Telangana Tourism Analysis

Telangana is a landlocked state in India situated on the south-central stretch of the Indian peninsula on the high Deccan Plateau. It is the eleventh-largest state and the twelfth-most populated state in India as per 2011 census. On 2 June 2014, the area was separated from the north-western part of Andhra Pradesh as the newly formed state of Telangana, with Hyderabad as its capital.

Telangana Stats

Capital City	Hyderabad
Area	112,077 Sq. Kms.
Districts	33
Revenue Divisions	74
Towns	141
Municipal Corporations	13
Municipalities	129
Zilla Praja Parishads	32
Mandal Praja Parishads	540
Gram Panchayats	12,769
Revenue Mandals	612
Revenue Villages (as per Census, 2011)	10,434
Inhabited Villages (as per Census, 2011)	9,834
Un-inhabited Villages (as per Census, 2011)	600
Households	83.04 Lakhs
Average Household size	4
Population	350.04 Lakhs
Male	176.12 Lakhs
Female	173.92 Lakhs
Sex Ratio (Female per 1000 Males)	988 Ratio
Density of Population	312 per Sq. Km
Decadal Growth Rate (2001-2011)	13.58 Rate
Rural Population	213.95 Lakhs
Rural Population Male	107.05 Lakhs
Rural Population Female	106.90 Lakhs
Rural Population Sex Ratio (Female per 1000 Males)	999 Ratio
Rural to Total Population	61.12%
Urban Population	136.09 Lakhs

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Urban Population Male	69.07 Lakhs
Urban Population Female	67.02 Lakhs
Urban Population Sex Ratio (Female per 1000 Males)	970 Ratio
Urban to Total Population	38.88%
SC Population	54.09 Lakhs
SC Population Male	26.93 Lakhs
SC Population Female	27.16 Lakhs
ST Population	31.78 Lakhs
ST Population Male	16.08 Lakhs
ST Population Female	15.70 Lakhs
Child Population (0-6 years)	38.99 Lakhs
Child Population (0-6 years) Male	20.18Lakhs
Child Population (0-6 years) Female	18.81 Lakhs
Child to Total Population	11.14%
Child Sex Ratio (Female per 1000 Males)	932 Ratio
Literates	206.97 Lakhs
Literates Male	117.02 Lakhs
Literates Female	89.05 Lakhs
Literacy Rate	66.54%
Literacy Rate Male	75.04%
Literacy Rate Female	57.99%
Total Workers	163.42 Lakhs
Main Workers	137.20 Lakhs
Marginal Workers	26.22 Lakhs
Members of Parliament (MPs)	17
Members of Legislative Assembly (MLAs)	120
Member of Legislative Council (MLCs)	40
Towns (Statutory)	136

Districts In Telangana

The State comprises of 33 districts covering an area of 1,12,077 sq. km (44,273 sq. mi). The largest district is Bhadradri Kothagudem whereas Hyderabad is the smallest.

Top 10 districts that have the highest number of domestic visitors overall(2016-2019)

Top 10 District Vs Visitors
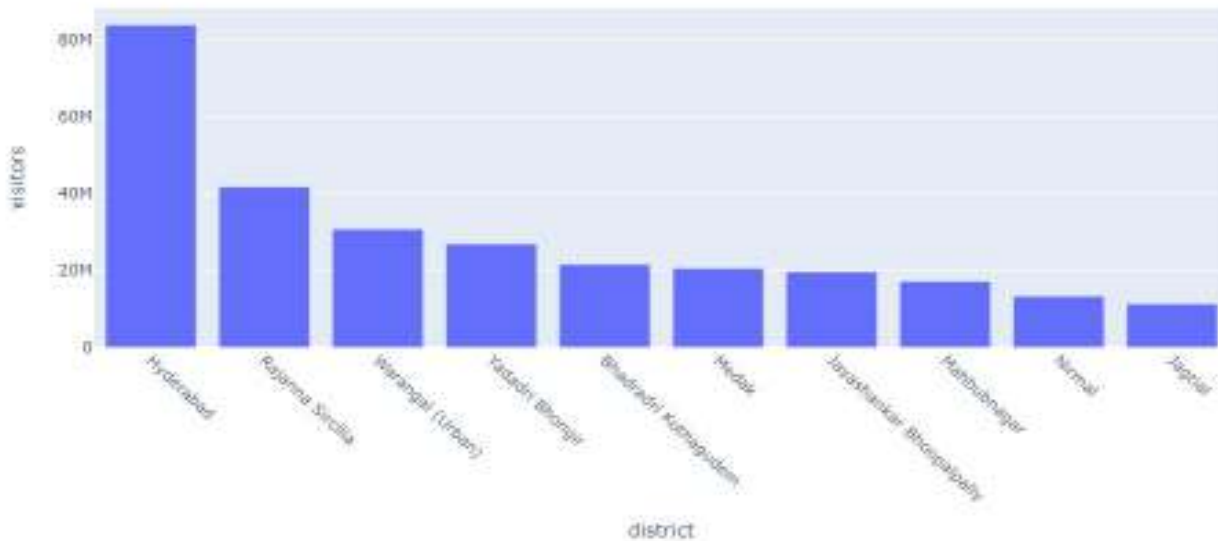
	district	visitors
0	Hyderabad	83900960
1	Rajanna Sircilla	41763276
2	Warangal (Urban)	30726603
3	Yadadri Bhongir	26893080
4	Bhadradri Kothagudem	21600962
5	Medak	20542639
6	Jayashankar Bhoopalpally	19632865
7	Mahbubnagar	17180118
8	Nirmal	13315796
9	Jagtial	11303514

Highlights:

This graph shows the top 10 districts of visitors .Our data shows that Hyderabad is the most visited district which is 83.9 Crores from the year 2016-2019., followed by Rajanna Sircilla which is 4.17 Crores and Warangal(Urban) with 3.07 Crores. Hyderabad District is a city-district in the state of Telangana ,It is the smallest in terms of area, among all the districts in the state, but has the highest human density.

top 3 districts based on compounded annual growth rate (CAGR) of domestic visitors between (2016-2019)
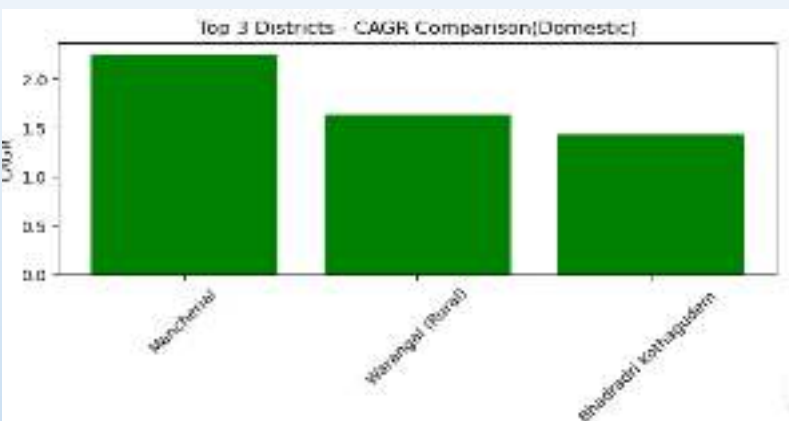
	district	cagr
13	Mancherial	2.257997
30	Warangal (Rural)	1.631455
1	Bhadradri Kothagudem	1.433875

CAGR stands for Compound Annual Growth Rate. It is a measure of the annual growth rate of an investment over a specified time period, with the effect of compounding taken into account. CAGR provides a smoothed annual rate of growth that, if compounded annually, would be equivalent to the actual growth rate over a specified period.
*The formula for calculating CAGR is:*

$$CAGR = \left(\frac{V_{final}}{V_{begin}}\right)^{1/t} - 1$$

Highlights:

"Upon analysis of the graphical representation and accompanying data, it becomes evident that Mancherial District exhibits the highest Compound Annual Growth Rate (CAGR) at an impressive 225%. Following closely is Warangal (Rural) with a CAGR of 163%, and Bhadradri Kothagudem at 143%. These findings suggest a noteworthy trend in these districts, indicating a substantial influx of visitors and a consistent year-on-year growth in their respective metrics."

# bottom 3 districts based on compounded annual growth rate (CAGR) of Domestic visitors between(2016-2019)
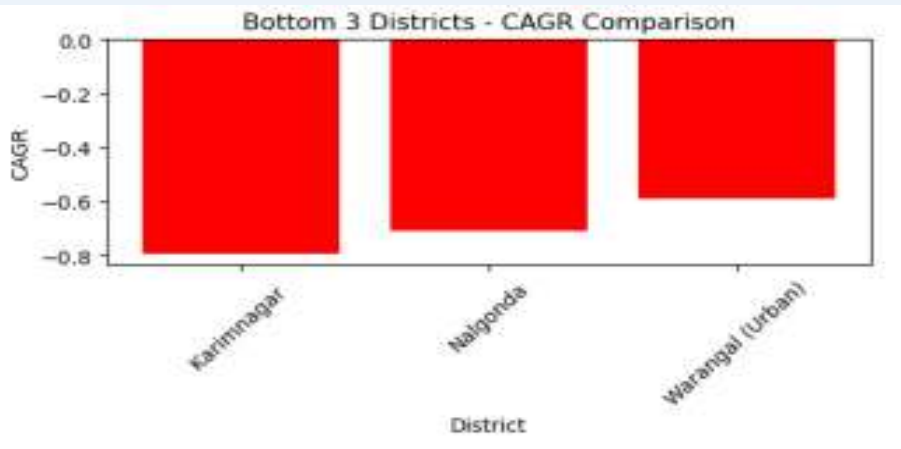
	district	cagr
8	Karimnagar	-0.796296
18	Nalgonda	-0.711335
31	Warangal (Urban)	-0.588629

Highlights:

"After a meticulous review of the graphical representation and accompanying data, it is apparent that Karimnagar has experienced the most substantial decline year-on-year (YoY), reflected in its Compound Annual Growth Rate (CAGR) plummeting to approximately -79%. Following this trend, Nalgonda district registered a CAGR of -71%, while Warangal (Urban) recorded a CAGR of -58% YoY. This noteworthy decline in visitor metrics prompts the need for governmental attention and intervention. It is imperative for authorities to conduct an in-depth survey in these districts to uncover the underlying causes behind the decrease in visitors. Such an investigation will facilitate a comprehensive understanding of the challenges faced, allowing for targeted initiatives and strategies to revitalize tourism in these regions."

# Top 3 districts based on compounded annual growth rate (CAGR) of Foreign visitors between (2016-2019)

Top 3 Districts - CAGR Comparison(Foreign)
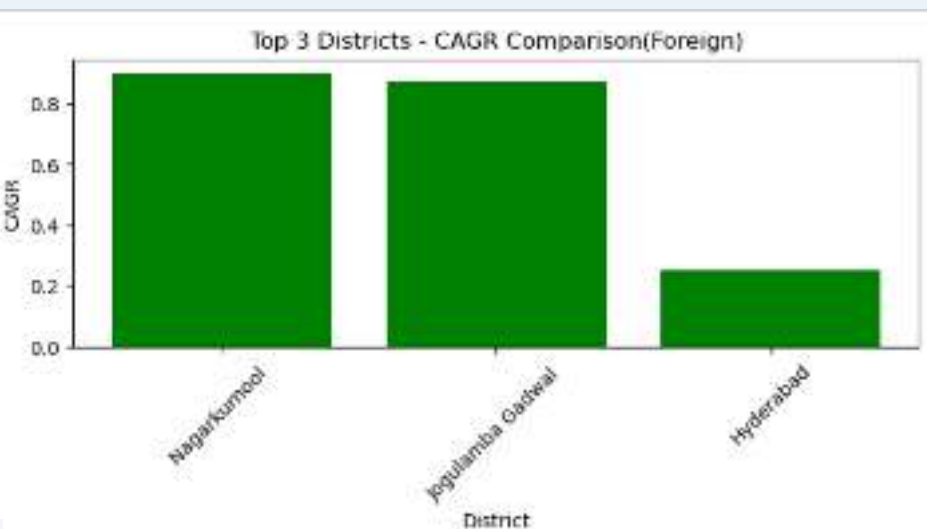
	district	cagr
17	Nagarkurnool	0.900283
6	Jogulamba Gadwal	0.871557
2	Hyderabad	0.249619

Highlights:

There is a saying "Athithi devo bhav", that means Guests are like God, and foreign tourist and visitors are very important for the revenue generation. The graph and district show shows the Top 3 districts having highest CAGR. Nagarkurnool being the highest followed by jogulamba Gadwal and the Hyderabd. Since Hyderabad being the most visited city including domestic and Foreign visitors but we find that foreign visitors prefer less going to Hyderabad. The reason may be they like to visit not the metros but the good greenery places.

# Bottom 3 districts based on compounded annual growth rate (CAGR) of Foreign visitors between '2016-2019)
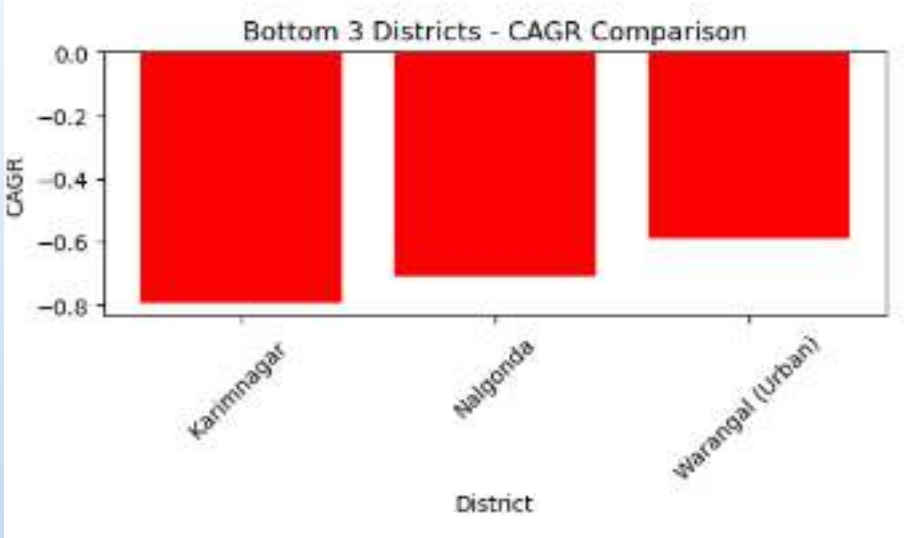
	district	cagr
4	Jangaon	-1.000000
12	Mahbubnagar	-0.202659
5	Jayashankar Bhoopalpally	-0.194180

Highlights:

This is the Bottom 3 Districts of foreign visitors based on CAGR. The Jangaon showed negative CAGR means the visitors has decreased YoY followed by Mahbubnagar followed by Jayashankar Bhoopalpally. Here Government should take actions in increasing the tourism and visitors. The reason of decreasing may be the foreign tourist is not finding good experience vising these place.

**Peak and Low season months for Hyderabad based on the data from 2016-2019 for Hyderabad District**

distribution Of Domestic Visitors Over the months
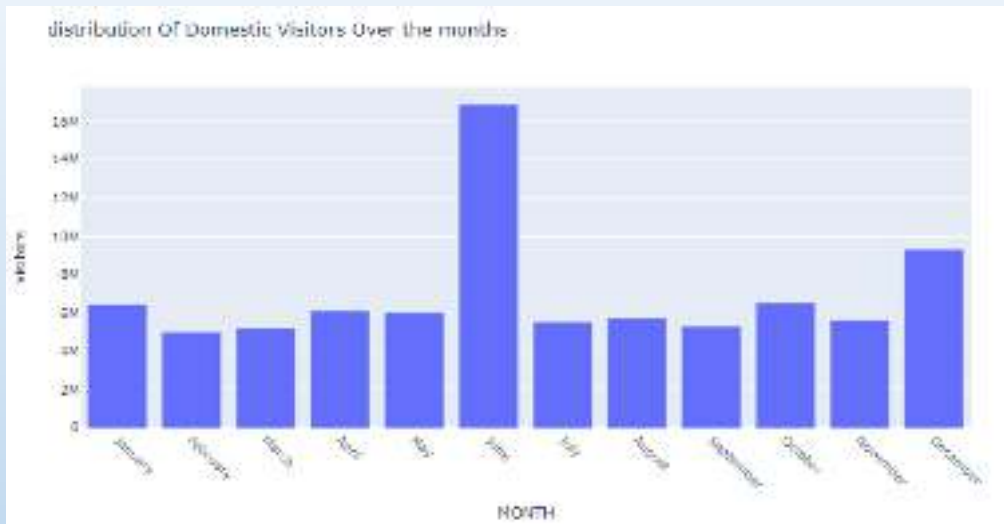
Highlights:

We can see that June month hold the peak in tourist visits followed by December. This may be because June is the holidays for school going students. December has the winter break. Rest all month are nearly same. Same thing we can see in the foreign visitors as well. June month being the most visited month followed by December.

# The top 3 districts with high domestic to foreign tourist ratio.
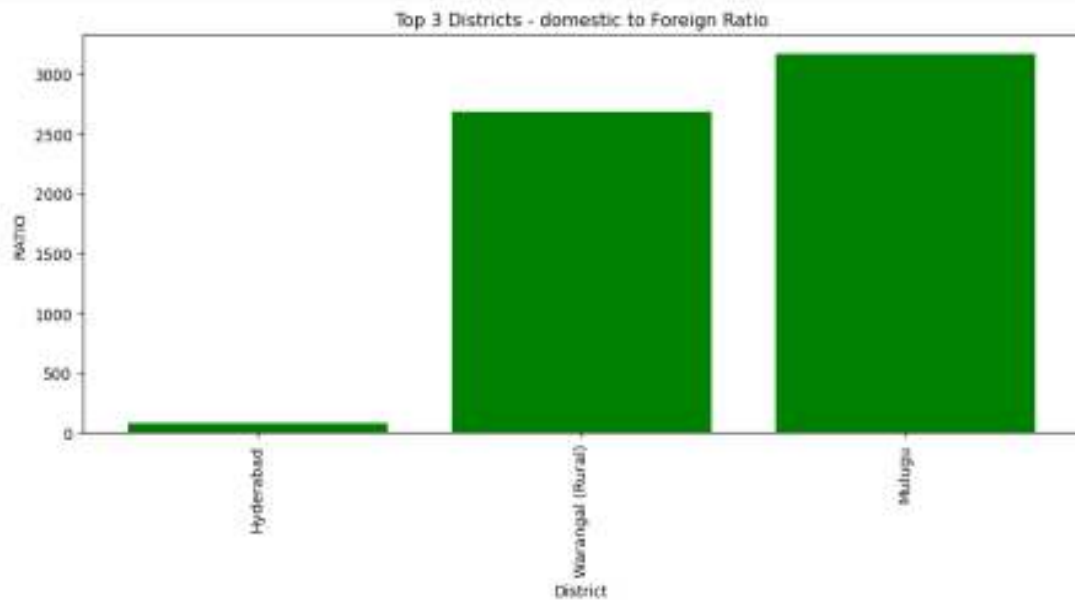
	district	visitors_dv	visitors_fv	ratio
2	Hyderabad	83900960	1044898	80.30
29	Warangal (Rural)	819162	306	2677.00
16	Mulugu	1819800	575	3164.87

Highlights:

Top 3 Districts shows that the foot fall of domestic to foreign tourist at that city is approximately same, so the ratio coming to be low. Domestic to foreign tourist ratio of Hyderabad is low, followed by Warangal(Rural) and then Mulugu. As per data, we can notice that domestic attraction is there in Warangal(Rural) and Mulugu but foreign attraction is not there much there in this citiies.

# The bottom 3 districts with high domestic to foreign tourist ratio.

Bottom 3 Districts - Domestic to Foreign Ratio
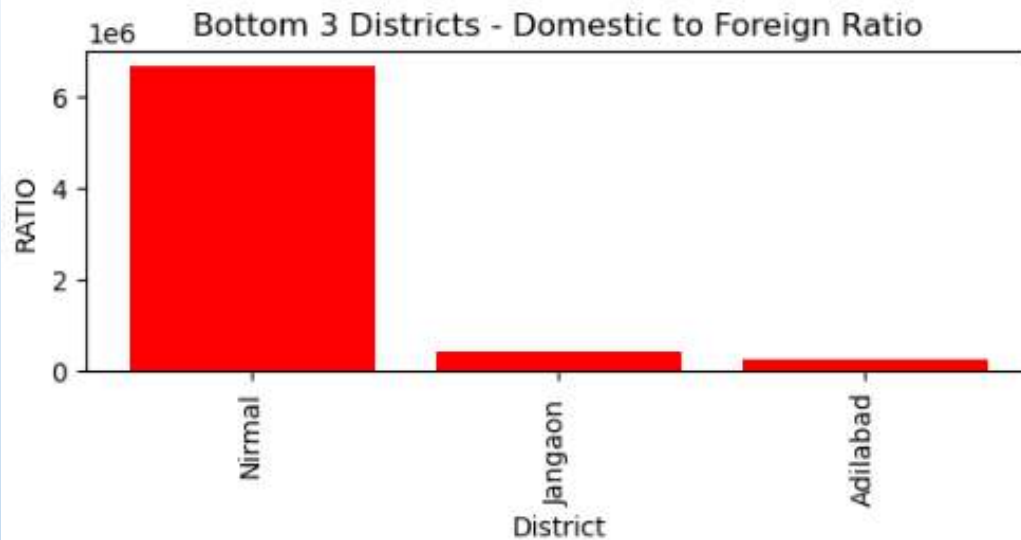
	district	visitors_dv	visitors_fv	ratio
19	Nirmal	13315796	2	6657898.00
4	Jangaon	826280	2	413140.00
0	Adilabad	7321575	32	228799.22

Highlights:

Bottom 3 Districts shows that the foot fall of domestic to foreign tourist at that city has a vast difference. here the ratio is coming to be very High. From data we can infer that the foreign visitors are very less as compared to the domestic visitors. So, domestic to foreign tourist ratio is high. Government should focus on these cities and do the why-why analysis, and get the root cause for not having the significant foreign tourist at these cities.

# List of top 5 districts based on "population to tourist footfall ratio " ratio in 2019

Top 5 Districts - Visitors to Population Ratio
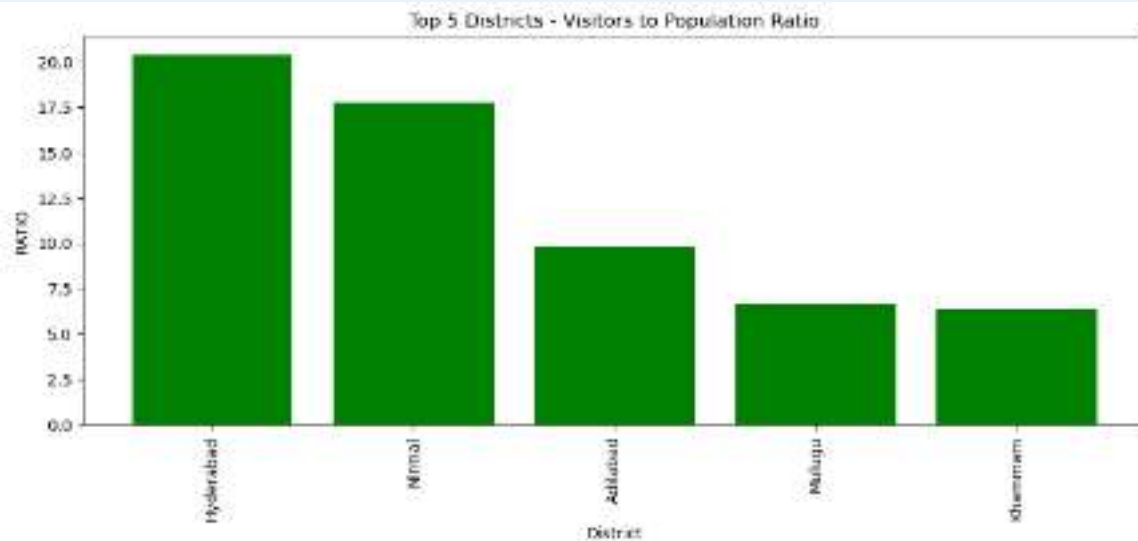
	district	total_visitors	District Name	Population 2019	ratio
1	Hyderabad	84945858	Hyderabad	4164675	20.40
6	Nirmal	13315798	Nirmal	749240	17.77
0	Adilabad	7321607	Adilabad	748769	9.78
4	Mulugu	1820375	Mulugu	272212	6.69
2	Khammam	9378315	Khammam	1480318	6.34

Highlights:

Hyderabad has the highest Population to tourist footfall, followed by Nirmal, Adilabad, Mulugu, & Khammam. These Places attracts more tourist.

# List Of Bottom 5 districts based on "population to tourist footfall ratio " ratio in 2019

bottom_5_districts - Visitors to Population Ratio
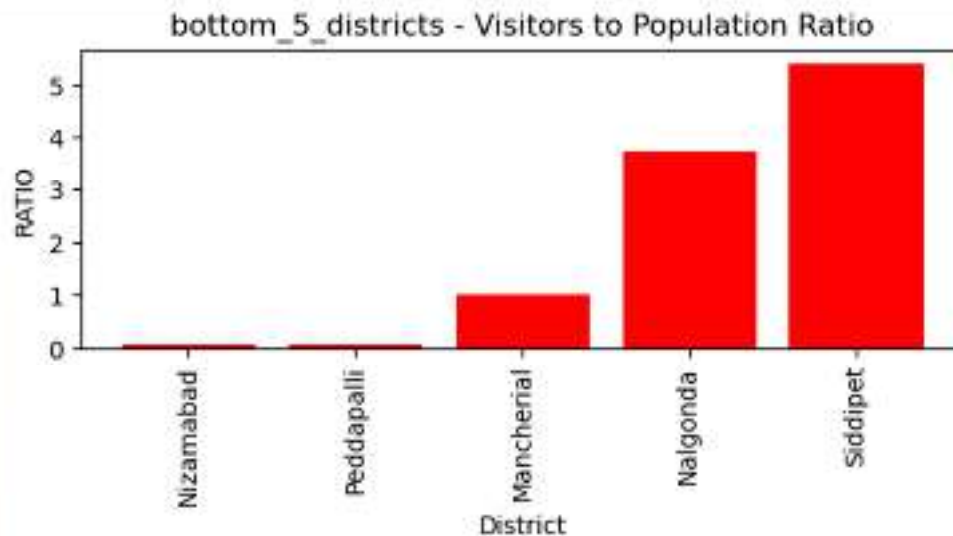
	district	total_visitors	District Name	Population 2019	ratio
7	Nizamabad	116152	Nizamabad	1659209	0.07
8	Peddapalli	56977	Peddapalli	839977	0.07
3	Mancherial	867252	Mancherial	852339	1.02
5	Nalgonda	6401933	Nalgonda	1709264	3.75
10	Siddipet	5775285	Siddipet	1068876	5.40

Highlights:

These are the cities having lowest population to tourist footfall. The Nizamabad is the lowest one followed by peddapalli, Mancherial, Nalgonda and Siddipet. The DM and local authorities should take care to attract more visitors.

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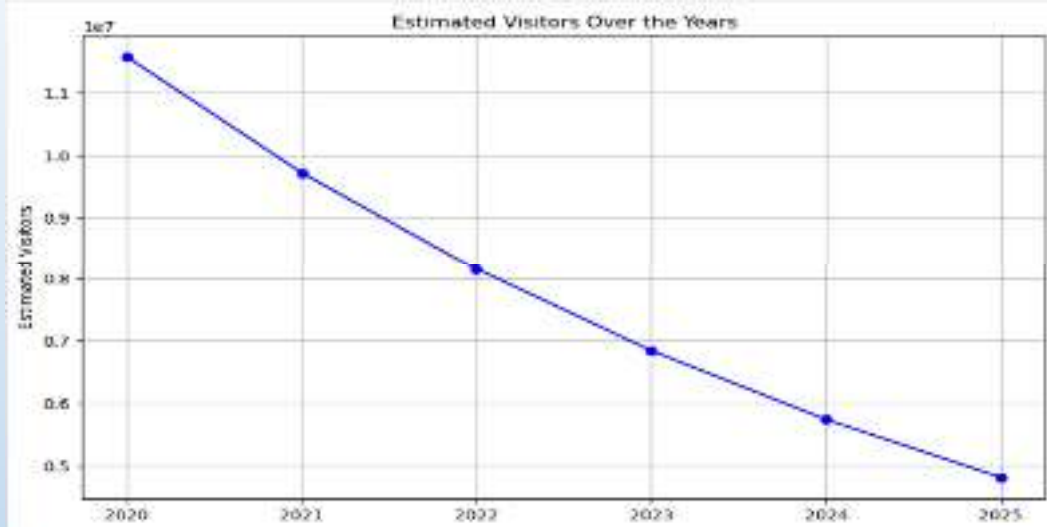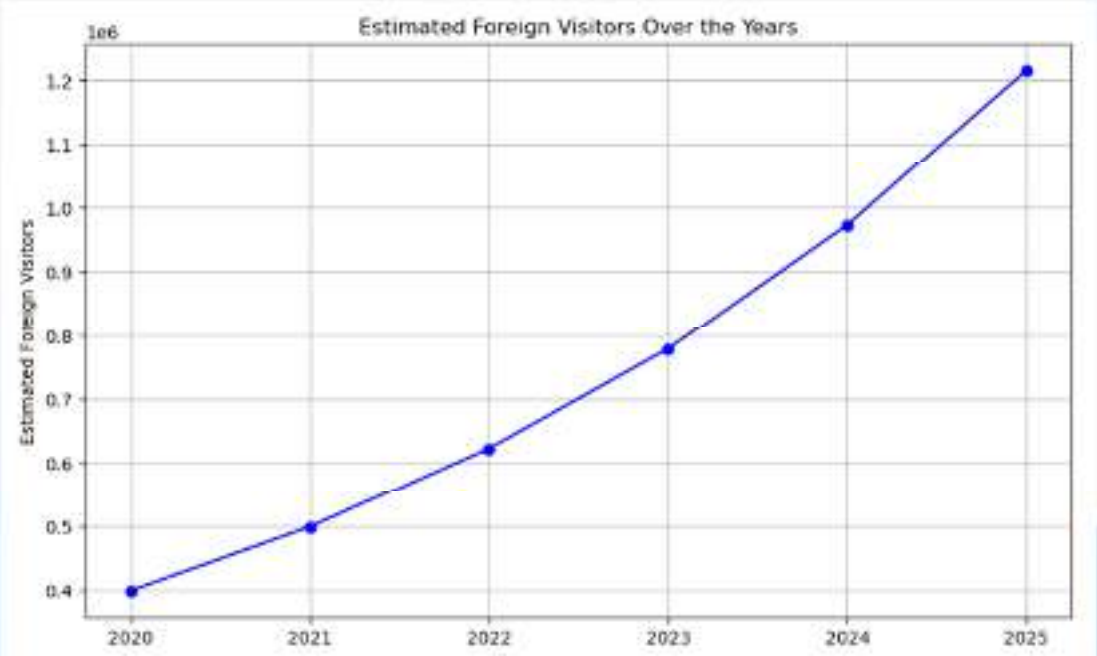

	district	year	visitors	cagr
8	Hyderabad	2016	23394705	-0.16129
9	Hyderabad	2017	27160242	-0.16129
10	Hyderabad	2018	19543651	-0.16129
11	Hyderabad	2019	13802362	-0.16129

Highlights:

The CAGR for domestic visitors is negative 0.16129. For Hyderabad the estimated visitors is predicted to be 8143076. The tourism department has to take care to improve the tourism in Hyderabad. Based on the given data the visitor in 2016 is 23 Millions and in 2019 it is 13.80 millions. The estimated tourist in 2025 is 8 millions.

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

Estimated Foreign Visitors Over the Years

	district	year	visitors	cagr
8	Hyderabad	2016	163631	0.249619
9	Hyderabad	2017	247179	0.249619
10	Hyderabad	2018	314788	0.249619
11	Hyderabad	2019	319300	0.249619

The CAGR for foreign visitors is 0.2496 which is positive growth year on year. For Hyderabad the estimated foreign visitors is predicted to be 1215696. Based on the given data the foreign visitors in 2016 is 163631 and in 2019 it is 319300. The estimated tourist in 2025 is 12 millions.

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

Estimated Revenue Generation (2016-2025)
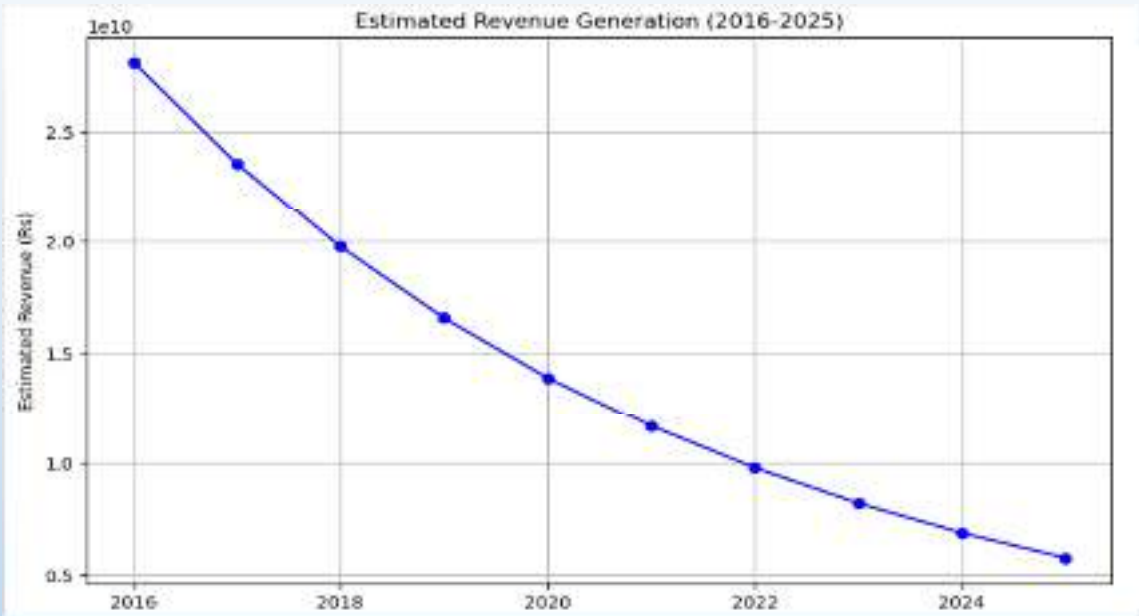
```
Revenue Generation DataFrame:
    Year   Estimated Revenue (Rs)
0   2016           28073670361
1   2017           23545668069
2   2018           19747987266
3   2019           16562834400
4   2020           13891414839
5   2021           11650868540
6   2022            9771699953
7   2023            8195622467
8   2024            6873750519
9   2025            5765083298
```
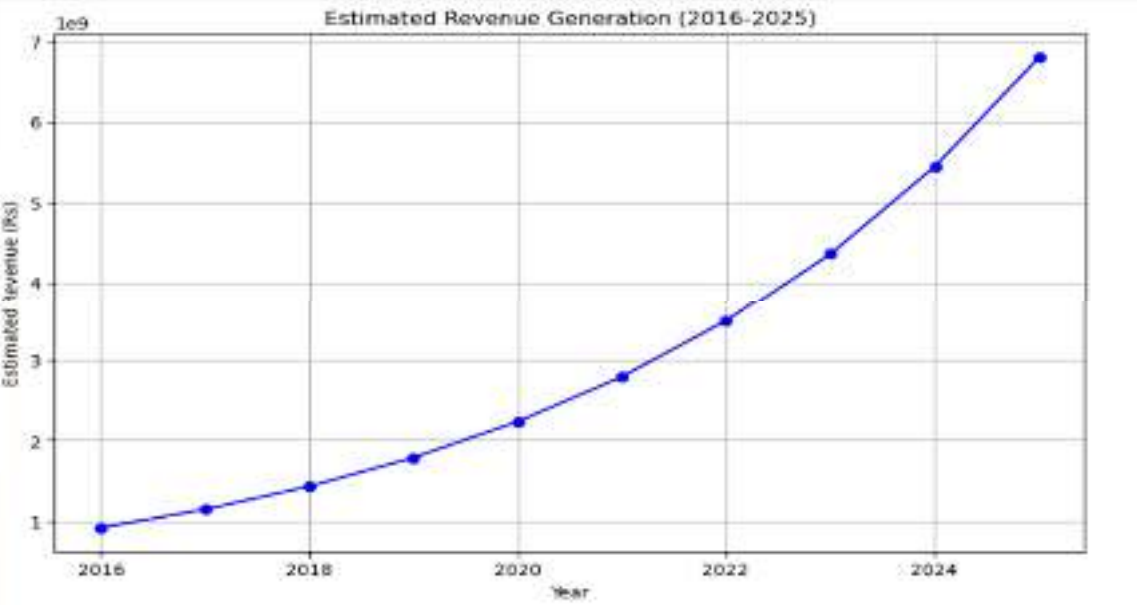
Highlights:

Since the CAGR is declining one the revenue generation is also declining. As per the data the average revenue generated per domestic tourist is 1200. So the revenue generated in 2016 is 28 Billions, and the expected revenue generation to be 5.765 Billions.

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


```
Revenue Generation DataFrame:
    Year  Estimated Revenue (Rs)
0   2016                916334600
1   2017               1145069127
2   2018               1430900138
3   2019               1788080000
4   2020               2234418741
5   2021               2792172113
6   2022               3489151324
7   2023               4360109788
8   2024               5448476033
9   2025               6808519172
```
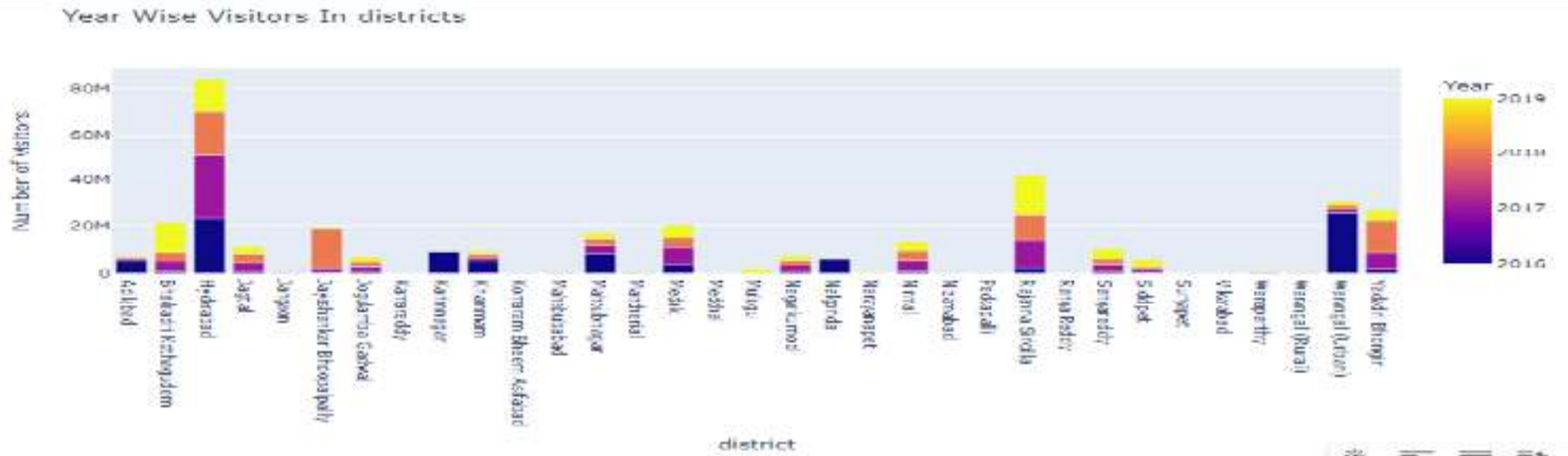
Highlights:

Since the CAGR is positive one the revenue generation is increasing year on year. As per the data the average revenue generated per Foreign tourist is 5600. So the revenue generated in 2016 is 0.91 Billions, and the expected revenue generation to be 6.8 Billions.

The district has the highest potential for tourism growth and what actions government can take?

Highlights:

Hyderabad district has the highest visitors followed by Rajanna Sircilla. Based on the data, it can be inferred that,
1) Bhadradri Kothagudem
2) Yadadri Bhongir
3) Warangal (Urban)
District have the potential for tourism growth after Hyderabad and Rajanna Sircilla.

The district has the highest potential for tourism growth and what actions government can take?

Bhadradri Kothagudem

1) The Tourism department can initiate several schemes and policies to promote tourism in the state, including the promotion of heritage tourism.

2) Like promoting historical temples, parnashala, peddama Talli Temple, Kinnerasani Wildlife Santury, Dummugudem Lift Irrigation and Sri Seetha Ramachandra Swamy Devasthan.

Yadadri Bhongir

1)The Tourism department can launch many adventure sports in the region like rock climbing in Bhongir Fort.

2)The government can also boost visitors by developing different temples : Yadagirigutta, Kolanupaka temple and other places any increasing funds.

Warangal(Urban)

1) The government can leverage the UNESCO tag for Ramappa temple to attract more tourists to the city.

2) The government can also collaborate with private players to develop tourist-friendly facilities and promote Warangal as a tourist destination through various marketing campaign.