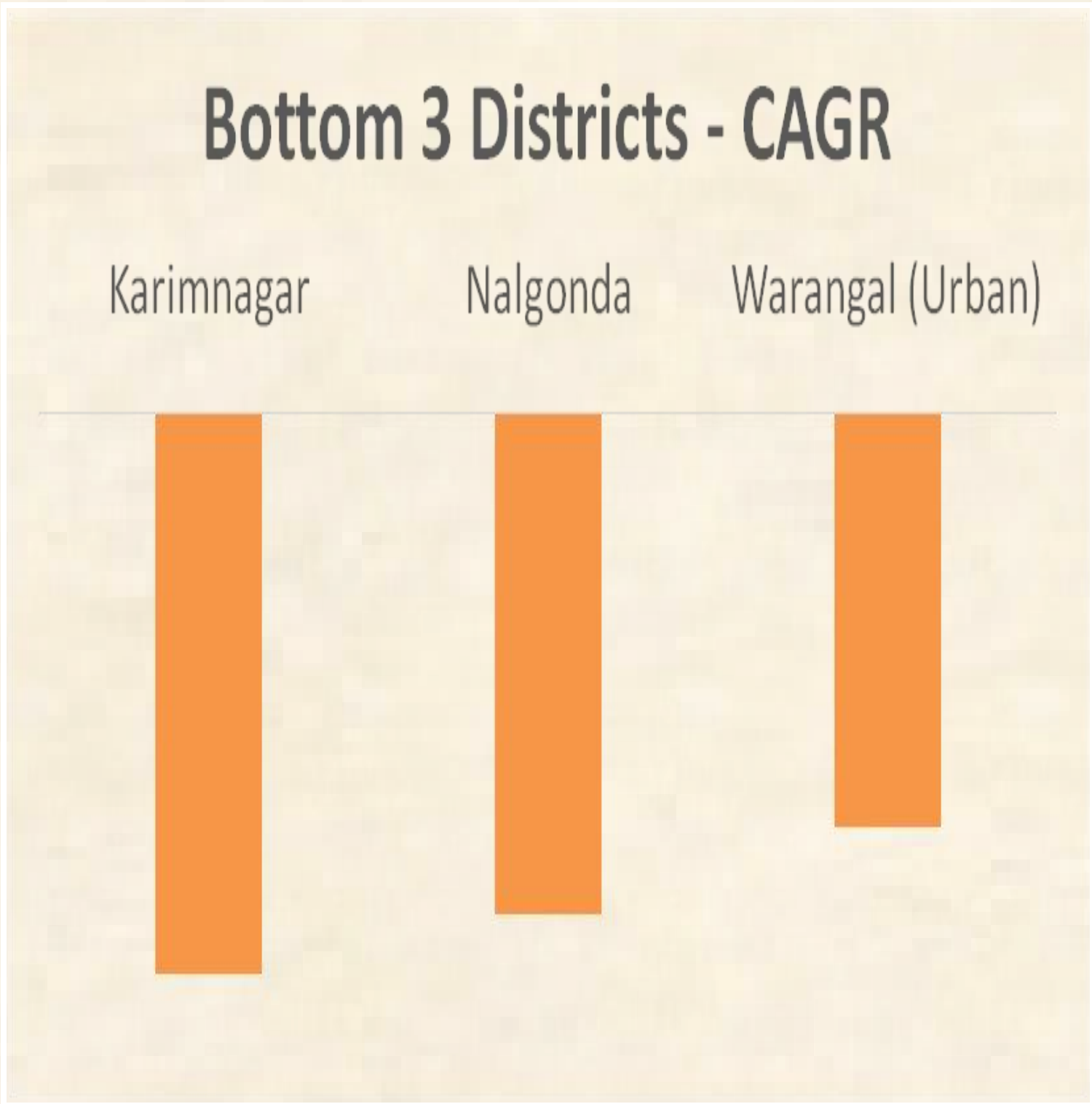
List down bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 – 2019).

Insight

Based on CAGR the bottom 3 districts of Visitors from 2016 – 2019 are ‘Karimnagar’, ‘Nalgonda’, ‘Warangal (Urban)’.

Bottom 3 Districts :	CAGR
Karimnagar	-79.63%
Nalgonda	-71.13%
Warangal (Urban)	-58.85%

Output



Peak and low months of Hyderabad.

Question

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

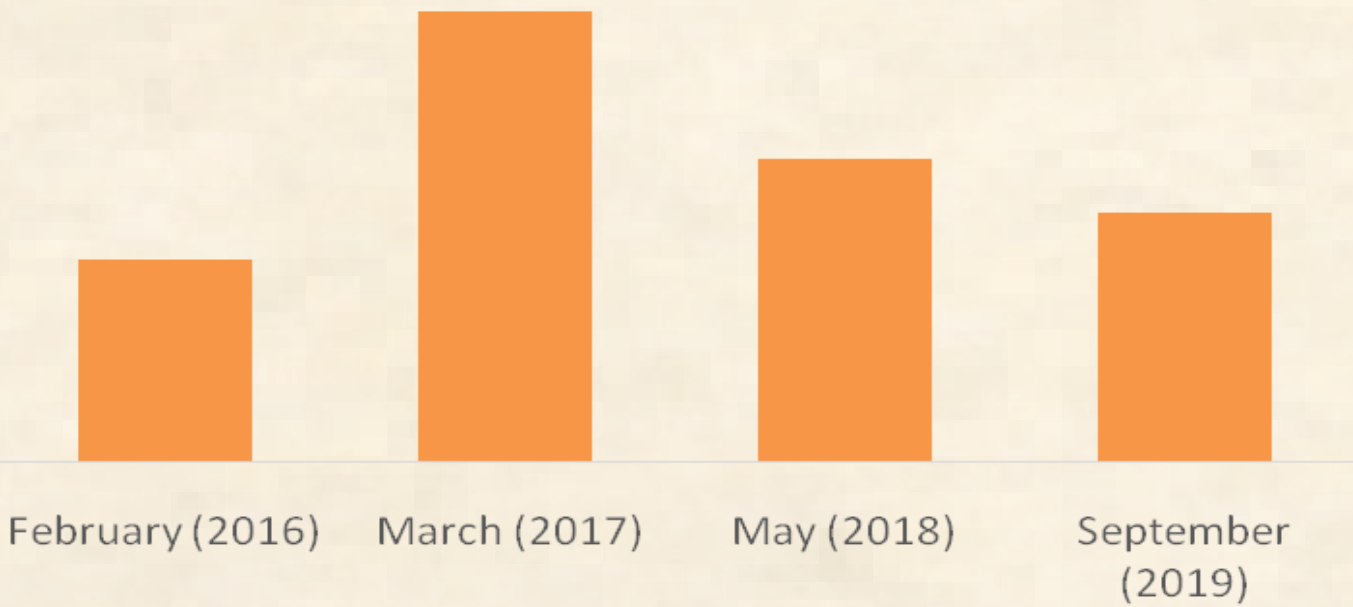
Insight

Output

Peak Season Months of Each Year



Low Season Months of Each Year



Year	Peak months	Peak month visitors	Low months	Low month visitors
2016	June	12042945	February	808394
2017	December	4910349	March	1797778
2018	October	2237550	May	1211046
2019	January	1462420	September	993948

Districts with high domestic to foreign ratio.

Question

Show top and bottom 3 districts with high domestic to foreign tourist ratio.

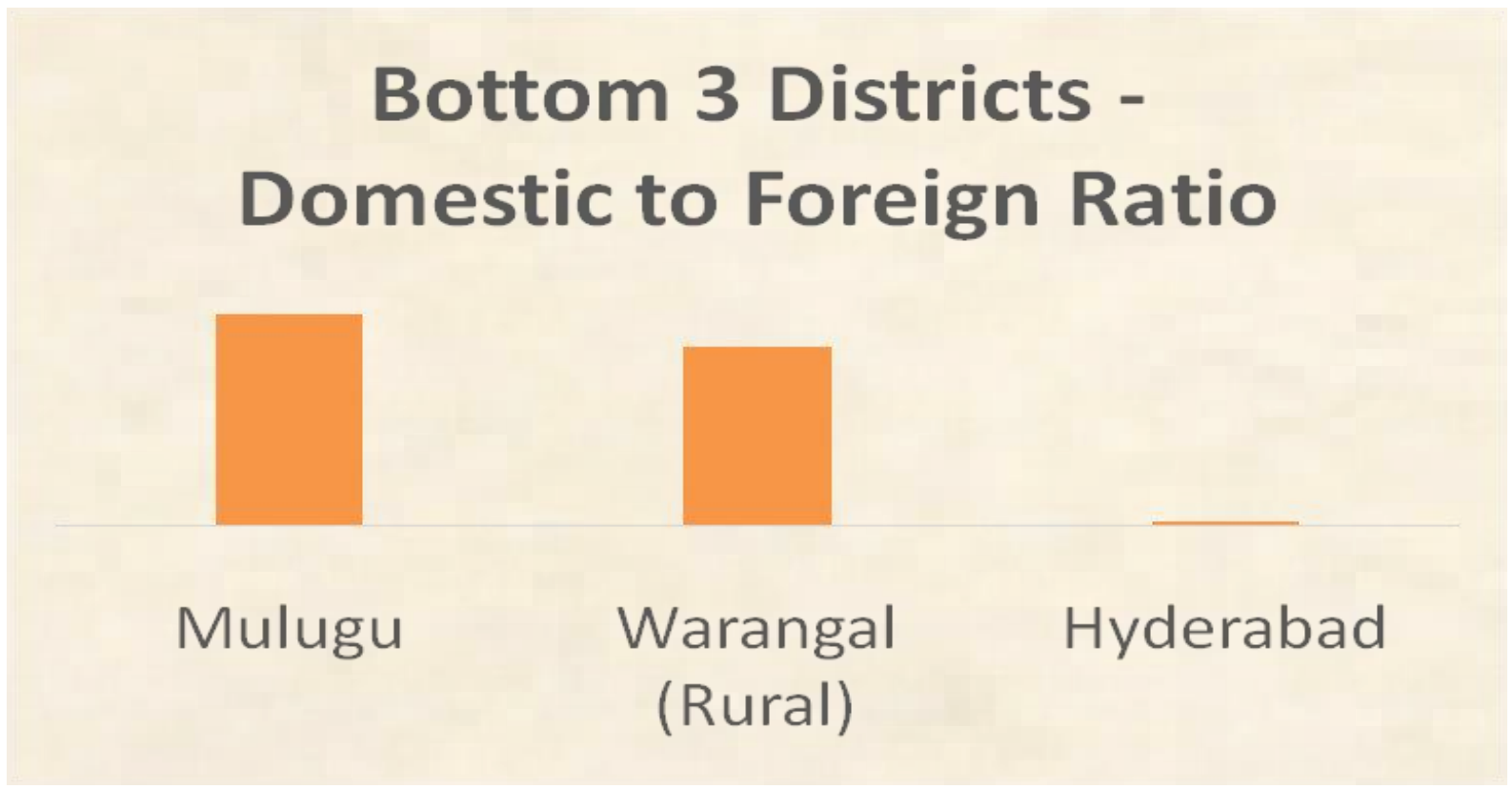
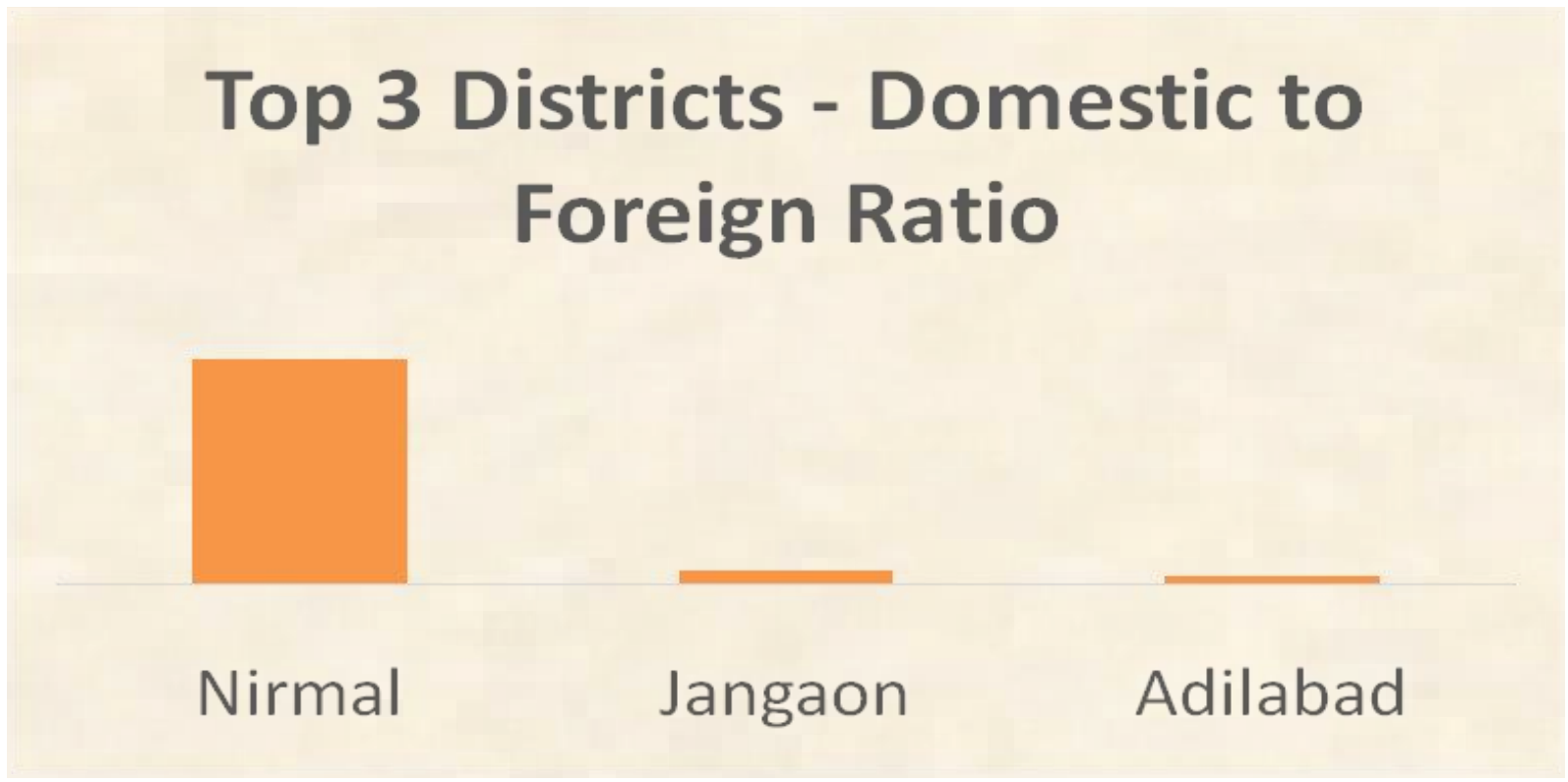
Insight

The top and bottom districts based on domestic to foreign ratio are as follows :

Top Districts	Ratio
Nirmal	6657898
Jangaon	413140
Adilabad	228799.22

Bottom Districts	Ratio
Mulugu	3164.87
Warangal (Rural)	2677
Hyderabad	80.30

Output



Districts based on ‘Population to tourist footfall ratio’.

Question

List down top and bottom 5 districts based on ‘population to tourist footfall ratio’ in 2019.

Insight

To accommodate more tourists to the bottom 5 districts :

Kamareddy

- Kamareddy is a great source of spiritual dimension :
- a. Koduru Hanmandla Gudi - An ancient temple in the history of Kamareddy.
 - b. Sri Raja Rajeshwara Swamy Temple is dedicated to Lord Shiva which is well known as Trilinga Rameshwara Temple.

Output

Top 5 Districts - Population to Tourist Footfall Ratio



Bottom 5 Districts :

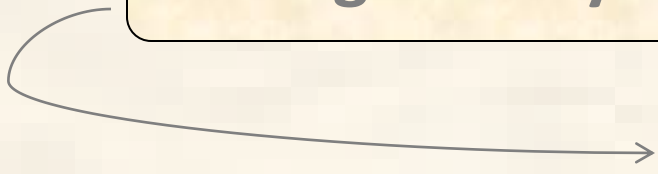
Districts	Ratio
Kamareddy	0
Medchal	0
Ranga Reddy	0
Suryapet	0
Vikarabad	0

Medchal



- a. Being the town of glory, Medchal was once resort for Nizams, who constructed a beautiful mansion here.
- b. Jain temple of Vardhaman Mahavir which is India's third most famous temple for Jains is located in Medchal.
- c. Grape gardens could be one of the best tourist spots to enjoy.

Ranga Reddy



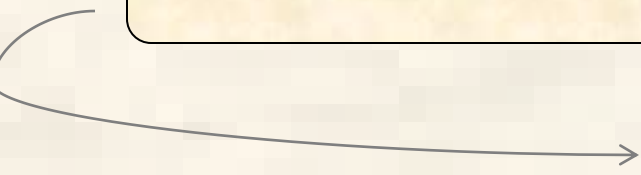
- a. Freshwater reservoirs such as Osman Sagar, Himayath Sagar are great view points that could be more attracted by the tourists.
- b. Amusement parks such as Mount Opera , Ocean Park and National parks such as Mrugavani are in escapable spots to visit.
- c. Places to worship, such as Chilukuru Balaji Temple and Sanghi Temple are situated here in Ranga Reddy District.

Suryapet



- a. Famous Buddhist site for mindfulness which is popularly known as Phanigiri is located here.
- b. Pillalamarri is a small hamlet, famous for the many temples that were built by the Kakatiya Kings.
- c. Beautiful temples here are a historical reminder of the glorious past of the village Suryapet.

Vikarabad



- a. Besides being the place of tourist's interest, Telangana govt caters irrigation needs in Vikarabad which are absolute eye catching and must visit places are many such as :
Kotipally, Jhuntutally, Laknapur, Sarpanpally.
- b. The most special and renowned temples of Vikarabad :
 - a. Pambanda Ramlingeshwara Temple
 - b. Bhavigi Bhadreshwara Temple
 - c. Bugga Rameshawaram
 - d. Bhukailas
 - e. Ekambareshwar
 - f. Jhuntutally Rama
 - g. Kodangal Venkateshwara Swamy Temple.
- c. Ananthagiri hills - One of the most attractive tourist spots in Telangana is the pride of Vikarabad district.

Hyderabad in 2025 based on Growth rate.

Question

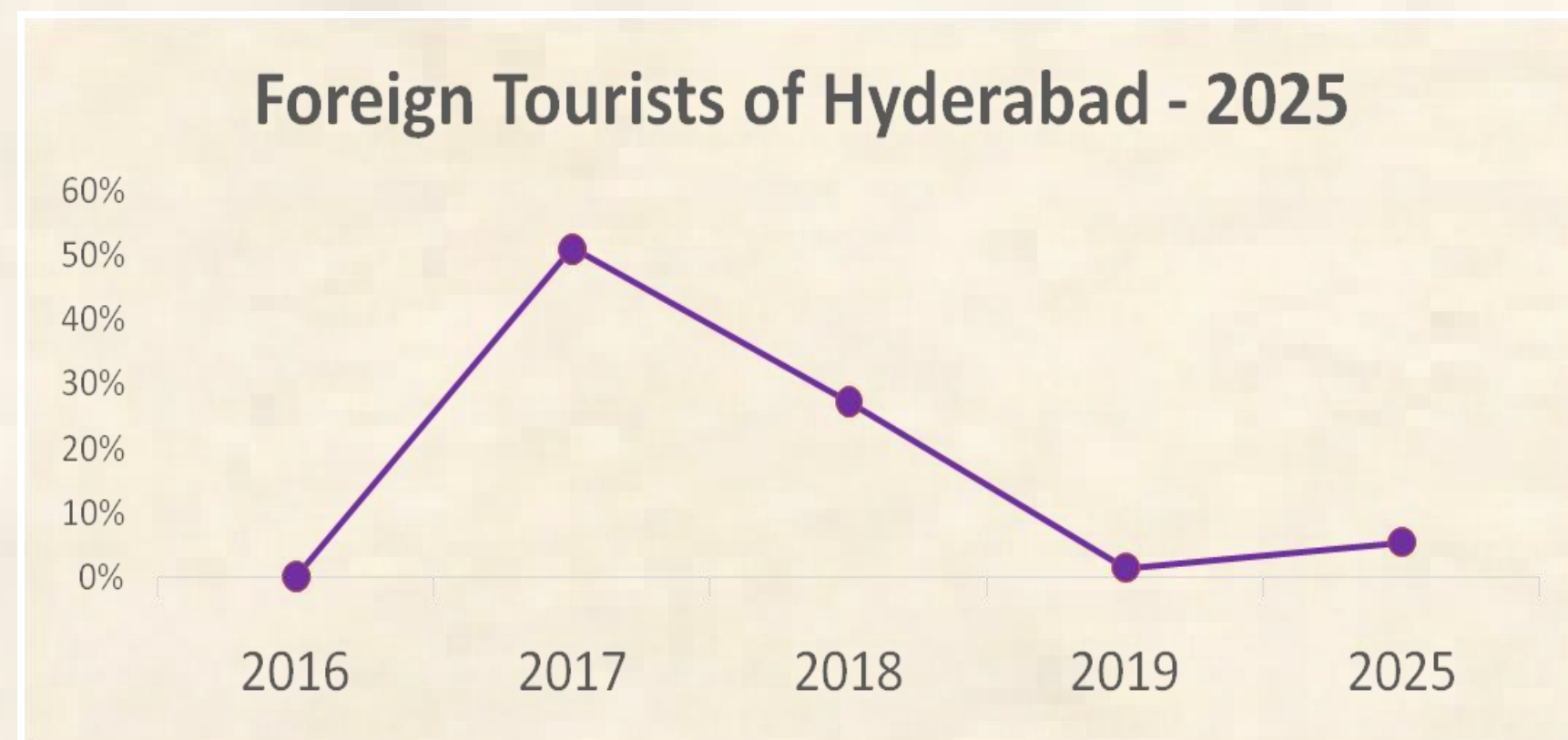
What will be the projected number of domestic and foreign tourists in Hyderabad in 2025 based on the growth rate from previous years.

Insight

Based on growth rate from 2016 to 2019, the projected growth rate of Hyderabad for the year 2025 is as follows :

- a. Domestic tourists have reduced to **-109.53%** i.e., a reduction of **2487659** visitors.
- b. Foreign tourists have increased by **5.41%** i.e., an increment of **254364** visitors.

Output



Hyderabad in 2025 based on Revenue.

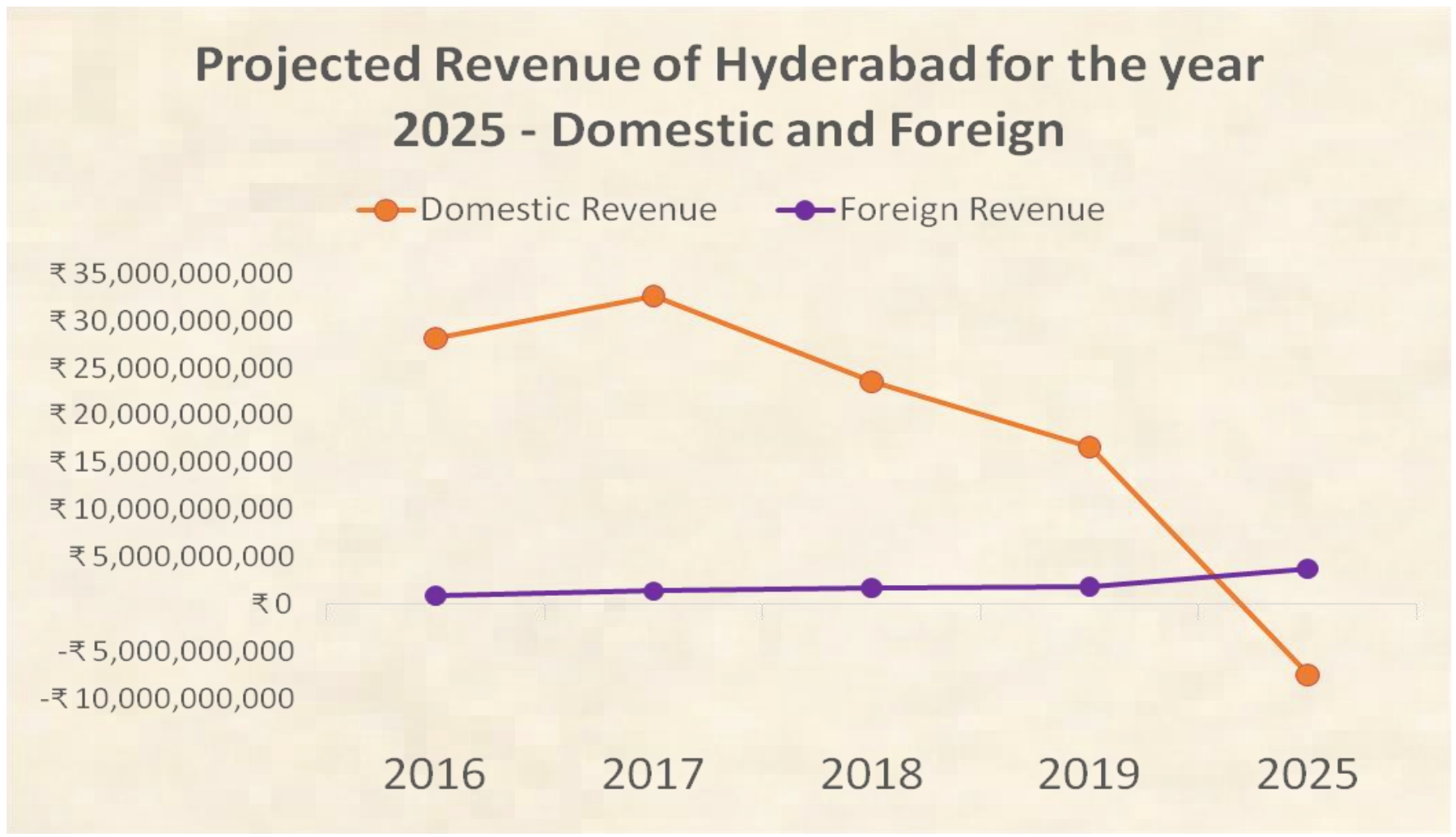
Question

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

Insight

Output



The average projected revenue to be spent on tourists of Hyderabad for the year 2025 as per above *approximate data* is as follows :

- a. As number of **domestic visitors** for Hyderabad decrease based on growth rate of previous years, the total revenue would be a great loss to be spent for government worth **- ₹ 7,583,970,000**.
- b. As number of **foreign visitors** for Hyderabad increase based on growth rate and forecast of previous years, the total revenue would increase to be spent by the government of worth **₹ 3,708,244,400**.

Upcoming districts and tourism strategies.

Question

Districts with highest potential :
a. Which districts have highest potential for tourism growth and what actions government can take?

Insight

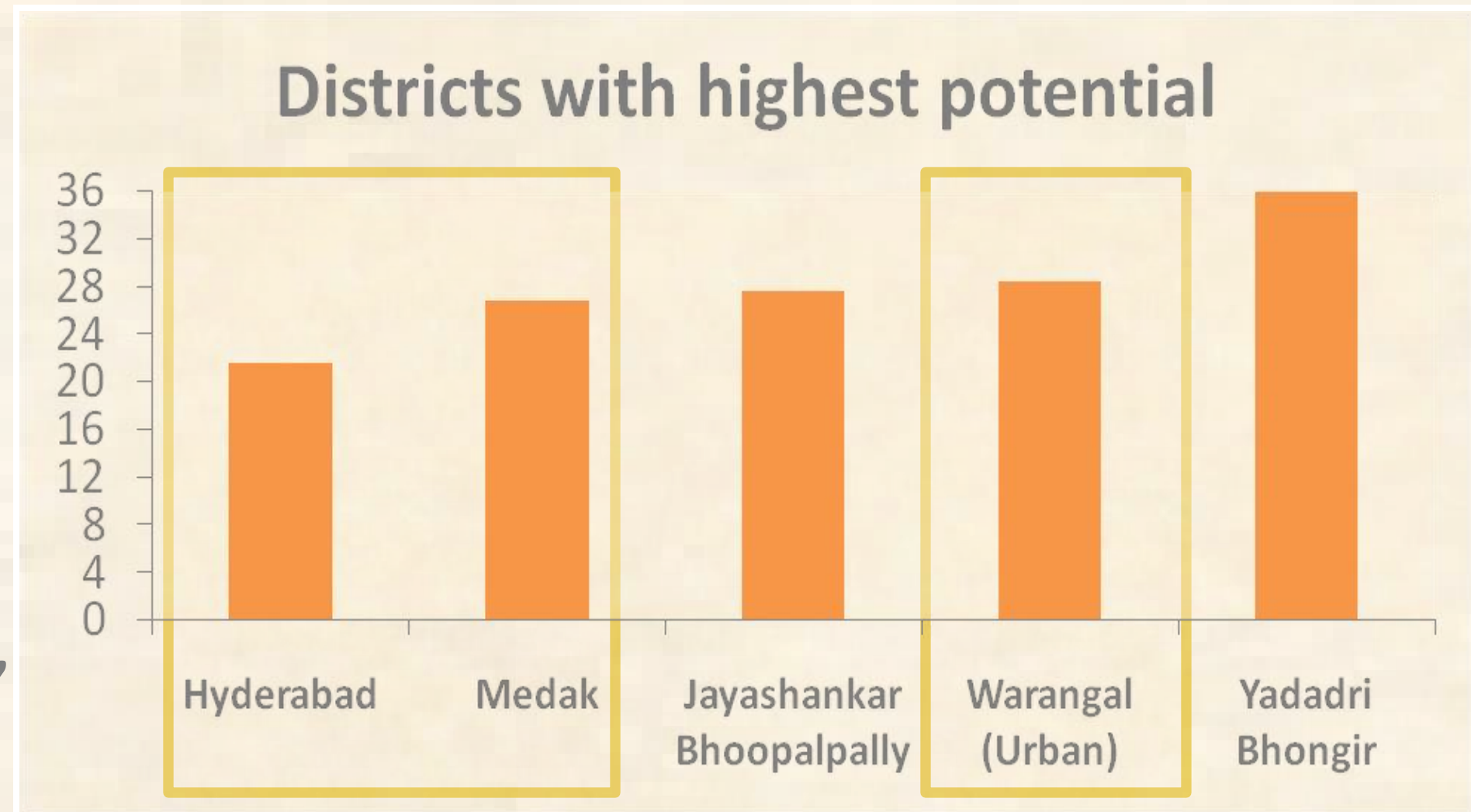
The districts with highest potential for tourism growth are 'Hyderabad', 'Medak' and 'Warangal(Urban)'.

Reasoning :

Hyderabad

- The city of pearls and biryani , home to one of the most iconic landmarks - the Charminar. The tourist spots which are globally popular such as Ramoji Film City, Golconda Fort, Wonderla could be the best memories to make.
- Also no less than the spiritual dimension, Hyderabad has Birla Temple, Shri Jagannath Temple, Mecca Masjid, St Joseph's Cathedral etc.

Output



Medak



- a. Medak Cathedral is the largest church in entire Asia and second largest in the world after Vatican.
- b. The Wargal Saraswati Temple - the most famous Saraswati temple in the state after 'Basara', famous for Aksharaabyasa for children, also is one of the popular pilgrimage sites around Medak & Hyderabad which is one among the few temples of goddess Saraswati in Telangana.
- c. The Medak Fort History and architecture lovers will definitely stop by.
- d. The pocharam dam is a must visit for picnic lovers of lake side.

Warangal(Urban)



- a. What more than a world heritage site recognized by UNESCO - The Ramappa Temple, is 75 kms away from Warangal which is an absolute worth to visit.
- b. Warangal takes you back to the era of kings and queens with its beautiful historical sites with, The 1000 Pillar Temple, The Warangal Fort, The Laknavaram Lake, The Pakhal Lake have a beautiful scenery and gives spectacular vibe to the tourists.

Actions that government can take for the development of tourism growth are as follows :

1. Technology at Destination :

- Tourists enjoy benefits of Internet.
- The quality of amenities and services matters to visit the attractions at the destination.

2. Environment at Destination :

- Any undesired changes in the environment can affect tourism adversely.
- Keeping the attraction natural, going green and with less pollution helps in increase tourism rate.

3. Spiritual Importance of Destination :

- To find inner peace and invoke blessings of the deities people worship the almighty and cleanse their sins before death.

4. Cultural Importance of Destination :

- Destination of great historical or cultural significance then tourists will certainly like to visit the place for seeing monuments, castles, forts, ancient architecture, sculptures, caves, antic paintings.

5. Peace and security at the Destination :

- A tourist undertakes a tour to recharge his or her energy, enjoy eternal peace and for a go on adventure in a safe and secure environment.
- Creating a healthy and safety protocol, developing safety regulations for tourists and training the staff in safety regulations could make the tourist site more peaceful and secure.

6. Price level of different commodities at the Destination :

- The more expensive the destination, the less likely people will visit.
- Higher travel costs may lower demand.
- The cost of food, tours, entertainment, accommodations, and local travel may all also impact tourism demand.
- If these costs are high, demand may drop.

Various strategies to **boost** tourism.

Question

Cultural / Corporate events to boost tourism :

- a. What kind of events the govt can conduct?
- b. Which month(s)?
- c. Which districts ?

Insight

Events :

- Art
- Food
- Sports
- Concerts
- Seminars
- Local events : Jataras, Exhibitions etc

Months :

- June (2016)
- December (2017)
- October (2018)
- January (2019)

Districts :

- Hyderabad
- Warangal (Urban)
- Medak

Dubai Vs Hyderabad – Business Hub.

Question

Dubai has made itself a business hub and enjoys massive business tourism. Can Hyderabad emulate the Dubai Model ? Provide insights based on your research.

Insight

Hyderabad can emulate the Dubai Model to enjoy massive business tourism with effective implementation of the following recommendations :

- Tourism policy.
- Attractiveness.
- Tourism infrastructure - luxurious hotels, large shopping malls etc.
- A variety of activities and experiences like indoor theme parks, underwater zoo etc.
- With best and an amazing culture.

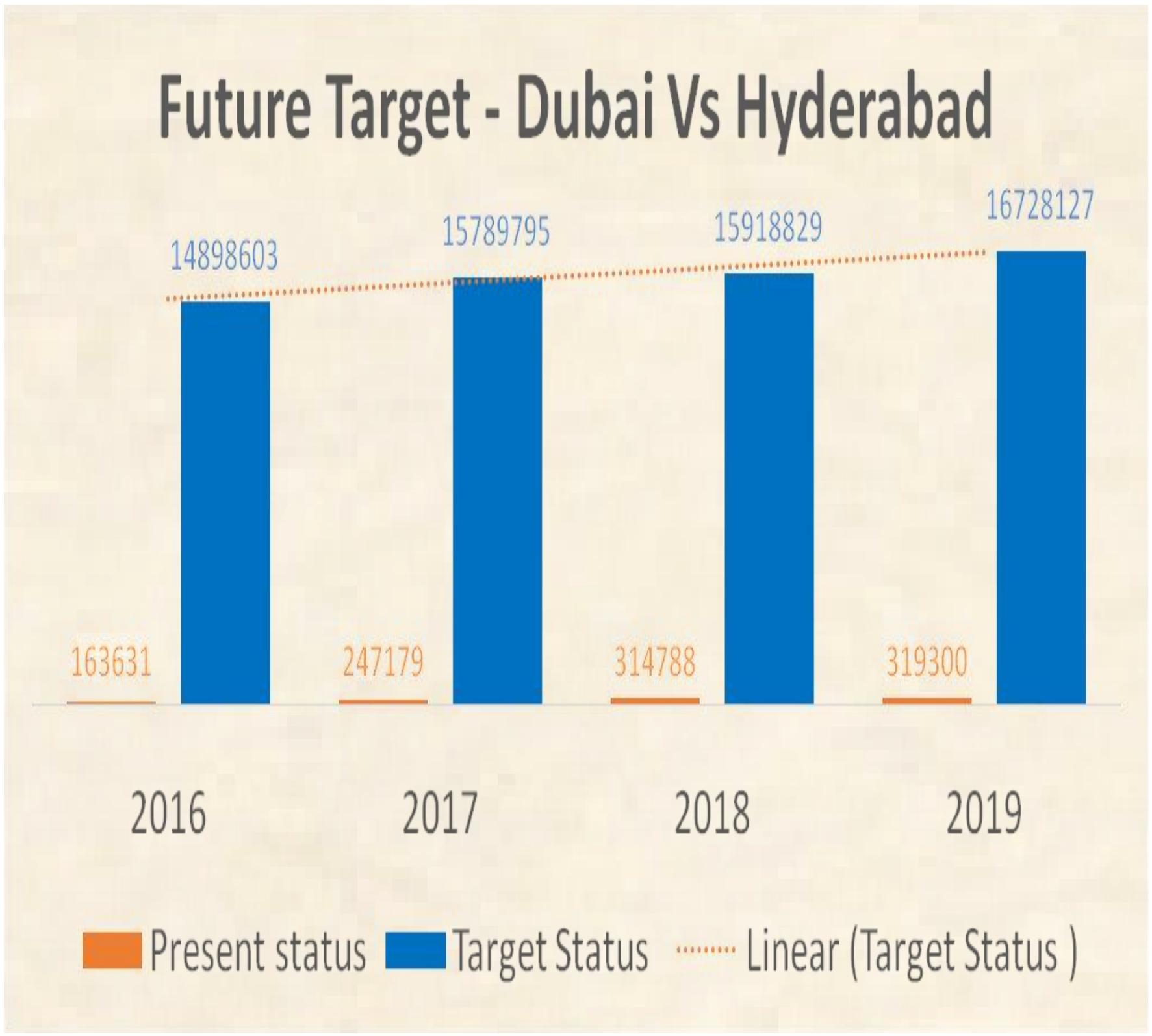
Output



According to **Global Media Insights**, the **Dubai Media Statistics of 2023** report states how the trend of tourists count in Dubai has **increased** over a period of **2016 to 2022**.

Target :

Year	Present status	Target Status
2016	163631	14898603
2017	247179	15789795
2018	314788	15918829
2019	319300	16728127



On comparison of **count of tourists** of Dubai to as of Hyderabad based on above insights, its understood that in order to emulate the model of Dubai, Hyderabad has got to accomplish dedicated amount of tasks to attract National and International tourists apart from its own wealth and economy achieved.

Recommendations to boost tourism.

Question

Provide all other recommendations that can boost the Telangana tourism, particularly Hyderabad.

Insight

Recommendations that can boost Telangana tourism :

- Creating detailed list of resources of tourism highlighting tourist spots.
- Development in infrastructure for tourism, exceptionally.
- Tourism policy development.
- Human resources for tourism, guidance and service.
- Tourism products and services.

Special recommendations to boost tourism of Hyderabad :

- **Hyderabad** being the capital of Telangana and one of the major center and most advanced technological hubs of the world with top MNC's for the technology industry, it is also home to many up scaled start ups as well. Hence encouraging more start ups here will boost global level tourism in capital city.
- Best Prospective Visitors to Hyderabad is people who work in the domain **IT industry and services**. Setting up initiatives in collaboration with tech firms in Hyderabad would not only boost tourism but also '**Globalization**' as well which in return improves **growth rate** of international visitors to Hyderabad.
- **Sharing** recent news initiated by government globally and to the widest reach possible.
- By leveraging **visitor analytics** and **adopting** tourism marketing trends.
- Maintaining a **professional website** for Tourism in Hyderabad with essential information organized cleanly, and studded with alluring **photos** to grab the attention tourists could be another way.

Thank you 😊

Name : Keerthana S

Tools used : MS Excel and Power point presentation.

Data Source : Telangana State Tourism Department, Government of Telangana.