



# CODEBASICS

## Resume Project Challenge - 5



"Uncovering Telangana's Tourist Hotspots"

**A DATA-DRIVEN ANALYSIS FOR THE  
STATE TOURISM DEPARTMENT**

Domain: Tourism | Function: Revenue / Municipal Administration

Kumar Vaishnav





Ministry of Tourism

# AGENDA

- |  |  |
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| <p><b>1      Overview</b></p> <p><b>2      Project Plan</b></p> <p><b>3      About Telangana</b></p> | <p><b>4      Definitions</b></p> <p><b>5      Research Question Analysis</b></p> <p><b>6      Suggestion</b></p> |
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# Overview

The objective of this project is to analyze tourism data (Telangana open Data policy) and provide data-informed recommendations to the Telangana Government Tourism Department for increasing revenue and improving administrative operations in the tourism sector.



Ministry of Tourism

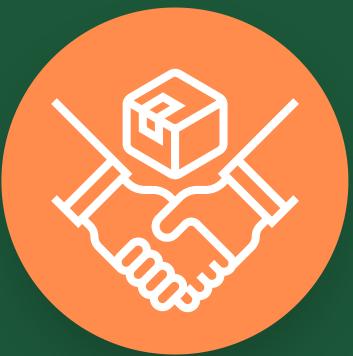
## Problem Statement:

The Telangana Government Tourism Department needs to effectively leverage tourism data to drive revenue growth and manage municipal administration. However, the department is facing challenges in utilizing the available data to make informed decisions and implement strategies. There is a need to develop data-driven solutions that enable the department to extract valuable insights from tourism data and optimize revenue generation while ensuring efficient municipal administration. The project aims to address these challenges and provide actionable insights to support decision-making in the tourism domain.



# Project Plan

"Uncovering Telangana's Tourist Hotspots"



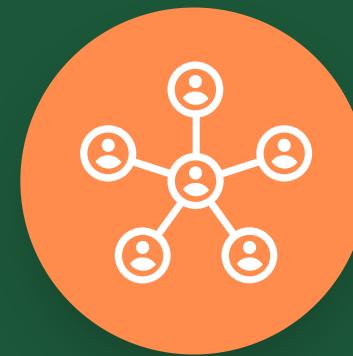
## Initiation

- Define the purpose, objectives, and scope of the Telangana Tourism Project.
- Identify key stakeholders, including government agencies, tourism boards, and local communities.



## Planning

- Create a detailed project plan that outlines the activities, timelines, and resources required for the implementation of the project.



## Execution

- Utilize Power BI and Excel for data analysis and Canva for visual reporting to effectively analyze and communicate research data, driving informed decision-making in the Telangana Tourism Project.

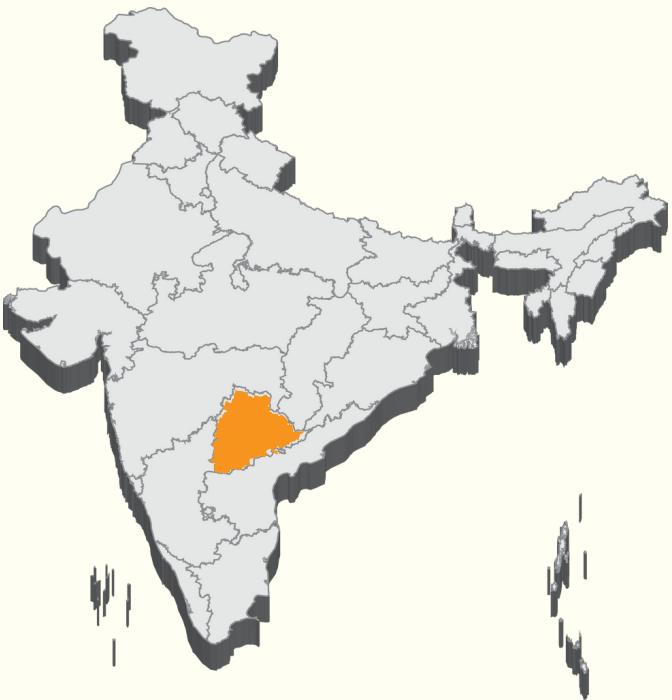


## Suggestion

- Data analysis is critical for measuring project success and enhancing Telangana's tourism potential.
- By leveraging data, we can make strategic decisions to create a thriving tourism industry.

# ABOUT TELANGANA

Telangana is a landlocked state in southern India, formed on June 2, 2014, from the northern region of Andhra Pradesh. It has Hyderabad as its capital and is bordered by Maharashtra, Chhattisgarh, Karnataka, and Andhra Pradesh. With a population of 39.04 million(UID Stats.), it ranks 12th in India, covering an area of 112,077 square kilometers. The region is drained by the Godavari and Krishna rivers. Telugu and Urdu are the official languages. Telangana is known for its rich cultural heritage and historical sites and monuments.

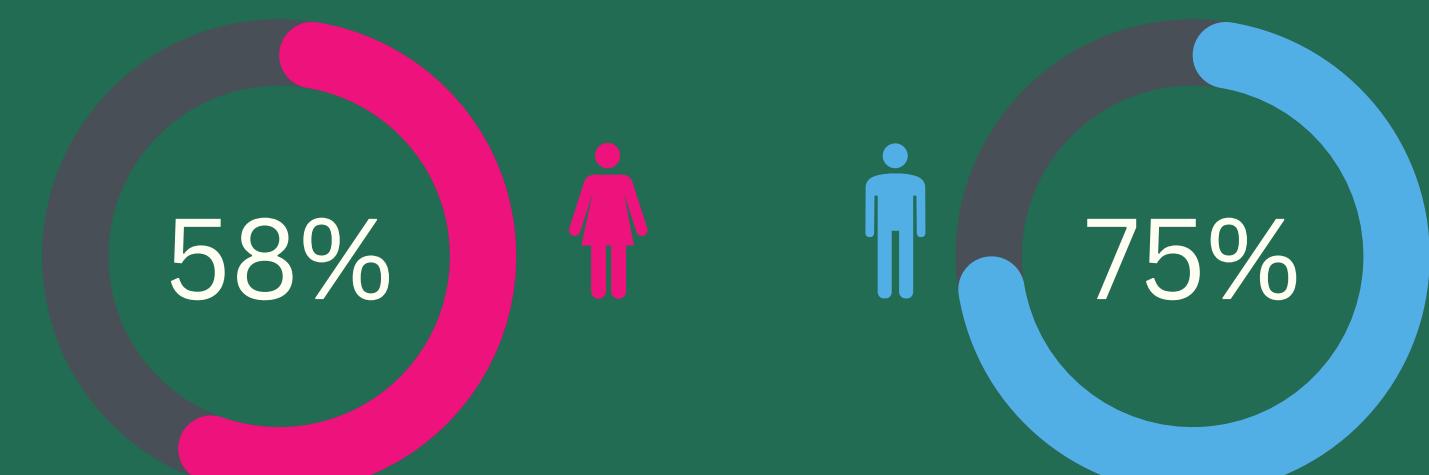


Parameters	Telangana	India	Telangana Share(%)
Capital	Hyderabad	New Delhi	
Geographical Area(Sq Km)	1,12,077	32,87,469	3.4
Administrative Districts	33	755	4.4
Population Density(Persons/Sq Km)	312	382	81.8

## Urban Vs Rural Population



## Female vs Male Literacy Rate



# MEET OUR TEAM



**EXCEL**

Spreadsheet tool



**POWER BI**

interactive data visualization software



**Mr Google**

Search Engine Partner



**Mr ChatGPT**

AI Information provider Bot



**CANVA**

Graphic design platform



**KUMAR VAISHNAV**

Data Analyst

# DEFINITIONS

## VISITOR

A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.

## DOMESTIC VISITOR

As a visitor travels within his/her country of residence, he/she is a domestic visitor and his/her activities are part of domestic tourism

## FOREIGN VISITOR

As a visitor travels from other country as a non-resident visitor within the country of reference on an inbound tourism trip

## CAGR

CAGR is a financial metric that calculates the average annual growth rate of an investment or business over a specific period, providing a single rate for easy comparison.

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

## TOURIST FOOTFALL RATIO

Total Visitors / Total Resident Populations in the given year

## REFERENCE

- <https://census2021data.in/>
- <https://tspcb.cgg.gov.in/>
- <https://ss2022.sbmurban.org/>
- <https://swachhts.cgg.gov.in/>
- <https://www.indiacensus.net/>
- <https://www.census2011.co.in/>
- <https://ncrb.gov.in>
- <https://www.mapsofindia.com/>
- <https://ecostat.telangana.gov.in/>
- <https://ipass.telangana.gov.in/>
- <https://www.wikiwand.com/en/>
- <https://lifesciences.telangana.gov.in/>
- Telangana Yearly Book(2016-2023)

## CRIME RATING

Crime rating is a quantitative assessment of the prevalence or severity of crime in a specific area, typically calculated as the number of reported crimes divided by the population and multiplied by a constant factor for normalization.

## CLEANLINESS RATING

Cleanliness rating is a measure of the level of cleanliness and hygiene maintained, typically expressed as a numerical score or percentage, without a specific formula.

## INFRASTRUCTURE RATING

Infrastructure ratings provide an assessment of the quality and condition of a state's infrastructure assets, evaluating factors such as transportation systems, utilities, and public facilities.

# WHY TELANGANA

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From a Telangana perspective, tourism is a significant contributor to the state's economy. In 2019, the region recorded around 90.77 million domestic tourist visits, generating revenue of approximately INR 15,023 crore. This sector also provided employment opportunities for around 4.12 lakh people. The state government aims to attract 100 million domestic tourists by 2025 and has focused on developing key destinations like Hyderabad, Warangal, Nagarjuna Sagar, and the Ramappa Temple. With infrastructure improvements and promotional efforts, tourism in Telangana holds immense potential for economic growth and job creation.



## COMPONENTS OF TOURISM

Tourism has many components comprising

- |                       |                    |
|-----------------------|--------------------|
| 1. Travel experience. | 5. Shops.          |
| 2. Accommodations.    | 6. Entertainment.  |
| 3. Food.              | 7. Aesthetics. and |
| 4. Beverage services. | 8. Special events  |



## TELANGANA'S TOP DESTINATIONS

- Charminar: Iconic mosque and monument in Hyderabad known for its four towers and intricate architecture.
- Golconda Fort: Magnificent fortress complex in Hyderabad with strategic location and impressive design.
- Qutb Shahi Tombs: Beautiful tombs of the Qutb Shahi rulers showcasing Deccan architecture.
- Kakatiya Kala Thoranam: Historical arch in Warangal representing the Kakatiya Dynasty's legacy.
- Waterfalls and other attractions: Picturesque waterfalls and notable places like Nirmal, Badapahad Dargah, and Nelakondapalli.

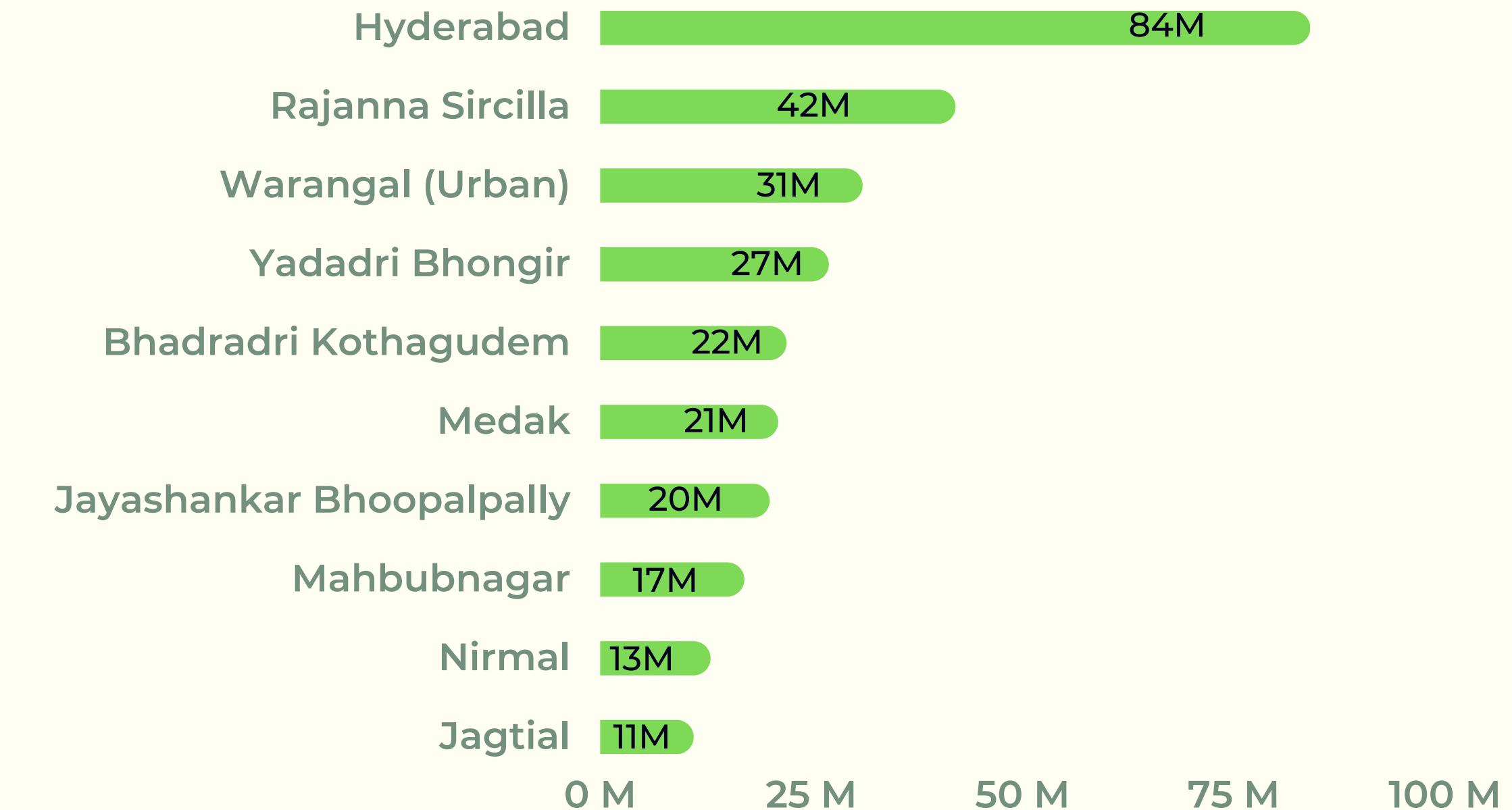
# POPULAR DOMESTIC VISITOR HUBS

## QUESTION

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

## INSIGHT

Hyderabad and Rajanna Sircilla attracts more domestic visitors for Pilgrimage, sightseeing, and Social-cultural Events than any districts.



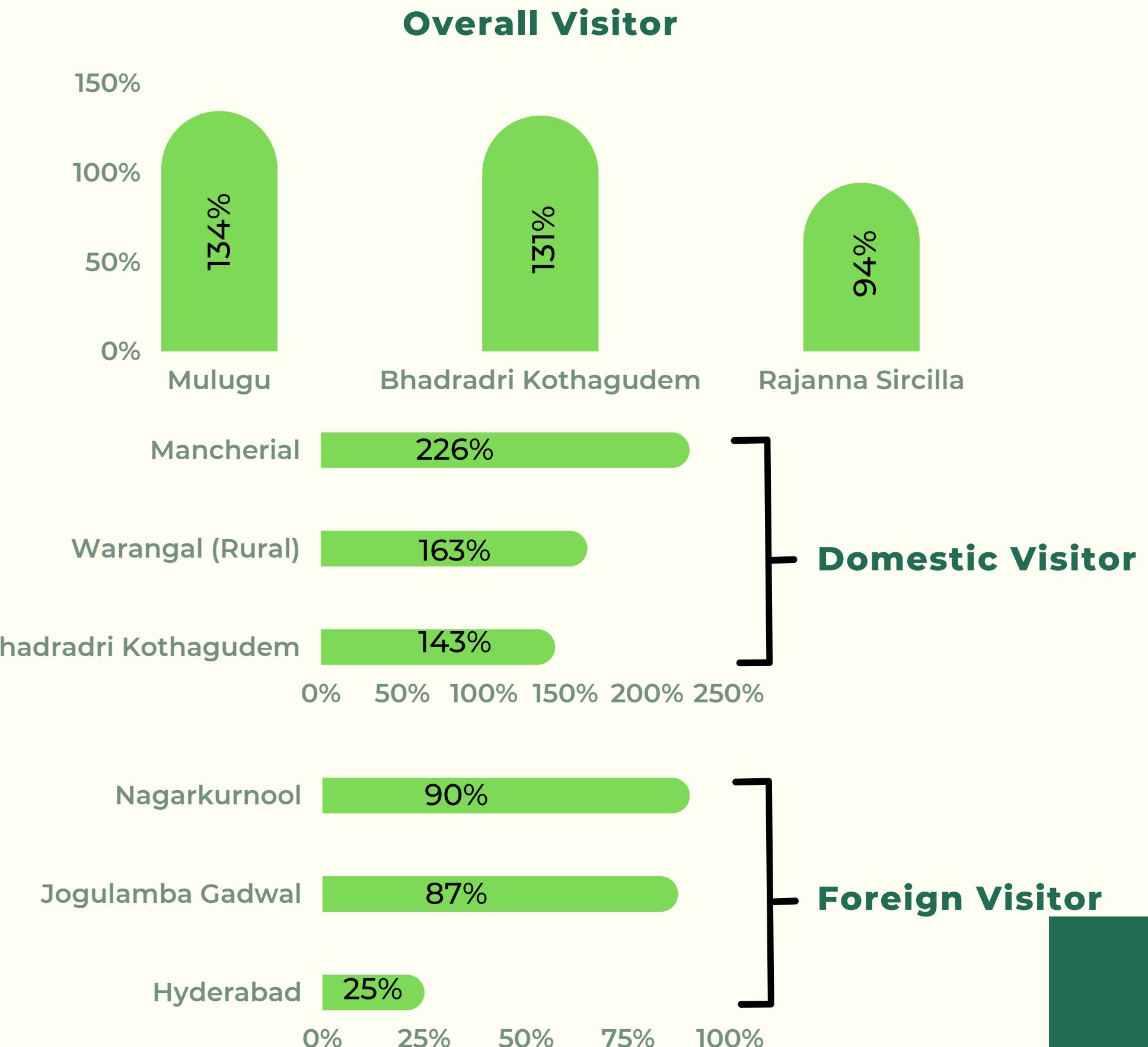
# CAGR MARVEL TRIO HOTSPOTS

## QUESTION

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

## INSIGHT

- Mulugu and Bhadradi Kothagunden are top overall(domestic +foreign) CAGR
- Mancherial (226%) with highest domestic CAGR
- Nagaarkurnool (90%) with highest foreign CAGR.



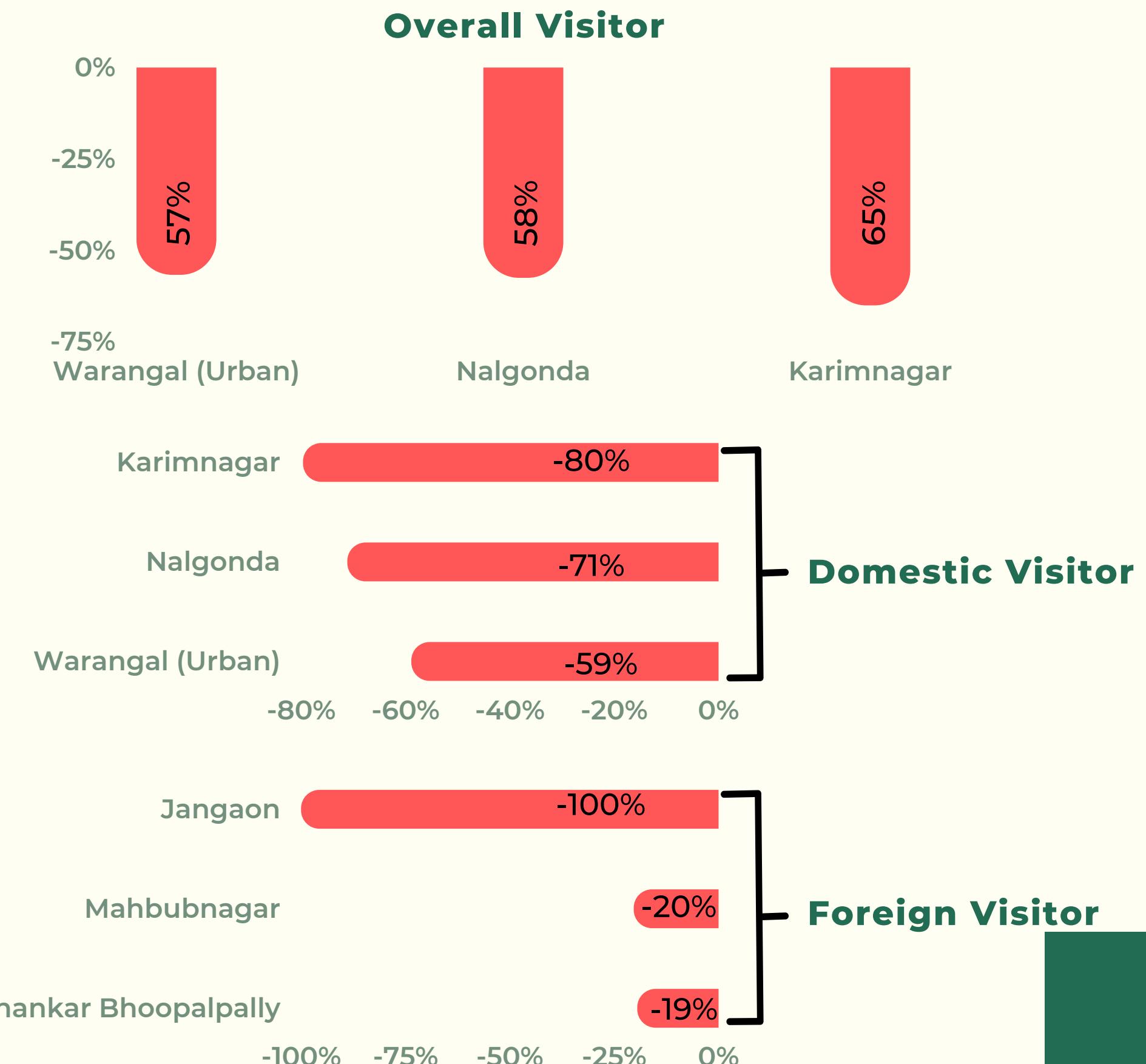
# CAGR LAGGARDS TRIO

## QUESTION

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

## INSIGHT

- Karimnagar and Nalgonda has overall lowest visitor lead to depreciation in CAGR.
- Jangaon has lowest foreign CAGR(-100%)



# HYDERABAD'S SEASONAL RHYTHM

## QUESTION

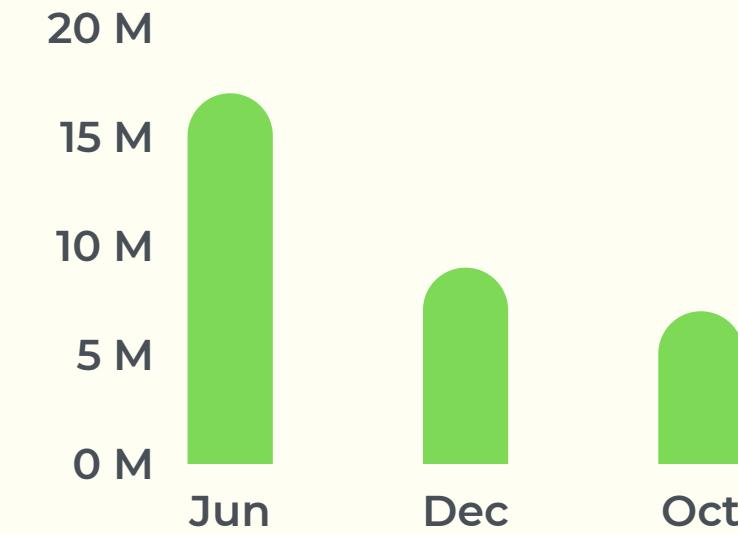
What are the peak and low season months for Hyderabad based on the data from 2016 to 2019 ?

## INSIGHT

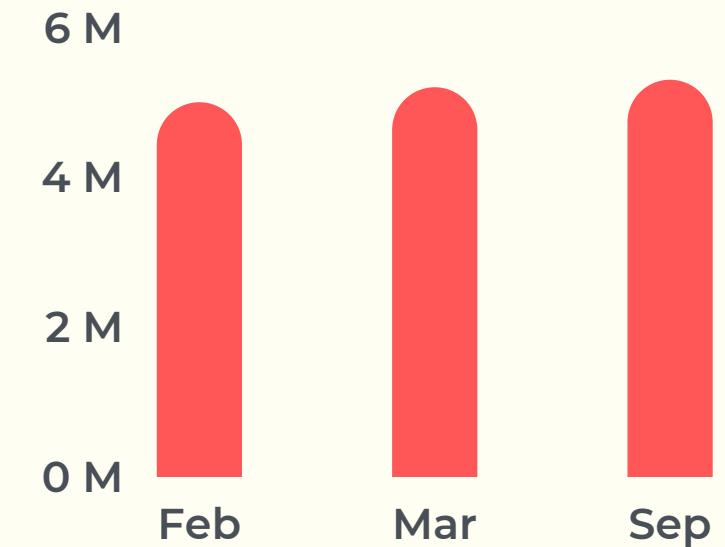
- Domestic favorable month- June, December
- foreign preferred month- December, January
- Visitors like rainy and winter season

### Domestic Visitor

#### Peak

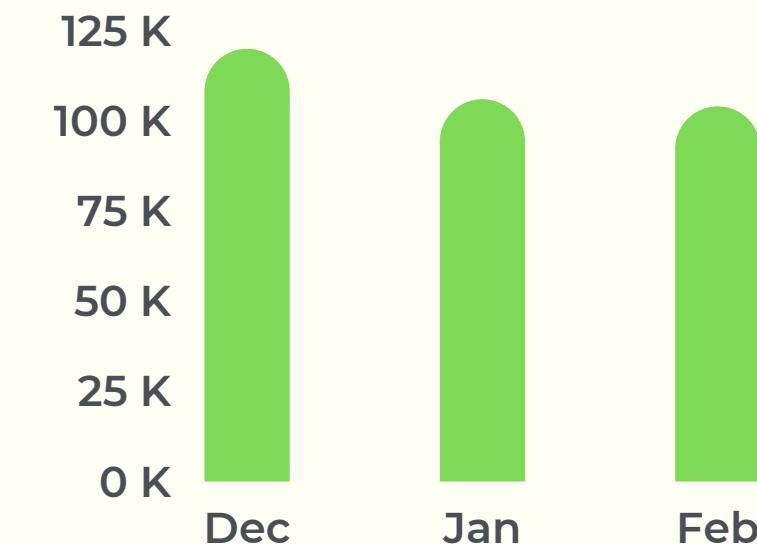


#### Low

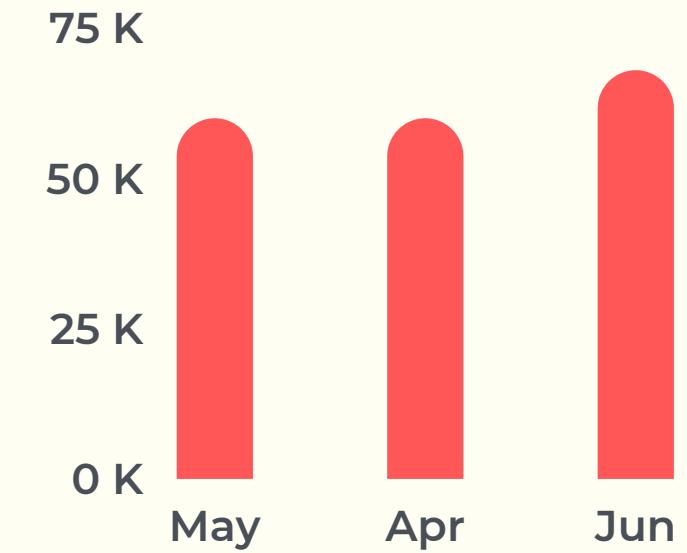


### Foreign Visitor

#### Peak



#### Low



# DOMESTIC DOMINANCE, FOREIGN DEFICIENCY.

## QUESTION

Show the top & bottom 3 districts with high domestic to foreign tourist ratio?

Top district with HIGH domestic to foreign tourist ratio

Nirmal 6.7M

Jangaon 0.4M

Adilabad 0.2M

0 2,500,000 5,000,000 7,500,000

## INSIGHT

- domestic to foreign ratio helps to find visitor dissection (lower the better)
- Hyderabad has best proportion of 1 foreigner is 80 domestic visitors
- Nirmal lags in this ratio of 6.7M

Top district with LOW domestic to foreign tourist ratio

Hyderabad 80

Mulugu 3.1K

Jogulamba Gadwal

7.2K

0 2,500 5,000 7,500

M: Million

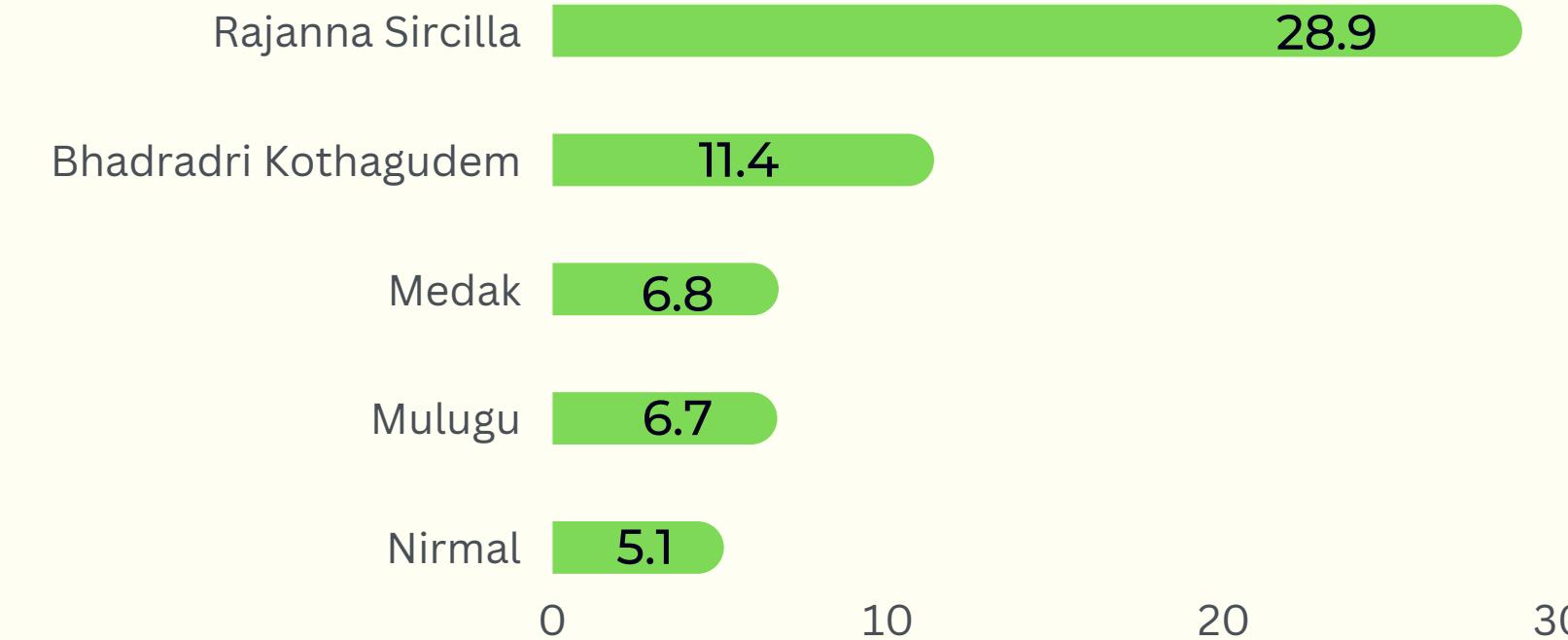
# TOURISM DENSITY DISPARITY

## QUESTION

List the top & bottom 5 districts based on 'population to tourist footfall ratio\*' in 2019?

(\* ratio = Total Visitors / Total Resident Population in the given year)

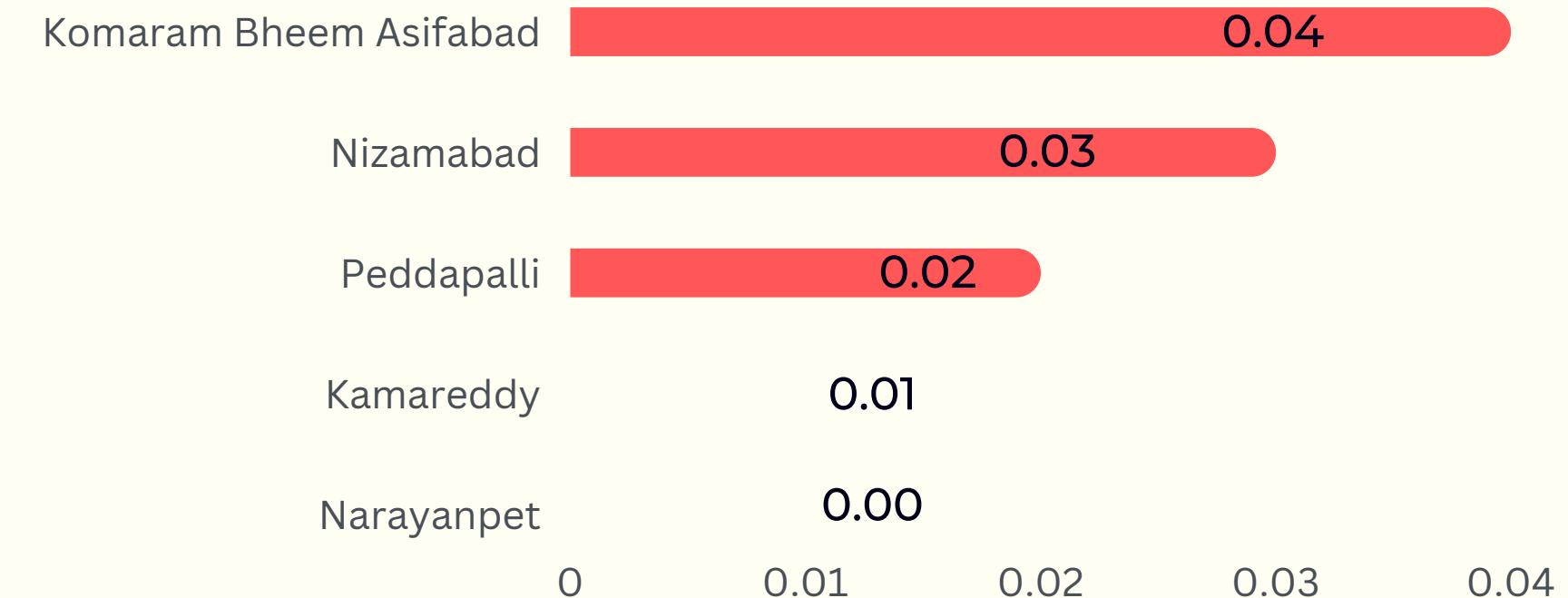
**Top 5 district with HIGH 'population to tourist footfall ' ratio**



## INSIGHT

- the above ratio used to find the tourist density in city(higher the better)
- Overall Rajanna Sircilla has (28.9) highest ratio, &
- Narayanpet, Kamareddy are unfavorable spots for tourist(0.00)

**Top 5 district with LOW 'population to tourist footfall ' ratio**



# HYDERABAD TOURISM OUTLOOK : 2025

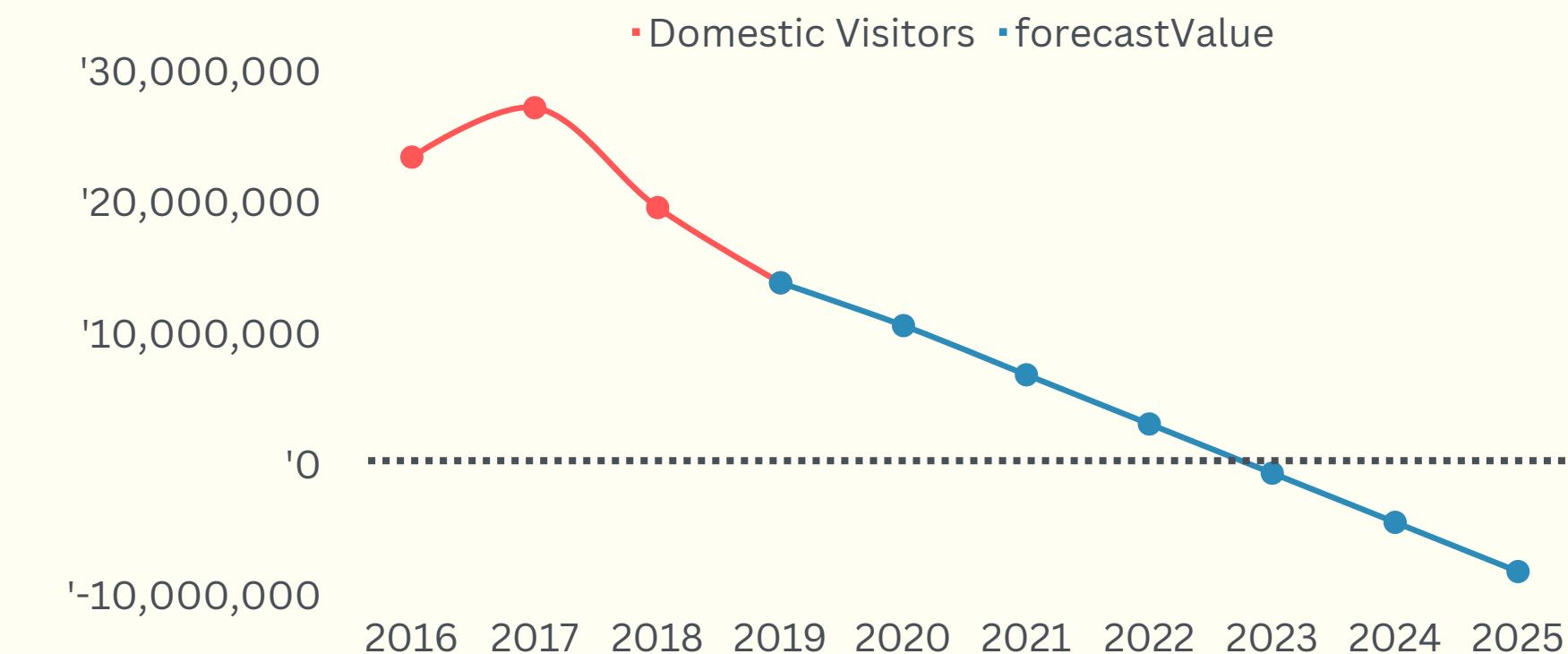
## QUESTION

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

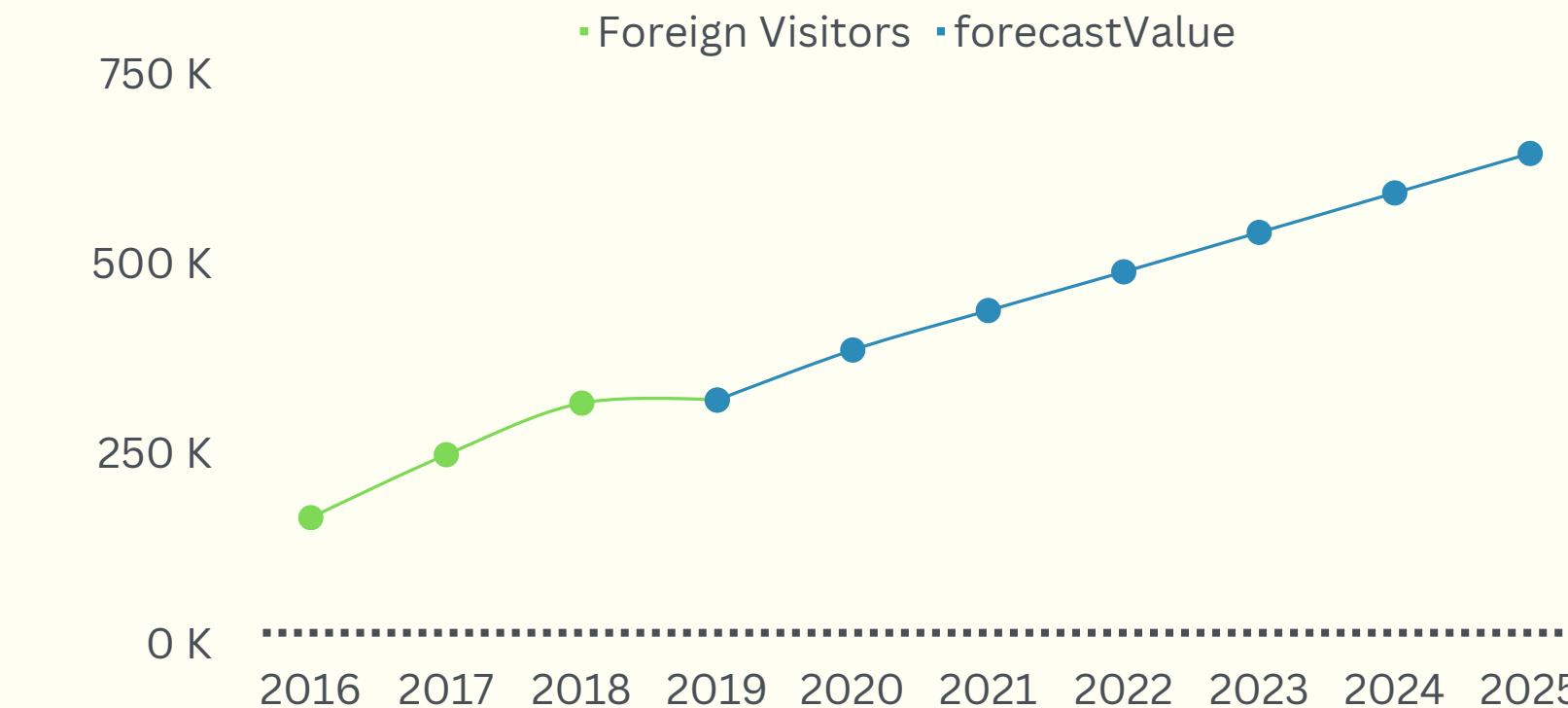
## INSIGHT

- Domestic Tourism drastically decreasing Growth Rate by **-23.5%** from 2019 to as projected 2025.
- Foreign Tourism demonstrates strong increasing Growth Rate by **271.2%** from 2019 to as projected 2025.

**Domestic Visitor Projection in '2025'**



**Foreign Visitor Projection in '2025'**



# HYDERABAD REVENUE TRENDS : 2025

## QUESTION

Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist?

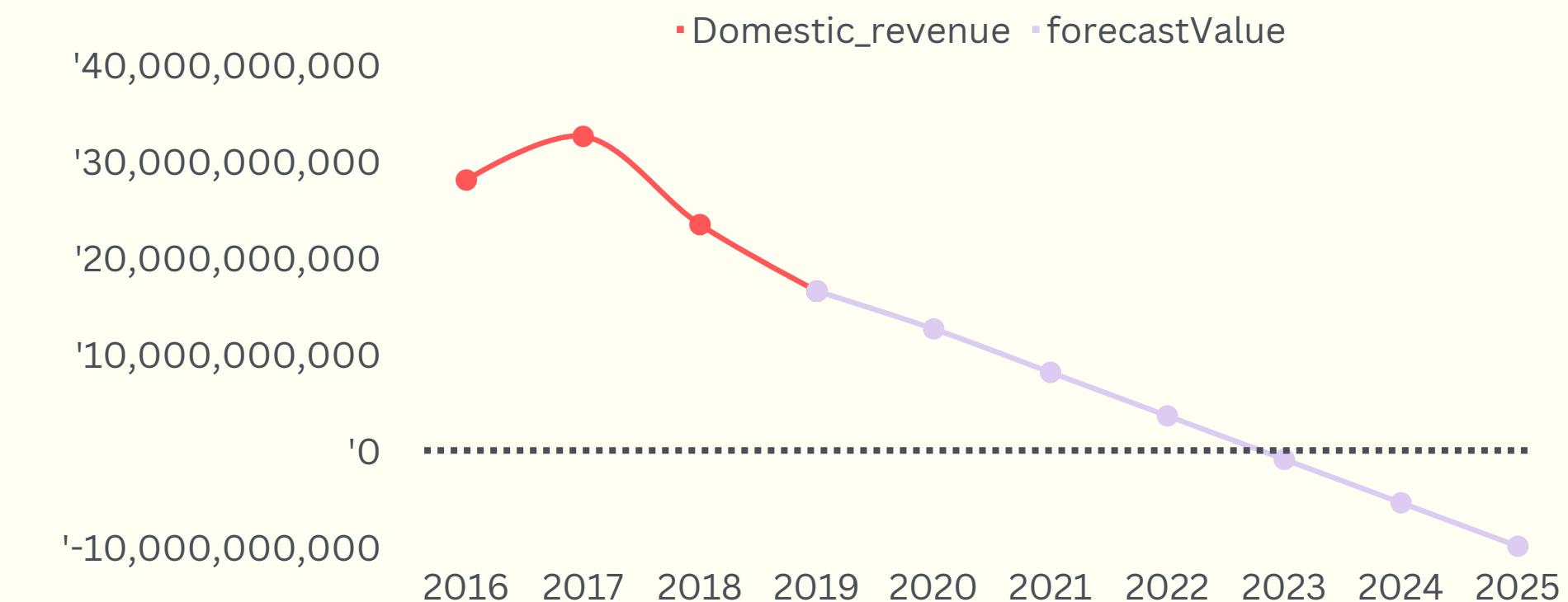
Foreign Tourist → ₹ 5600

Domestic Tourist → ₹ 1200

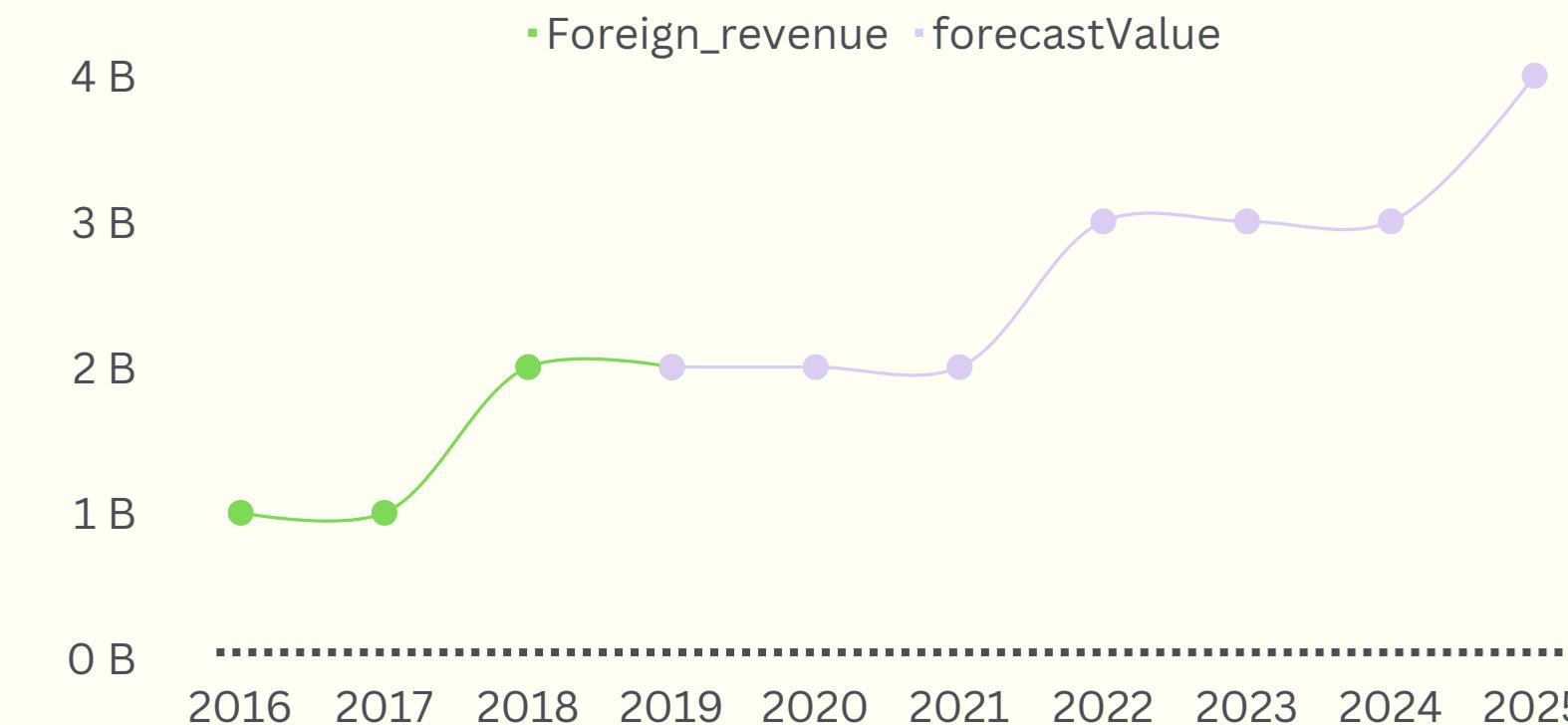
## INSIGHT

- Projected 2025 Domestic Tourism revenue value shows decreasing Growth Rate by **-23.8%** from 2019
- Projected 2025 Foreign Tourism revenue value shows decreasing Growth Rate by **277.8%** from 2019 .

**Domestic Visitor Revenue in '2025'**



**Foreign Visitor Revenue in '2025'**



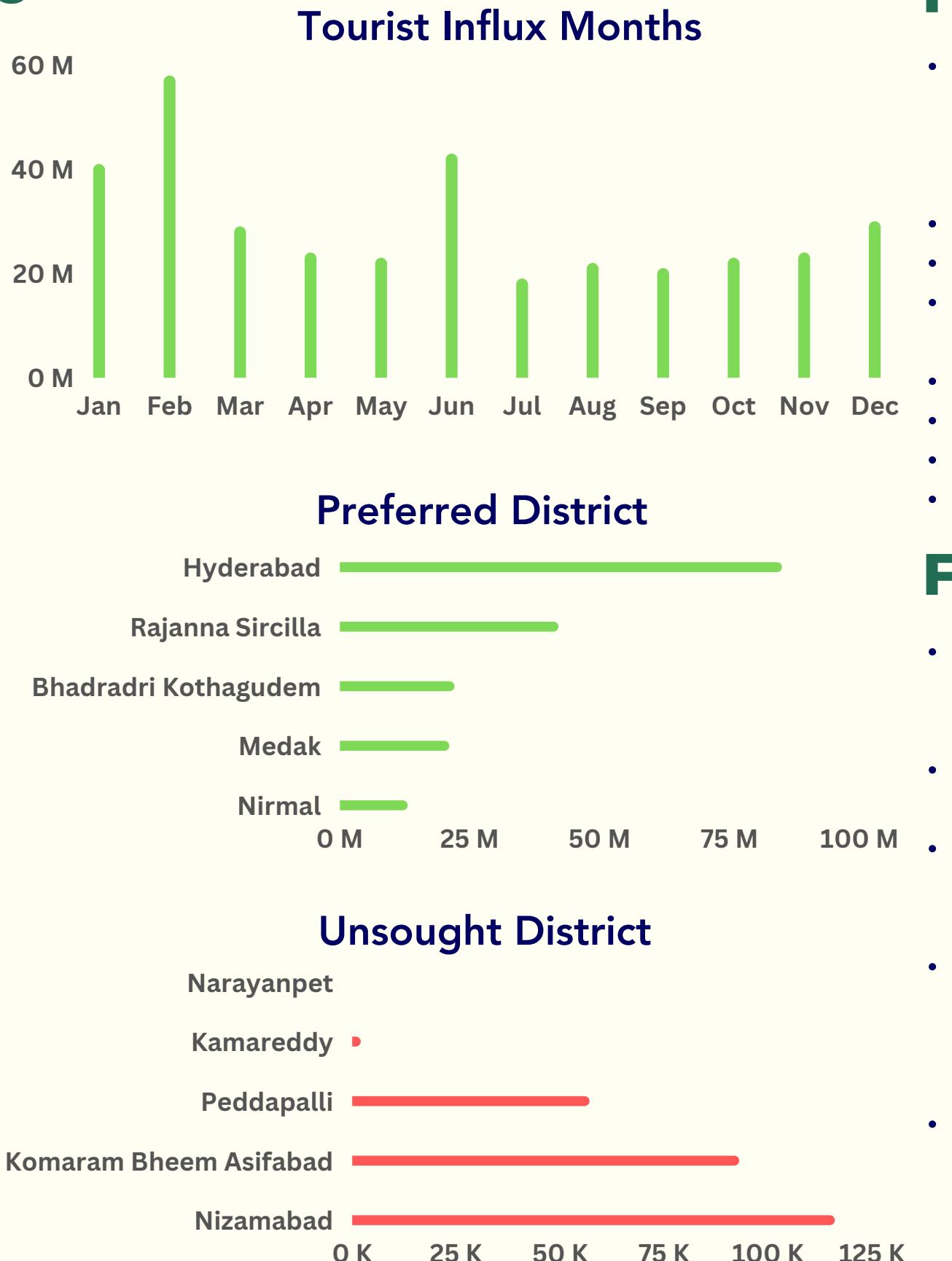
# SUGGESTION

## Lucrative investment zone

- Hyderabad (41)
- Rangareddy (26)
- Nalgonda (23)
- Adilabad (21)
- Suryapet (21)
- Need to develop eco greenfield Airports like Bengaluru International Airports for Hyderabad, Nizamabad, Palvancha, Mahabubnagar, and
- 3 Brownfield airports at Warangal, Peddapalli, Adilabad.
- Best time to Visit in Telangana as NOV-MAR 15°C \*, JUL-OCT 21°C , APR-JUN 34°C

## Tourism-Boosting Events

- Tribal Circuit: Mulugu - Laknavaram - Medaram - Tadvai - Damaravai - Mallur - Bogatha Waterfalls,
- Heritage Circuit: Qutub Shahi Heritage Park - Paigah tombs - Hayath Bakshi Mosque- Raymond's tomb,
- Eco-Tourism Circuit: Somasila Reservoir - Singotam Reservoir - Akka Mahadevi Caves- Srisailam - Mannanur - Malleelattheertham - Uma Maheshwaram Temple,
- The biennial Medaram Jathara attracts nearly 1 crore devotees, the Government Should do arrangements for providing logistics, drinking water, sanitation, and emergency healthcare facilities,
- Cruise, Adventure, Medical and Wellness, Golf, Polo, Meetings Incentives Conferences & Exhibitions(MICE), Eco-tourism, Film Tourism, Sustainable Tourism, Rural Tourism are Niche Products have been identified by the Ministry of Tourism for development and promotion.



## Hyderabad Vs Dubai

- The Dubai model focuses on creating a thriving local economy through trade, tourism, and infrastructure development, attracting foreign corporations and investments through favorable conditions and incentives.
- Factors affecting Dubai to thrive Tourism business are:
- Socio-Political Stability
- Government Tourism policy DIFC Liscence, e-Visa Support(like TS-iPass, ICT Policy in Telangana)
- Accessibility and World class Infrastructure
- Rich Attractions Spots for Tourists & Leisure, Business events
- Pure Amenities and lowest Crime Rate
- In 2022, #1 source source of Visitor with 1,842,000 Indians.

## Final Word

- There are lot of State, Central, Private-Public Sponsored projects are in proposed phase and need to fasten up for development
- IRCTC and State need to cater the tourist in Hyderabad via Swadesh Darshan Program.
- Tourists vastly engage in diverse activities such as sightseeing, shopping, cultural exploration, and personal development at destinations.
- To create captivating experiences for tourists, the Department of Tourism should prioritize infrastructure, amenities, safety, environmental conservation, and utilize information technology effectively.
- Sustainable growth of the tourism industry requires adapting to changing demands, addressing socio-cultural issues, ensuring government support, and prioritizing security measures.



# Thank You

For your attention!