

# PROVIDE INSIGHTS FOR TELANGANA GOVERNMENT TOURISM DEPARTMENT

DOMAIN: TOURISM

FUNCTION: REVENUE / MUNICIPAL ADMINISTRATION

CREATED BY :  
SHRADDHA SHUKLA





**OBJECTIVE**

**PRELIMINARY QUESTIONS**

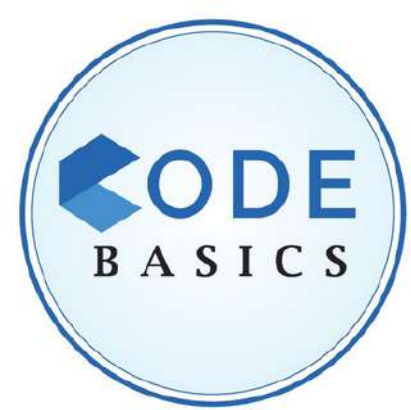
**SECONDARY QUESTIONS**

**FURTHER SECONDARY  
RESEARCH QUESTIONS**

**RECOMMENDATION TO  
GOVERNMENT**



# **AGENDA**





# OBJECTIVE

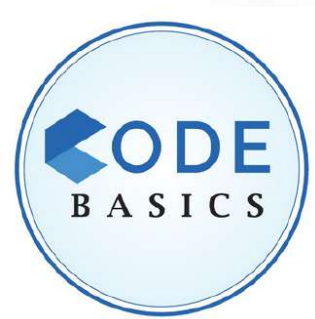
**TELANGANA IS ONE OF INDIA'S LEADING STATES AND HAS PUBLISHED ITS TOURISM DATA UNDER ITS OPEN DATA POLICY.**

-  The basic objective of this project is to provide insights to the Telangana for the given data, which can be used to increase tourism of the state and develop the under-developed districts.
-  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.



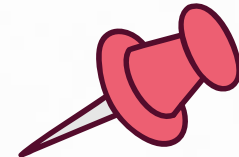
## TOOLS





# RESEARCH QUESTIONS

## PRELIMINARY RESEARCH QUESTIONS

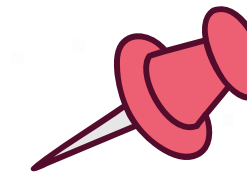


Provide Insights For Telangana Government Tourism Department

**Preliminary Research Questions:** (Answers can be found directly from the given data)

1. List down the top 10 districts that have the highest number of domestic visitors overall (2016 - 2019)?  
(Insight: Get an overview of districts that are doing well)
2. List down the top 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)?  
(Insight: Districts that are growing)
3. List down the bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)?  
(Insight: Districts that are declining)
4. What are the peak and low season months for Hyderabad based on the data from 2016 to 2019 for Hyderabad district?  
(Insight: Government can plan well for the peak seasons and boost low seasons by introducing new events)
5. Show the top & bottom 3 districts with high domestic to foreign tourist ratio?  
(Insight: Government can learn from top districts and replicate the same to bottom districts which can improve the foreign visitors as foreign visitors will bring more revenue)

## SECONDARY RESEARCH QUESTIONS



**Secondary Research Questions:** (Need to do research and get additional data)

6. List the top & bottom 5 districts based on "population to tourist footfall ratio" ratio in 2019? ( \* ratio: Total Visitors / Total Residents Population in the given year)  
  
(Insight: Find the bottom districts and create a plan to accommodate more tourists)
7. What will be the projected number of domestic and foreign tourists in Hyderabad in 2025 based on the growth rate from previous years?  
  
(Insight: Better estimate of incoming tourists count so that government can plan the infrastructure better)
8. 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	

Suggested areas for further secondary research to get more insights: Crime rate, Cleanliness Ratings, Infrastructure Development Ratings etc.

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## RECOMMENDATIONS TO GOVT.



**Recommendations that can be provided to the government**

9. Districts with highest potential
  - a. Which districts has the highest potential for tourism growth and what actions government can take?
10. Cultural / Corporate Events to boost tourism
  - a. What kind of events the government can conduct?
  - b. Which month(s)?
  - c. Which districts?
11. Dubai has made itself a business hub and enjoys massive business tourism. Can Hyderabad emulate the Dubai model? Provide insights based on your research.
12. Provide all other recommendations that can boost the telangana tourism, particularly Hyderabad.





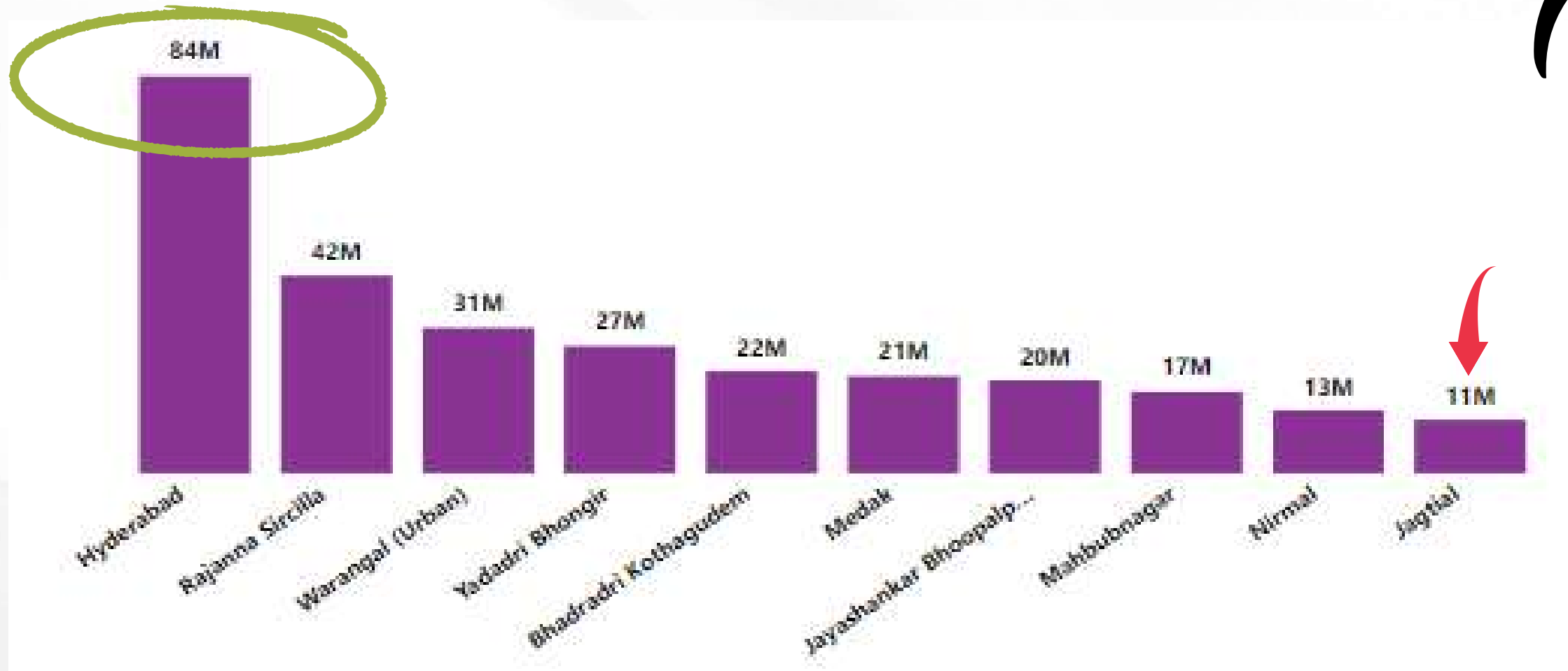
# Preliminary Research Questions



Telangana  
Tourism

# ? Question 1

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



District	Domestic_visitors
Hyderabad	29.2%
Rajanna Sircilla	14.6%
Warangal (Urban)	10.7%
Yadadri Bhongir	9.4%
Bhadradi Kothagudem	7.5%
Medak	7.2%
Jayashankar Bhoopalpally	6.8%
Mahbubnagar	6.0%
Nirmal	4.6%
Jagtial	3.9%
Total	100.0%

**Insights:** 📌 Hyderabad has the highest numbers of domestic visitors (84 Millions) from 2016-2019 which covers overall 29.2% visitors in top 10 districts .

📌 Hyderabad's rich history, economic growth, excellent infrastructure, and diverse offerings make it a popular destination for visitors from around the world.



# ? Question 2

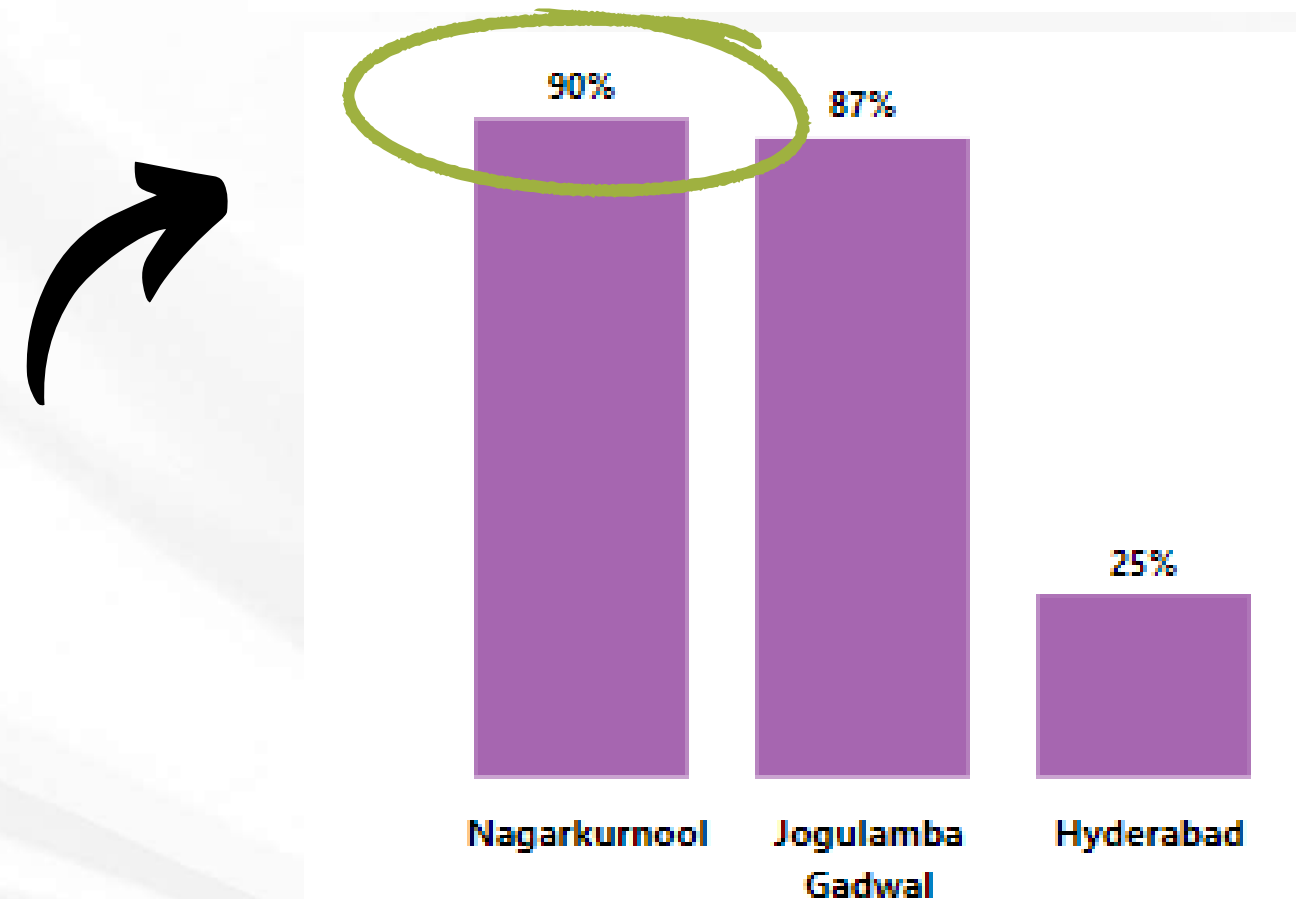
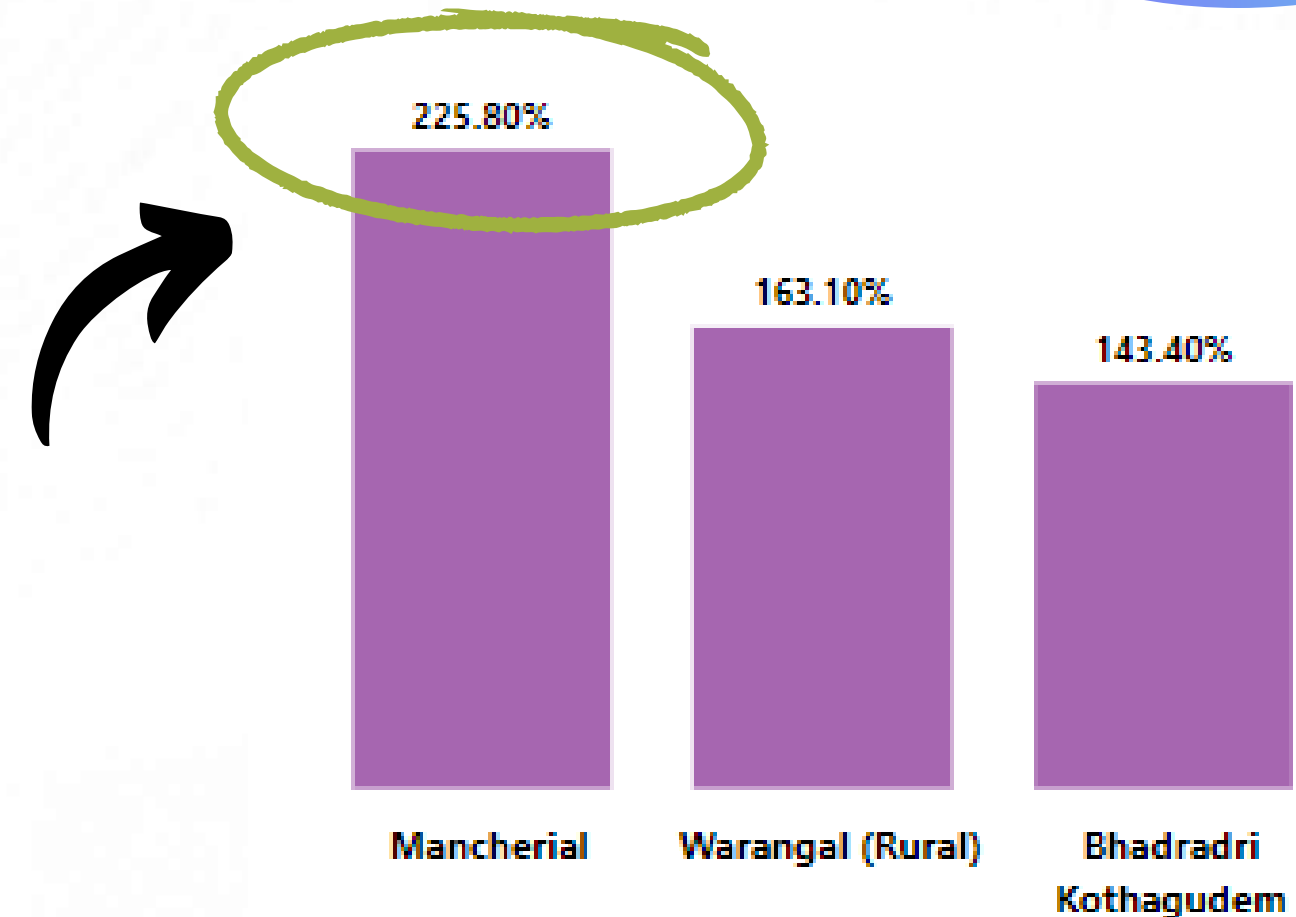
List down the **top 3 districts** based on compounded annual growth rate (CAGR) of visitors between (2016-2019).

## CAGR of Domestic Visitors

Districts	Visitors_2016	Visitors_2019	CAGR
Mancherial	7802	269810	225.80%
Warangal (Rural)	19400	353500	163.10%
Bhadradi Kothagudem	889030	12817737	143.40%

## CAGR of Foreign Visitors

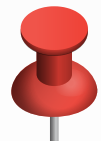
Districts	Visitors_2016	Visitors_2019	CAGR
Nagarkurnool	29	199	90%
Jogulamba Gadwal	45	295	87%
Hyderabad	163631	319300	25%



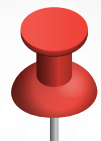
# Insights:

## CAGR of Domestic Visitors

 **Mancherial with 225.80%** , Warangle(Rural) with 163.10% and Bhadradri Kothagudem with 143.40% CAGR of domestic visitors are the top 3 districts .

 Mancherial has experienced a highest **CAGR of 225.80%** of visitors, which means that the number of visitors to the city has grown at an average annual rate of 225.80% over a certain period of time (2016-2019).

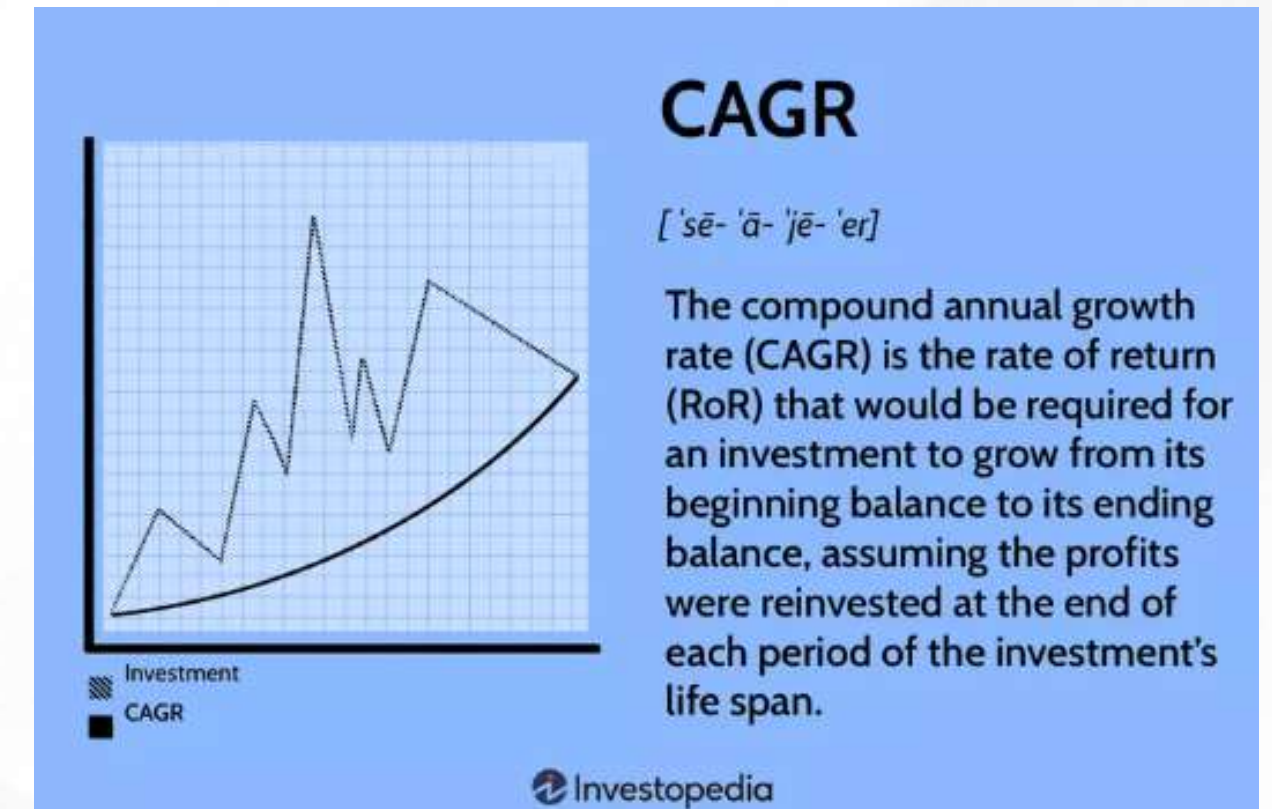
$$\text{CAGR} = \text{Compounded annual growth rate} \\ (\text{Ending value} / \text{Beginning Value}) ^ { (1/ \text{No. of Period}) - 1}$$

 An increasing CAGR of visitors is generally considered a positive sign for the local economy, as it leads to increased business opportunities, job creation, and overall economic growth. It could be due to various reasons such as better infrastructure, increased marketing efforts, improved facilities, or new attractions.

## CAGR of Foreign Visitors



**Nagarkurnool with 90%**, Jogulamba Gadwal with 87% and Hyderabad with 25% CAGR of foreign visitors are top 3 districts.



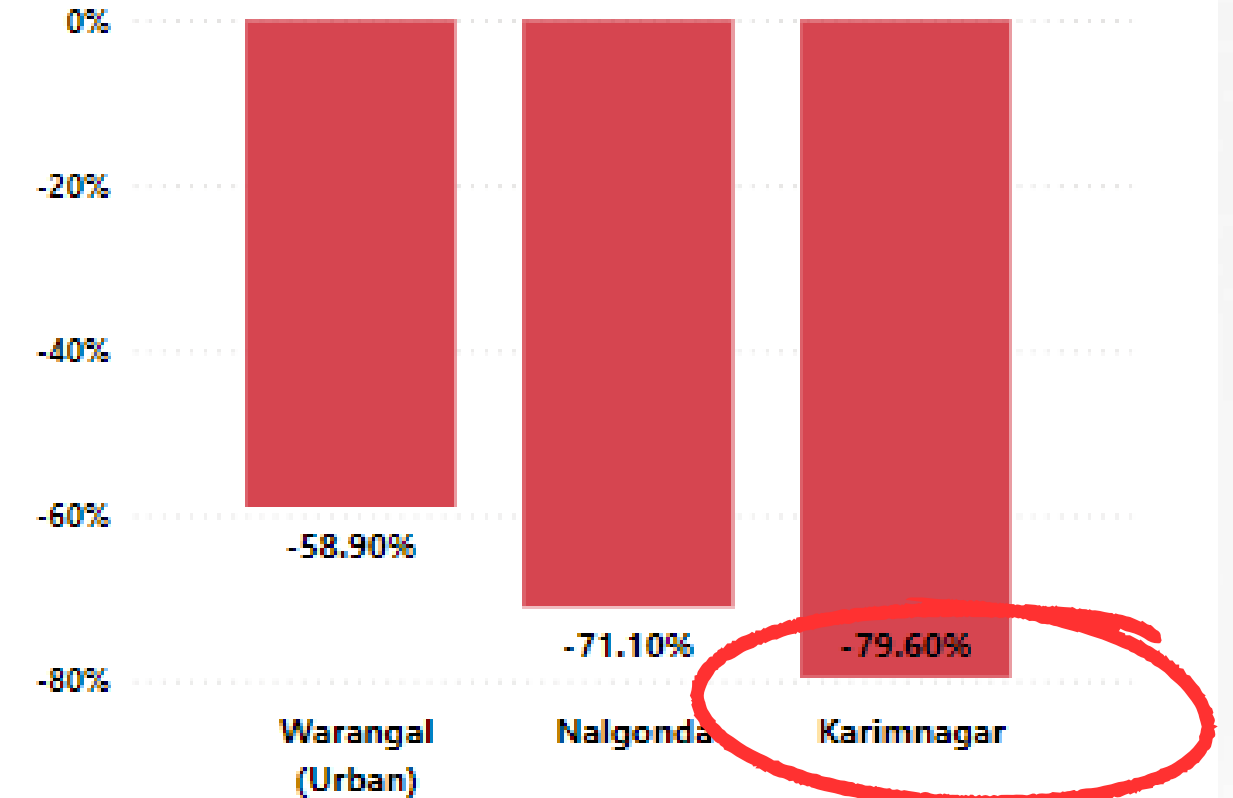


# ? Question 3

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

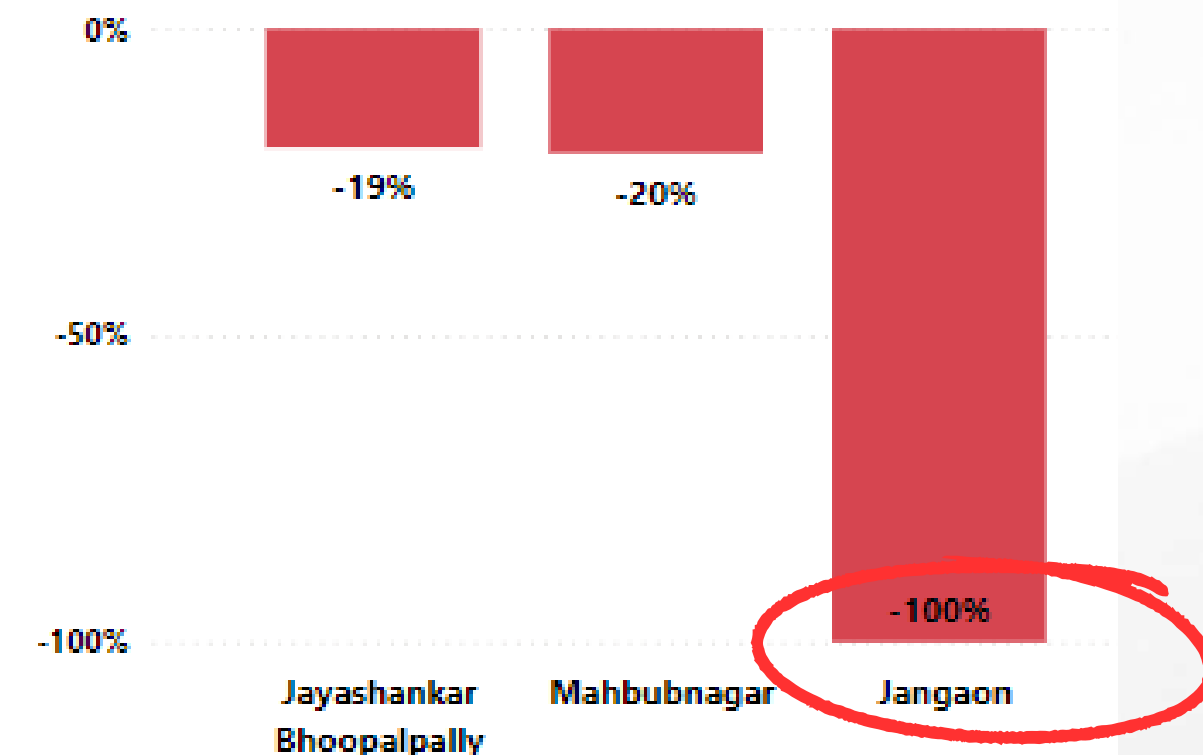
## CAGR of Domestic Visitors

Districts	Visitors_2016	Visitors_2019	CAGR
Warangal (Urban)	25788035	1795230	-58.90%
Nalgonda	5858461	140918	-71.10%
Karimnagar	9167468	77491	-79.60%



## CAGR of Foreign Visitors

Districts	Visitors_2016	Visitors_2019	CAGR
Jayashankar Bhoopalpally	86	45	-19%
Mahbubnagar	868	440	-20%
Jangaon	2	0	-100%



# Insights:

## CAGR of Domestic Visitors

- 📌 Warangle (Urban) with -58.90% , Nalgonda with -71.10% and **Karimnagar with -79.60%** CAGR of domestic visitors are bottom 3 districts .
- 📌 Karimnagar has experienced a lowest **CAGR of -79.60%** it means that the number of visitors to the city has declined at an average annual rate of 79.60% over a certain period of time.

## CAGR of Foreign Visitors

- 📌 Jayashankar Bhoopalpally with -19% , Mahbubnagar with -20% and **Jangaon with -100%** CAGR of foreign visitors are the bottom 3 districts.

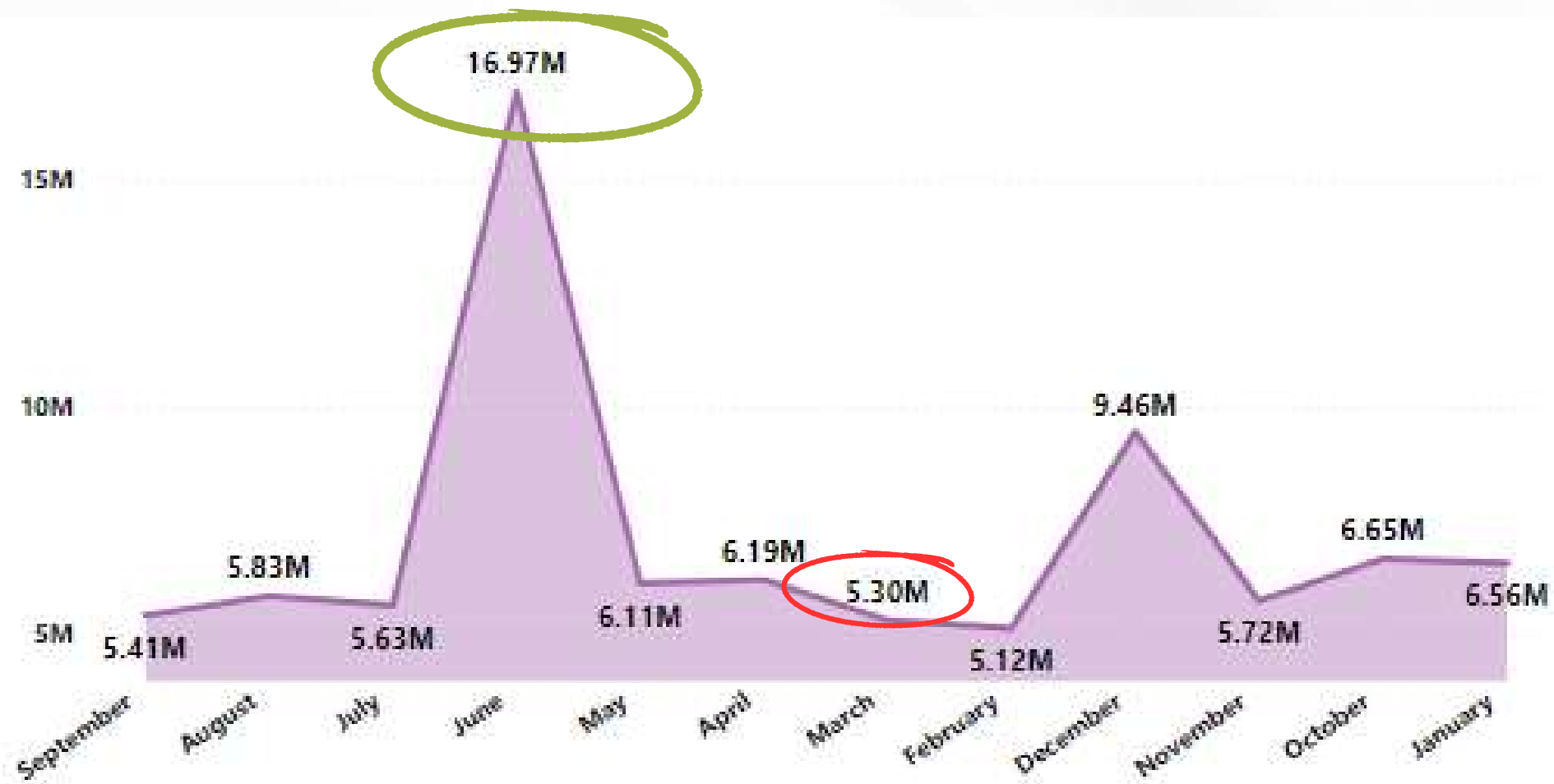
$$\text{CAGR} = \text{Compounded annual rate} \\ (\text{Ending value} / \text{Beginning Value}) ^ { (1/ \text{No. of Period}) - 1}$$

- 📌 A negative CAGR of visitors implies that the city is becoming less popular as a destination for visitors, and it could be due to various reasons such as lack of development, poor infrastructure, lack of marketing efforts, or a decrease in the availability of attractions.

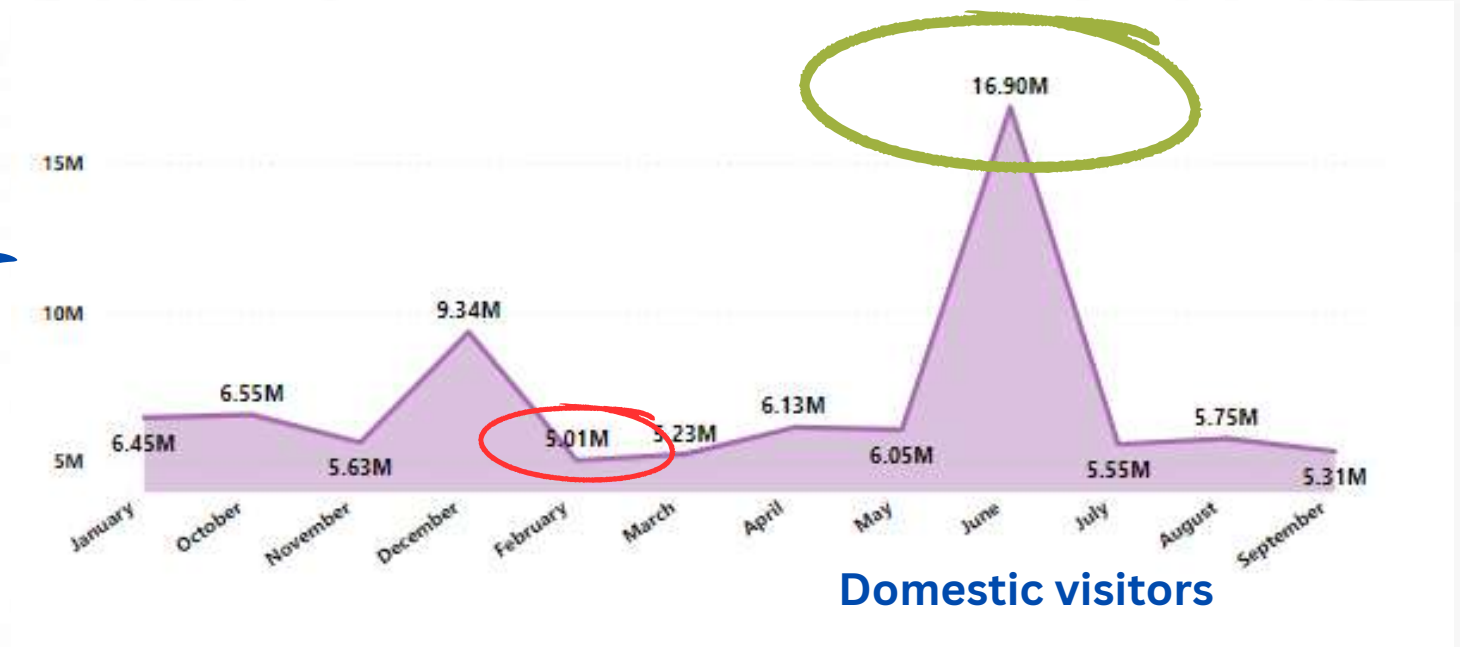
It is generally considered a negative sign for the local economy as it leads to decreased business opportunities, job losses, and overall economic stagnation.

# ? Question 4

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



Overall (2016-2019)



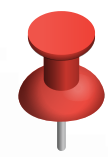
Domestic visitors



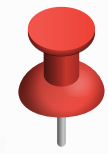
Foreign visitors



# Insights:

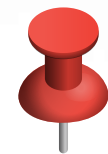


From 2016-2019 June is the month which have highest number of visitors i.e , 16.97M in Hyderabad , but in foreign visitors case December is the month which have highest visitors.



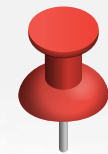
## Reason for highest visitors in June month in Telangana

Several festivals and events that take place in Hyderabad during this time. For example, **Bonalu festival**, which is a major cultural event celebrated in the city.



## Reason for highest visitors in December month by foreign in Telangana

**Christmas and New Year** is main reason for increment in the number of foreign visitors in Telengana , because Christmas and New Year are celebrated with great enthusiasm in Hyderabad, particularly in the Christian-majority areas of the city. **Many foreign visitors come to Hyderabad to witness the festive spirit and take part in the celebrations.**



## Government plan for the peak seasons and boost low seasons by introducing new events.

- **Conduct cultural events, festivals, or sports tournaments** in low seasons to attract tourist.
- Promote the events to potential tourists through various channels such as **social media, advertising, and press releases.**

# ? Question 5

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

## Top 3 districts

Districts	Domestic_visitors(D)	Foreign_visitors(F)	D-F Ratio
Nirmal	13315796	2	6657898
Jangaon	826280	2	413140
Adilabad	7321575	32	228799

## Bottom 3 districts

Districts	Domestic_visitors(D)	Foreign_visitors(F)	D-F Ratio
Hyderabad	83900960	1044898	80
Warangal (Rural)	819162	306	2677
Mulugu	1819800	575	3165

## Insights:



Nirmal is the district which has highest Domestic to foreign tourist ratio i.e, 6657898

A high domestic to foreign tourist ratio means that the majority of the visitors to a destination are from same country, as compared to the number of visitors from other countries.



Hyderabad is the district which has lowest domestic to foreign tourist ratio i.e, 80.

A low domestic to foreign tourist ratio may indicate that the destination is more popular among international travelers and may be considered a positive thing for the local economy, as it can bring in foreign currency and boost international trade.



Government can learn from top districts and replicate the various corporate or cultural events to attract domestic as well as foreign visitors in the bottom districts.



# Secondary Research Questions



Telangana  
Tourism





# ? Question 6

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

## Top 5 districts

District	Population	Total_visitors_2019	Population-footfall_ratio
Rajanna Sircilla	552037	16832897	30.49
Bhadradri Kothagudem	1069261	12817737	11.99
Narayanapet	41752	389250	9.32
Medak	767428	5452570	7.10
Mulugu	294671	1820375	6.18

## Bottom 5 districts

District	Population	Total_visitors_2019	Population-footfall_ratio
Kamareddy	972625	534	0.00
Vikarabad	927140	0	0.00
Suryapet	1099560	0	0.00
Medchal	2440073	0	0.00
Ranga Reddy	2446265	0	0.00

## Insights:

**Plan to accommodate more tourists for districts which have lowest population to footfall ratio.**



**Develop a tourism development plan :** This plan should be comprehensive and include recommendations for **improving infrastructure, developing new tourist activities, and promoting the district to potential visitors.**

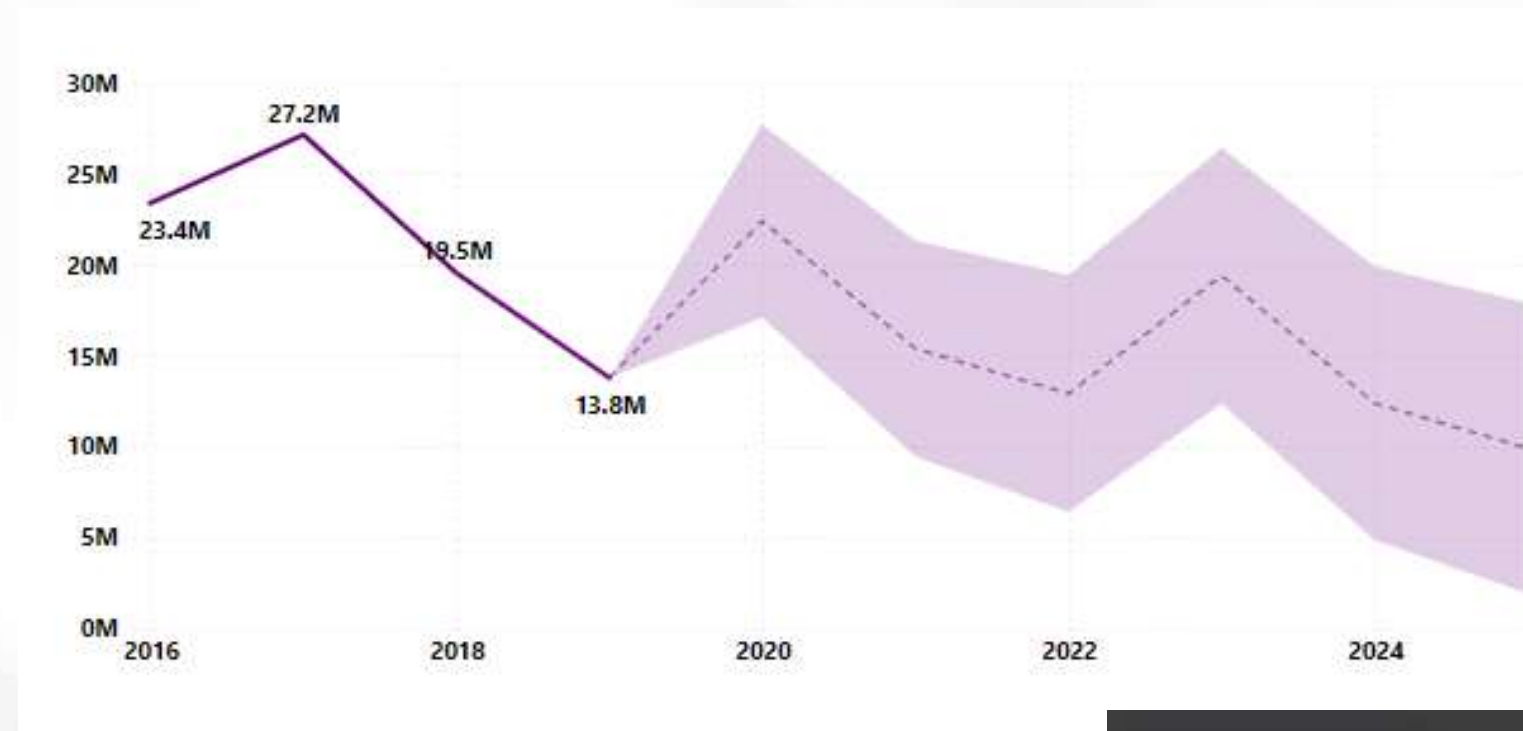


**Identify funding sources:** Implementing the tourism development plan will require funding. **Identify potential sources of funding, such as government grants, private investment, and tourism taxes.**

\*Ratio: (Total visitors / Total residents population in the given year).

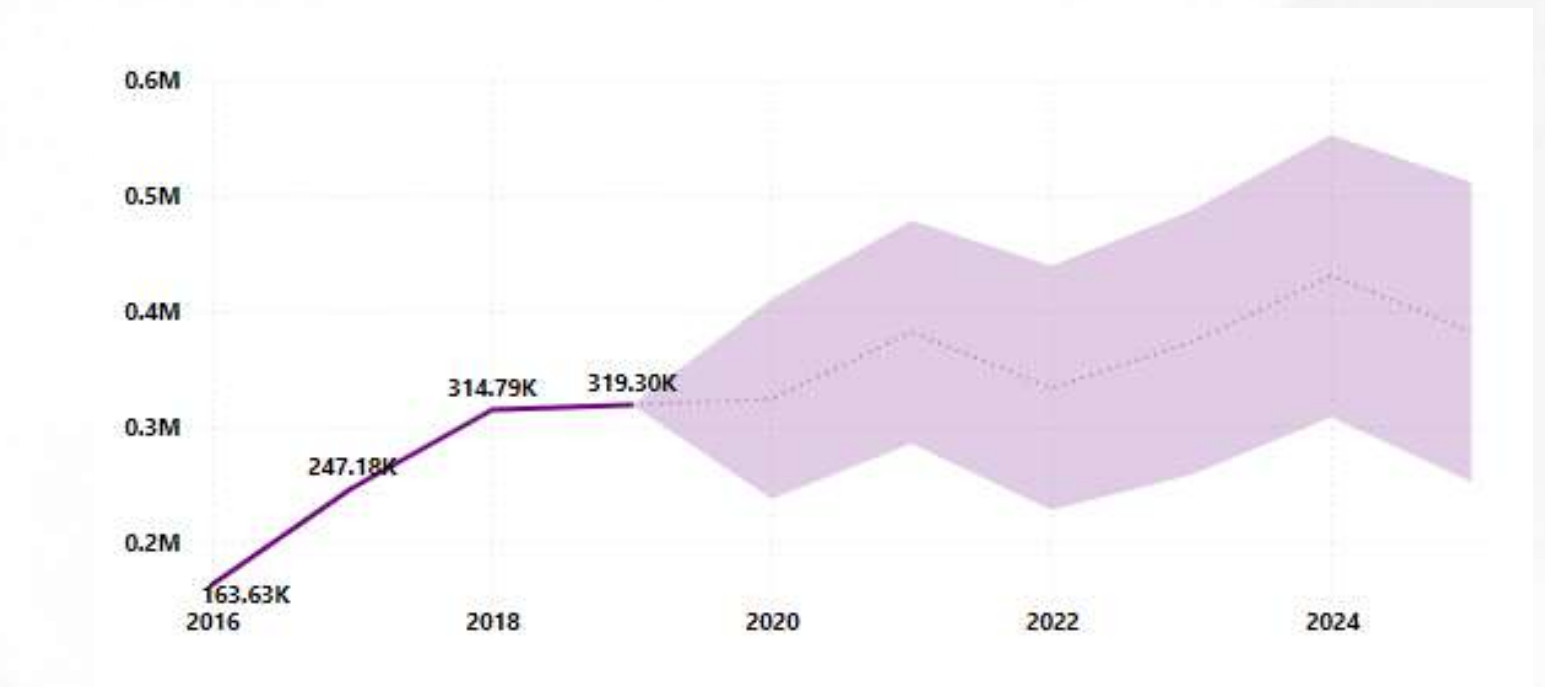
# ? Question 7

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



Domestic Visitors

2025	
Forecast 1	9922957
Upper bound	17900446
Lower bound	1945468



Foreign visitors

2025	
Forecast 1	382257
Upper bound	511719
Lower bound	252794

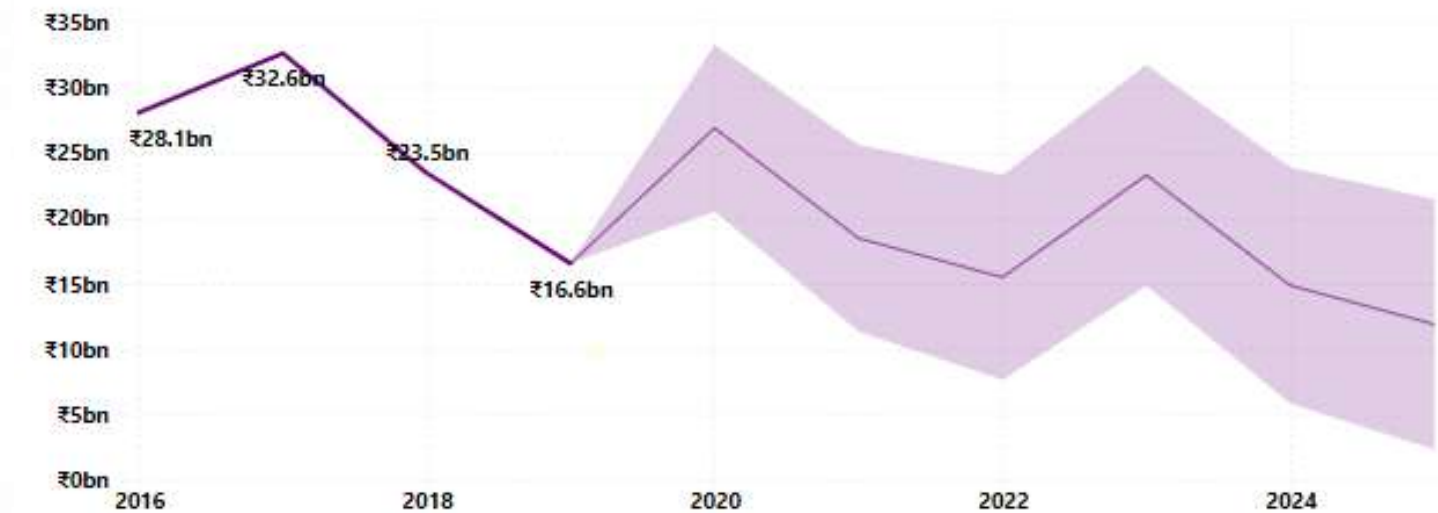
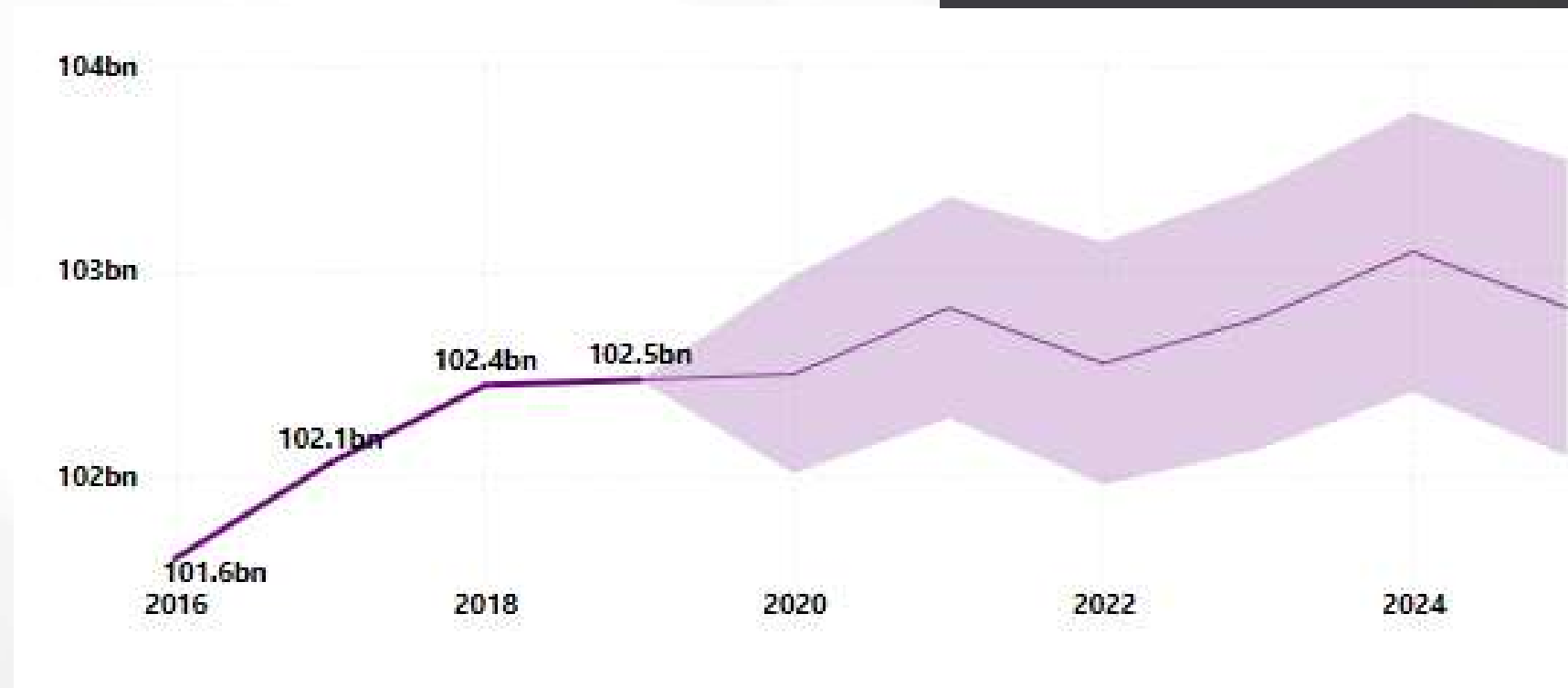
## Insights:

- Estimating tourist in Hyderabad for 2025 based on the growth rate from previous year , **the government can focus on developing and maintaining the infrastructure to further boost the tourism industry.**
- This information can **help the government to plan the budget and allocate resources to different sectors of the economy, including tourism.**

# ? Question 8

## Estimate the projected revenue for Hyderabad in 2025

### Overall Revenue



### Revenue from Domestic Visitors



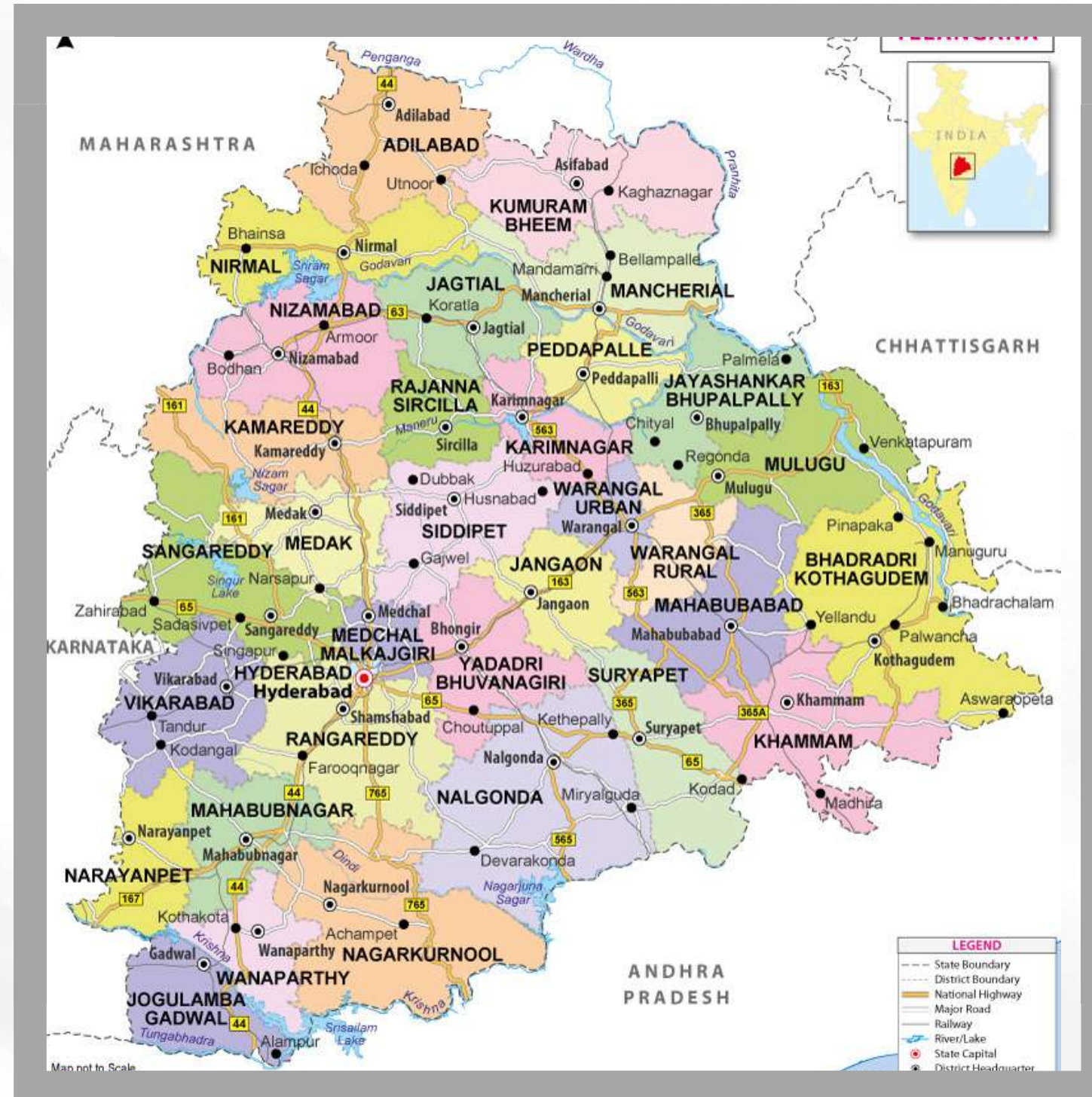
### Revenue from Foreign Visitors

### Insights:

- Estimating revenue for Hyderabad for 2025 can help the government to make informed decisions and **develop policies that can drive economic growth and development in the city.**
- This information can help the government to **prioritize the allocation of resources** and ensure that the **sectors that are likely to generate the highest revenue receive adequate resources.**



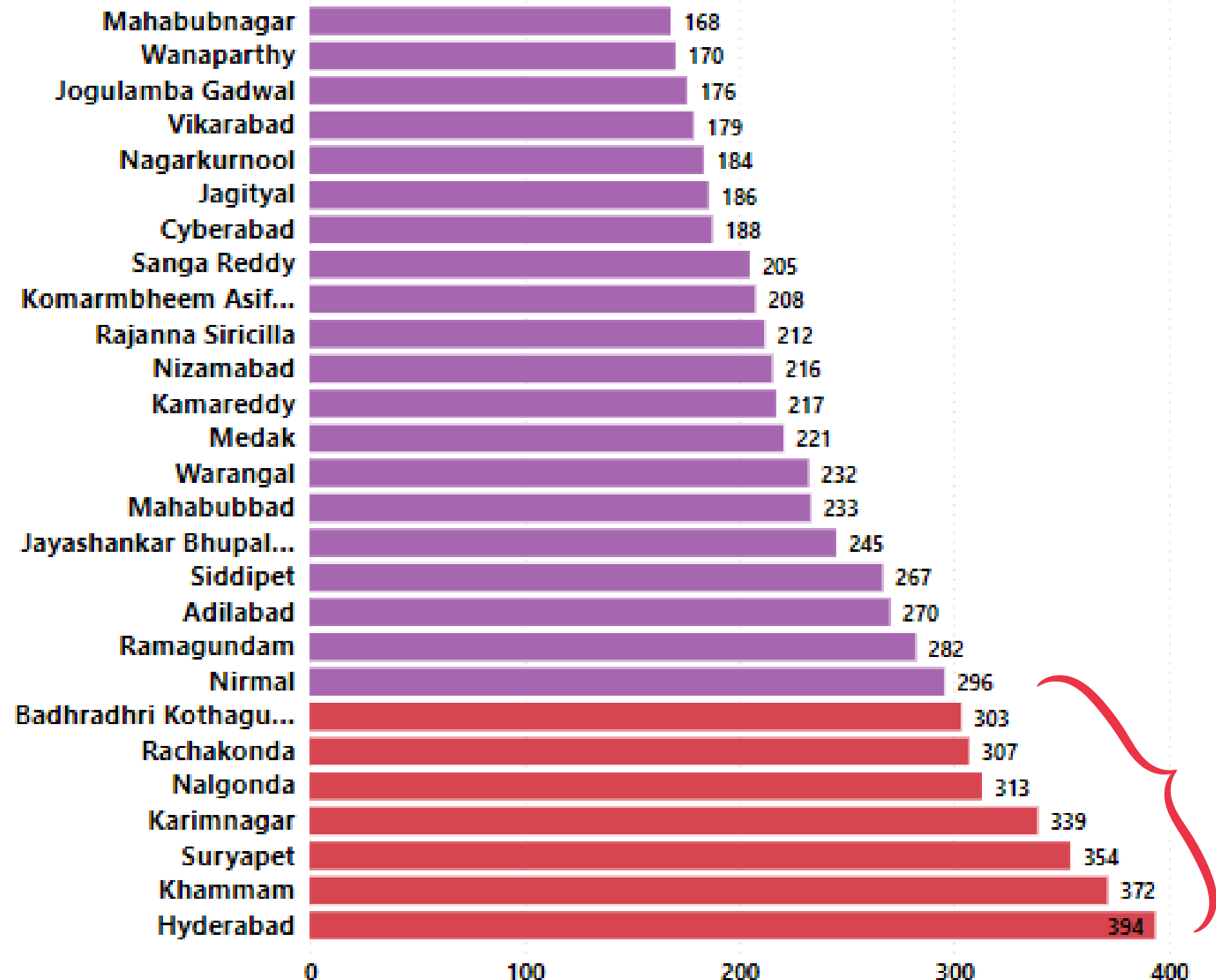
# SUGGESTED AREAS FOR FURTHER SECONDARY RESEARCH TO GET MORE INSIGHTS



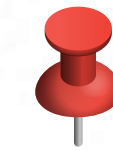
SOURCE: OPEN DATA TELANGANA

# District-Wise Crime Rate in Telangana (2016)

## Crime rate (per 1 lakh population)



## Insights:



Bhadradi Kothagudem ,Rachakonda , Nalgonda , Karimnaga, Suryapet , Khammam , Hyderabad are district which have **more than 300 crime cases** .



**One of the reasons behind highest crime in Hyderabad is increasing tourism.**



### Government Actions:

- Increase police presence and improve law enforcement.
- Increase surveillance technology.
- Implement community policing programs



# District-Wise Literacy Rate in Telangana : (Census 2011)

Districts	Males literacy rate	Females literacy rate
ADILABAD	73.48	53.40
BHADRADRI	73.56	59.33
HYDERABAD	86.99	79.35
JAGTIAL	70.60	50.38
JANGAON	71.21	51.69
JAYASHANKAR	70.05	50.76
JOGULAMBA	60.05	39.48
KAMAREDDY	67.37	46.13
KARIMNAGAR	77.94	60.38
KHAMMAM	73.69	58.31
KOMARAM BHEEM	65.99	47.50
MAHABUBABAD	66.52	47.81
MAHABUBNAGAR	66.77	46.83
MANCHERIAL	72.96	55.59
MEDAK	67.51	45.15
MEDCHAL	87.44	77.34
NAGARKURNOOL	64.85	43.64
NALGONDA	73.90	53.46
NIRMAL	69.03	47.14
NIZAMABAD	74.08	54.95
PEDDAPALLI	73.68	57.36
RAJANNA	73.47	52.17
RANGAREDDY	78.94	64.63
SANGAREDDY	73.02	54.84
SIDDIPET	72.30	51.08
SURYAPET	73.39	54.85
VIKARABAD	67.58	48.32
WANAPARTHY	65.73	45.27
WARANGAL (R)	71.90	50.67
WARANGAL (U)	84.40	67.98
YADADRI	75.82	55.02

Districts	Females literacy rate
HYDERABAD	79.35
MEDCHAL	77.34
WARANGAL (U)	67.98
RANGAREDDY	64.63
KARIMNAGAR	60.38

Top 5 female literacy rate

Districts	Females literacy rate
JOGULAMBA	39.48
NAGARKURNOOL	43.64
MEDAK	45.15
WANAPARTHY	45.27
KAMAREDDY	46.13

Bottom 5 female literacy rate

## Insights:



Jogulamba , Nagarkurnool, Medak, wanaparthly , Kamareddy are the Districts which have lowest female literacy rate which is point of concern.

## Government Actions-



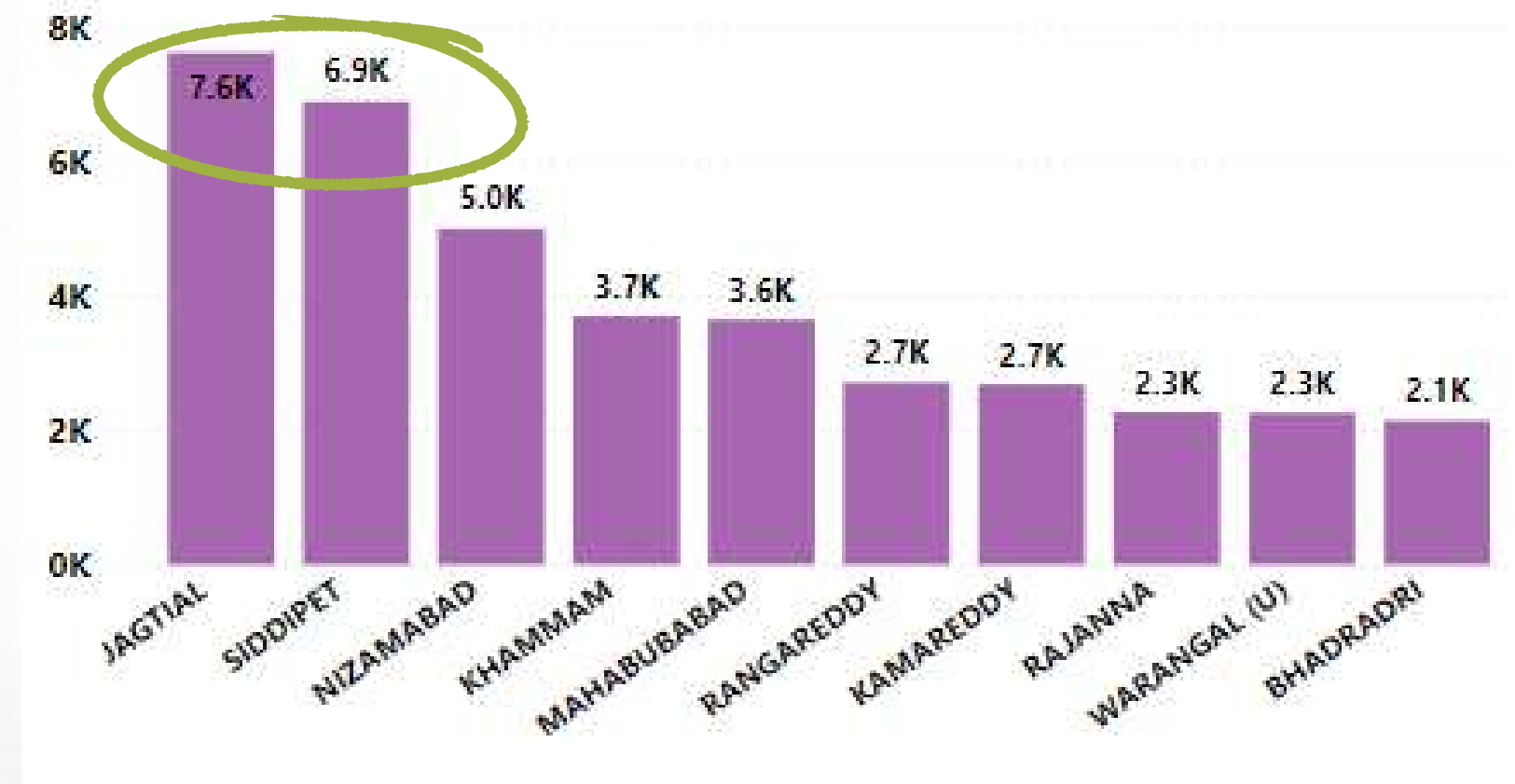
- Providing support for girls' education beyond the classroom. eg: After-school programs and vocational training.
- Addressing social and cultural barriers. eg: Early marriage, poverty, and gender discrimination.
- Promoting gender equality. eg: Advocating for girls' rights to education.
- Providing financial support. eg: Scholarships and fee waivers.



# District-Wise Housing in Telangana (2015-2016)

Top 10  
Houses Sanctioned

Districts	Houses Allotted Rural	Houses Allotted Urban	Houses Sanctioned
ADILABAD	850	660	610
BHADRADRI	1340	800	2140
HYDERABAD	480	320	400
JAGTIAL	0	6000	7607
JANGAON	1095	320	1415
JAYASHANKAR	966	0	966
JOGULAMBA	2277	800	677
KAMAREDDY	2475	200	2675
KARIMNAGAR	1142	320	1462
KHAMMAM	1700	2000	3700
KOMARAM BHEEM	590	160	750
MAHABUBABAD	1660	2780	3640
MAHABUBNAGAR	1369	0	1369
MANCHERIAL	800	730	1530
MEDAK	1436	550	1756
MEDCHAL	890	1760	1334
NAGARKURNOOL	1160	840	1200
NALGONDA	1920	480	2000
NIRMAL	640	320	778
NIZAMABAD	3030	1960	4990
PEDDAPALLI	683	320	1003
RAJANNA	1010	1260	2270
RANGAREDDY	1720	1340	2706
SANGAREDDY	1420	480	1900
SIDDIPET	4149	4530	6884
SURYAPET	1120	480	1200
VIKARABAD	880	920	1400
WANAPARTHY	240	160	200
WARANGAL (R)	1605	0	805
WARANGAL (U)	475	2184	2259
YADADRI	640	160	800



## Insights:



**Jagtial , Siddipet** are the top most districts in which highest number of Sanctioned Houses.



**Wanaparthi** with only 200 sanctioned houses is the lowest one.

# District-Wise Demographics in Telangana (Census 2011)

Districts	Females	Males	Sex Ratio (Females per 1000 Males)
ADILABAD	353K	356K	989
BHADRADRI	537K	532K	1008
HYDERABAD	1925K	2019K	954
JAGTIAL	501K	484K	1036
JANGAON	283K	284K	997
JAYASHANKAR	357K	354K	1009
JOGULAMBA	301K	309K	972
KAMAREDDY	494K	478K	1033
KARIMNAGAR	501K	505K	993
KHAMMAM	703K	699K	1005
KOMARAM BHEEM	258K	258K	998
MAHABUBABAD	386K	388K	996
MAHABUBNAGAR	742K	745K	995
MANCHERIAL	399K	408K	977
MEDAK	389K	379K	1027
MEDCHAL	1193K	1247K	957
NAGARKURNOOL	424K	438K	968
NALGONDA	800K	818K	978
NIRMAL	363K	347K	1046
NIZAMABAD	803K	768K	1044
PEDDAPALLI	396K	399K	992
RAJANNA	278K	274K	1014
RANGAREDDY	1192K	1254K	950
SANGAREDDY	750K	777K	965
SIDDIPET	508K	504K	1008
SURYAPET	549K	551K	996
VIKARABAD	464K	463K	1001
WANAPARTHY	283K	295K	960
WARANGAL (R)	358K	360K	994
WARANGAL (U)	540K	541K	997
YADADRI	365K	375K	973

Districts	Sex Ratio (Females per 1000 Males)
NIRMAL	1046
NIZAMABAD	1044
JAGTIAL	1036
KAMAREDDY	1033
MEDAK	1027

Top 5 sex ratio

Districts	Sex Ratio (Females per 1000 Males)
RANGAREDDY	950
HYDERABAD	954
MEDCHAL	957
WANAPARTHY	960
SANGAREDDY	965

Bottom 5 sex ratio

## Insights:



Nirmal , Nizamabad Jagtial , Kamareddy , Medak are the top 5 districts with highest Sex ratio in Telangana.



- One factor contributing to the higher sex ratio in Telangana could be the state's efforts to **improve access to education and healthcare for girls and women**.
- This has helped to **reduce gender-based discrimination and promote gender equity in the state**.



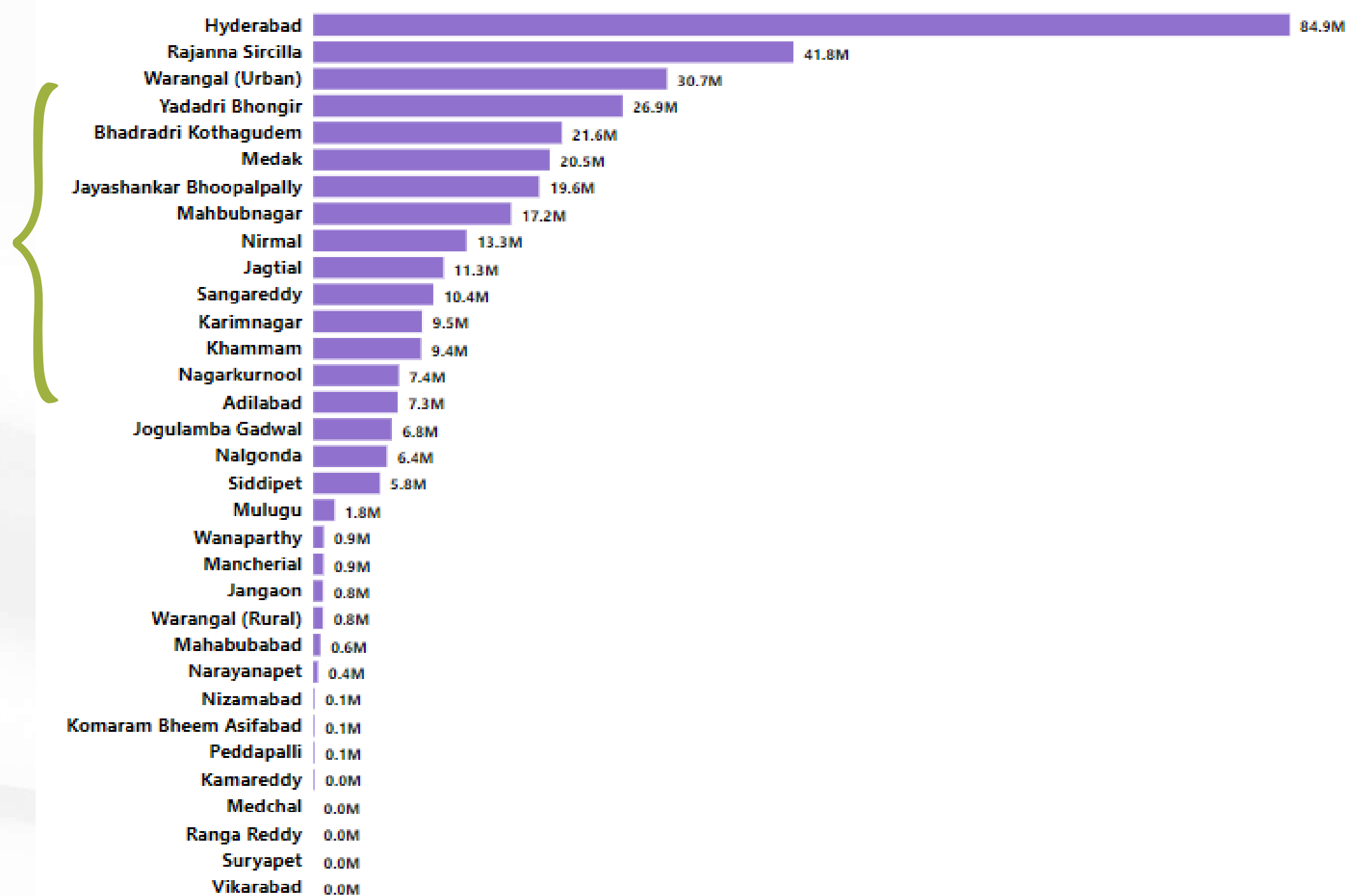
# Telangana Tourism

# **Recommendations to Government**



# ? Question 9

Which districts has the highest potential for tourism growth and what actions government can take?



## Actions Government can take:

- Focus on niche tourism
- Encourage private investment in tourism
- Promote food and culinary tourism
- Develop tourism infrastructure
- Develop and promote sustainable tourism

# ? Question 10

## Cultural/ Corporate events to boost tourism :

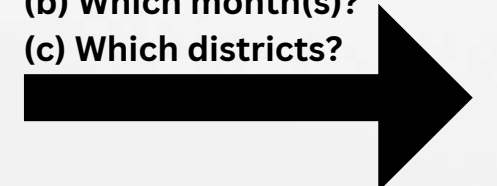
- (a) What kinds of events the government can conduct?
- (b) Which month(s)?
- (c) Which districts?



### a) What kinds of events the government can conduct?

-  **Art and craft exhibitions:** Showcasing the local art and craft traditions of Telangana through exhibitions and fairs can attract tourists who are interested in traditional arts and crafts. This could **include exhibitions of local handicrafts, textiles, paintings, and sculptures.**
-  **Religious and spiritual events:** Telangana has various religious and spiritual sites, and organizing events such as **pilgrimages, spiritual retreats, and religious festivals** can attract tourists who are interested in exploring the religious and spiritual aspects of the state.
-  **Adventure sports events:** Telangana has several adventure sports opportunities such as **rock climbing, trekking, and water sports.** Organizing adventure sports events and competitions can attract adventure enthusiasts and thrill-seekers to the state.
-  **Specialized workshops and seminars:** Organizing workshops, seminars, and **conferences on topics such as art, culture, history, heritage conservation, and sustainable tourism** can attract scholars, researchers, and professionals to the state.

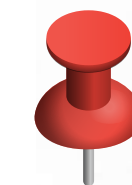
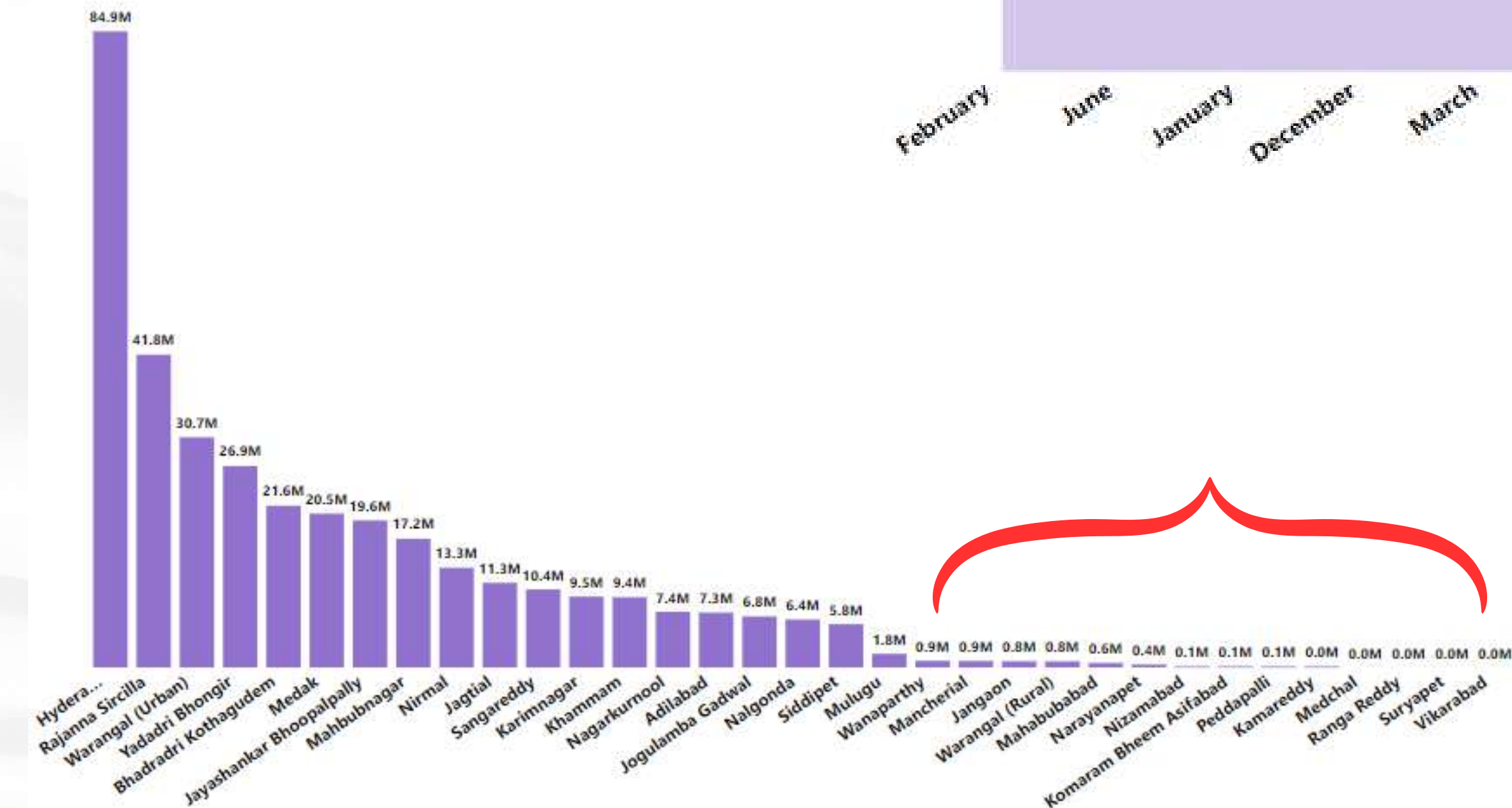
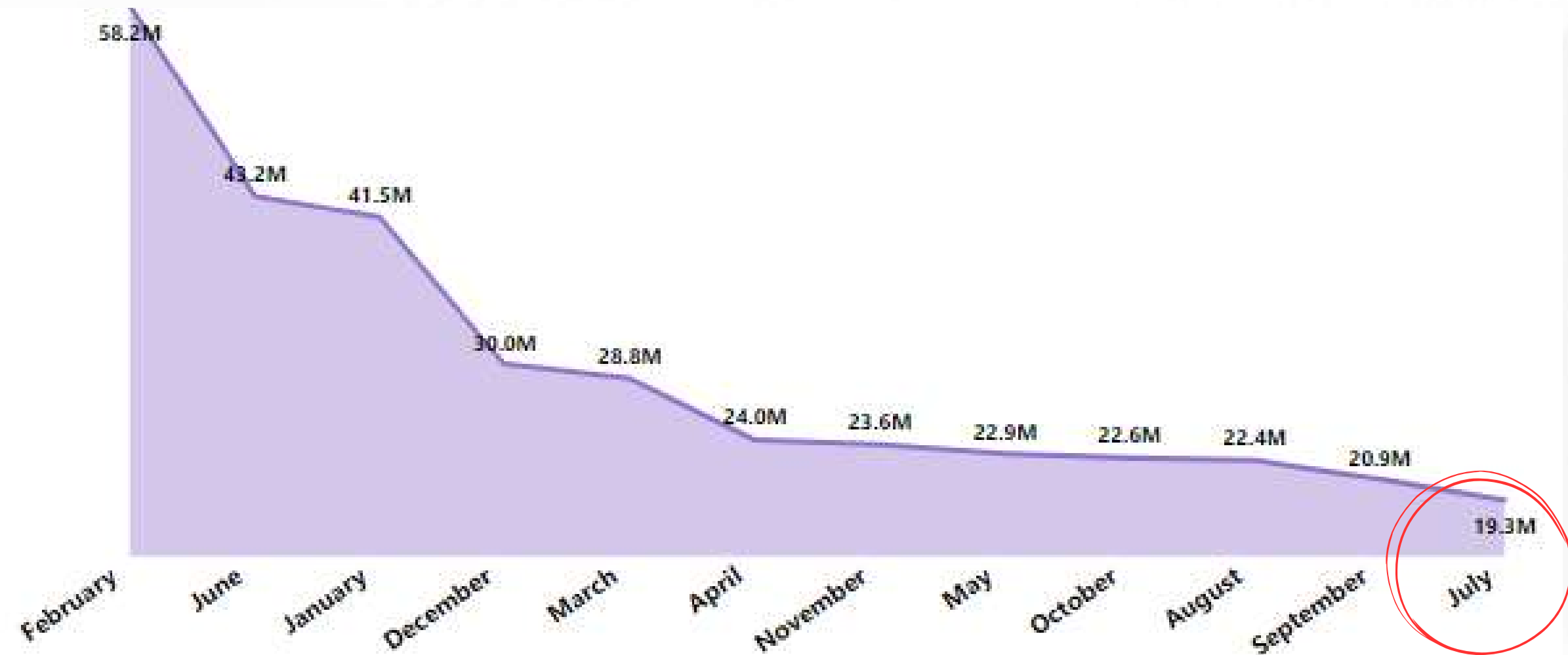
(b) Which month(s)?  
(c) Which districts?



## Cultural/ Corporate events to boost tourism :

(b) Which month(s)?

(c) Which districts?



(b) **July** is the month which has lowest number of visitors and requires more cultural and corporate events to boost tourism.

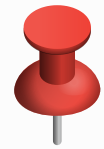


(c) Districts which have **less than 1 M** visitors requires to **learn from other district with highest visitors and conduct various cultural event to attract more visitors.**

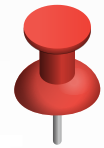


# ? Question 11

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



Dubai has really established itself as a major business hub , attracting millions of tourists every year. Hyderabad, on the other hand, is a rapidly growing city in India in terms of infrastructure and economic development.



While **Hyderabad may not be able to completely emulate the Dubai model**, there are certainly some **insights that can be drawn from Dubai's experience to help Hyderabad develop as a business hub and tourist destination.**

**Some key factors that have contributed to Dubai's success as a business hub , that Hyderabad should learn from .**

**Key factors are:**

\*Importance of investing in infrastructure

\*A favorable business environment

\*Promotion and marketing

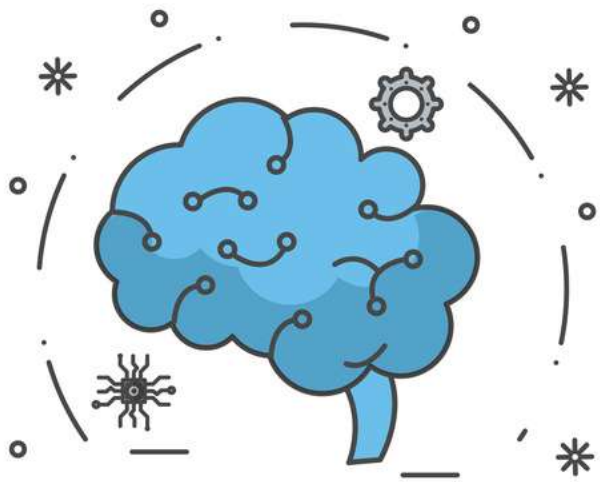
\*Innovation and technology

\*Education and talent development

In summary, while it may not be possible for Hyderabad to replicate the Dubai model entirely, there are certainly lessons that can be drawn from Dubai's success.

## ? Question 12

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



Recommendations

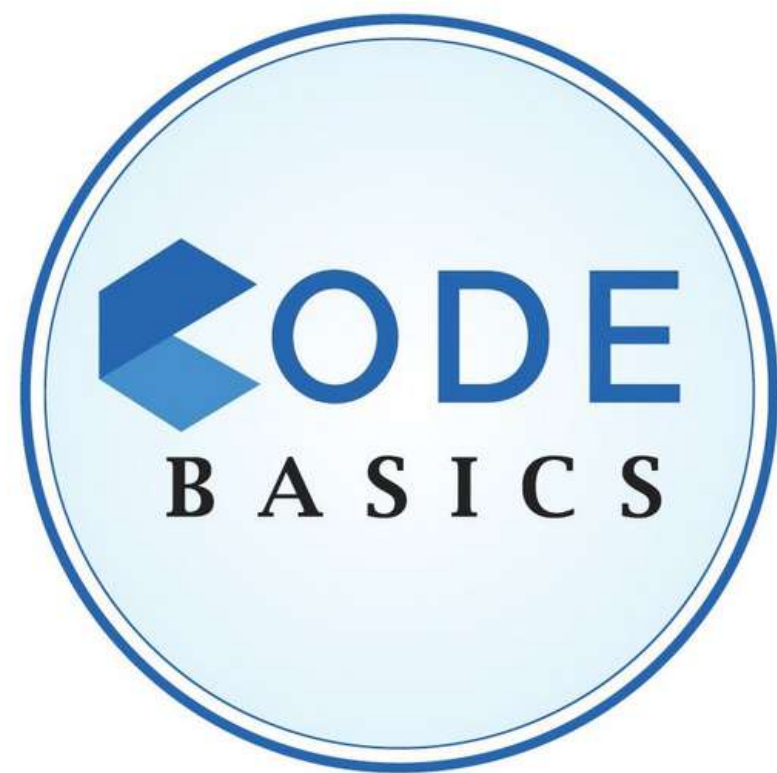
**Promote Hyderabad's unique cuisine**

**Enhance the city's infrastructure**

**Highlight historical and cultural sites**

**Develop tourist-friendly policies**

**Develop eco-tourism**



THANK YOU!



Telangana  
Tourism