

TELANGANA TOURISM ANALYSIS

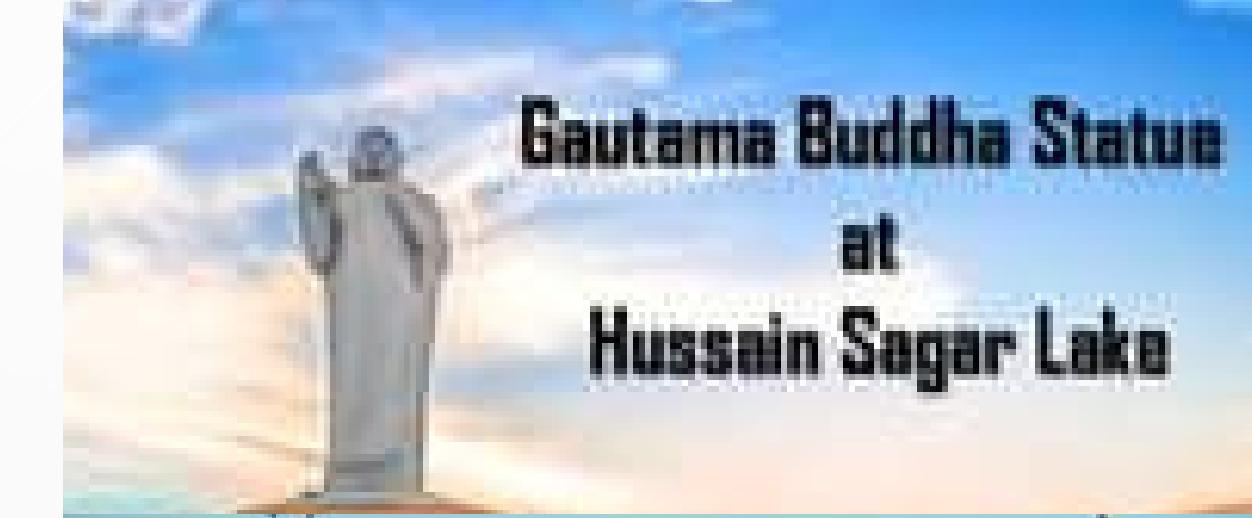


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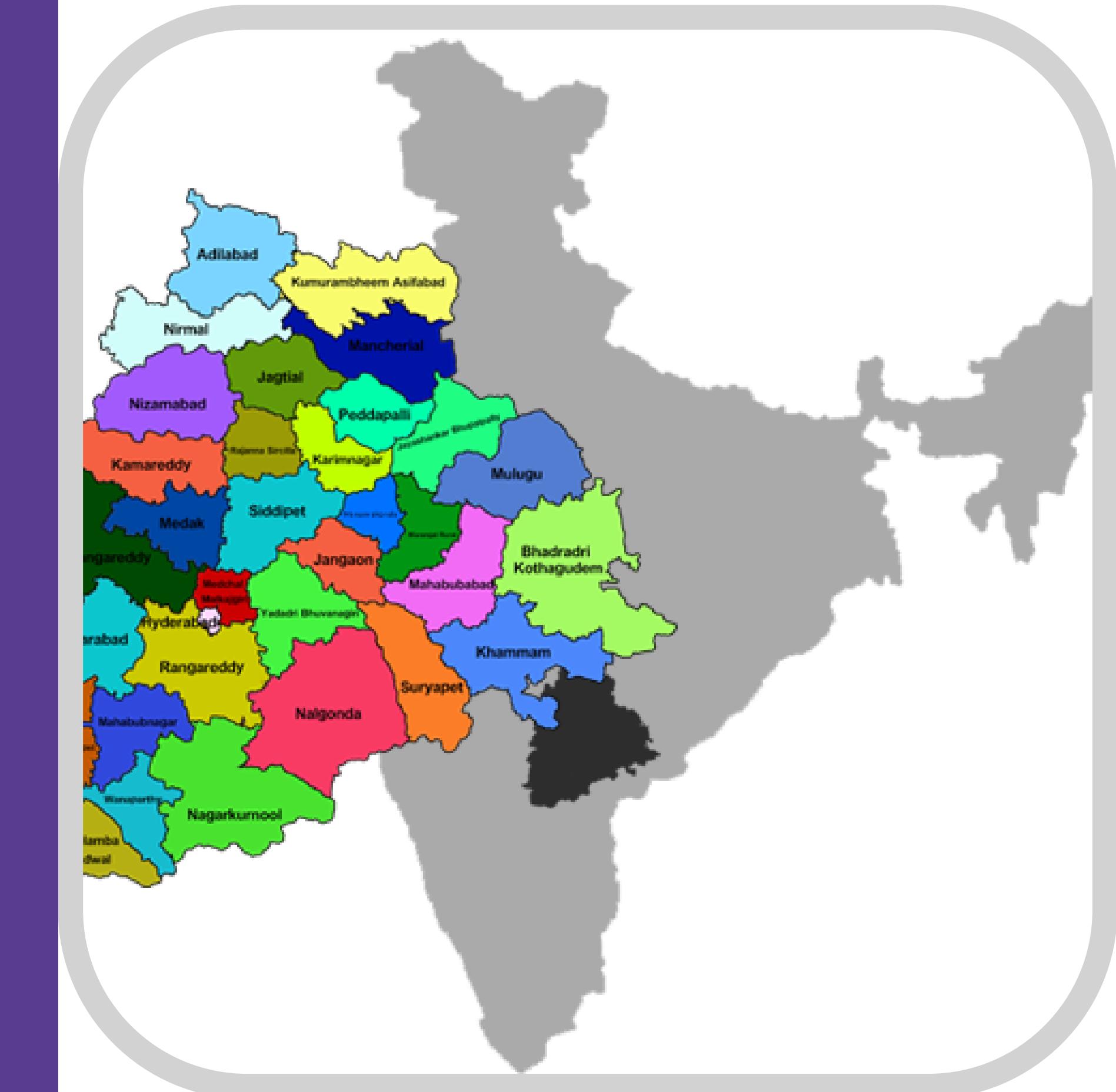
AGENDA

- Introduction
- Objective
- About Data
- Insights
- Recommendations



INTRODUCTION

- Established on - 2nd June 2014
- Capital - Hyderabad
- Districts - 33
- Area - 112,077 Sq. Kms.
- Population - 350.04 Lakhs
- Official Language - Telugu
- Industries - IT, Tourism, Textile, Pharmaceuticals, Mineral and Mines, Manufacturing



OBJECTIVES

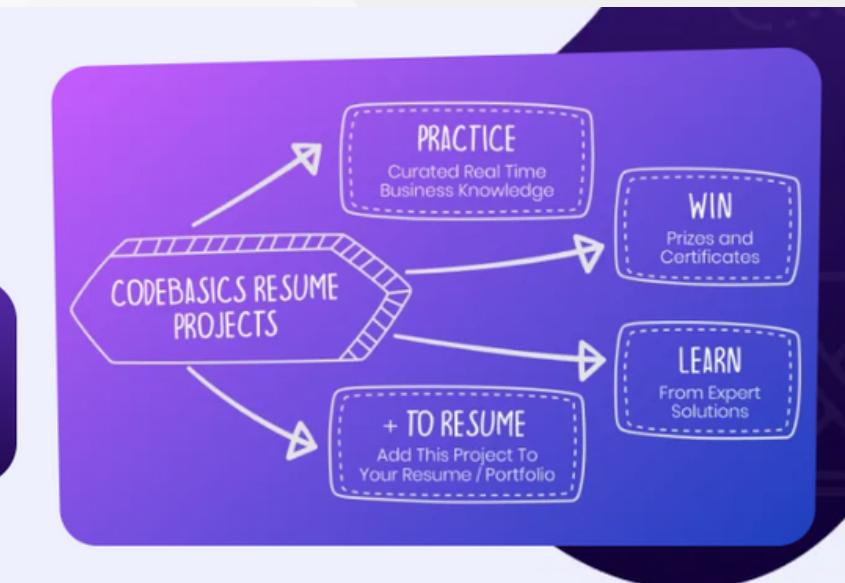
- Telangana is one of India's leading states and has published its tourism data under its open data policy.
- Telangana government wants to increase their revenue by improving tourism.
- As a data analyst, this is an opportunity for me to expand my skills and show my work on a bigger scale.
- My work is to find the patterns in the given data, do additional research, and give data-informed recommendations to the Telangana government.

Codebasics Resume Project Challenge

Your search for resume data projects ends here!

Current Challenge:

Provide Insights to Telangana Government Tourism Department



Challenge : Provide Insights to Telangana Government Tourism Department

Difficulty : 3/5 Active

Domain: Tourism | Function: Revenue / Municipal Administration

Telangana is one of India's leading states and has published its tourism data under its open data policy.

As a data analyst, Peter Pandey saw this as an opportunity to expand his skills and show his work on a bigger scale. Peter Pandey's idea is to 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.

Peter began his work by framing some primary, and secondary research questions and recommendation ideas.

ABOUT DATA

- The dataset is taken from Open Data Telangana. Thanks to Telangana Government for providing real-time datasets.
- Datasets contains the information from 2016– 2019.
- Two folders of domestic_visitors and foreign_visitors datasets are provided.
- Dataset 'research_questions_and_recommendations.pdf' required to answer preliminary research questions.
- I added more research questions and answer them in my presentation.

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: (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.

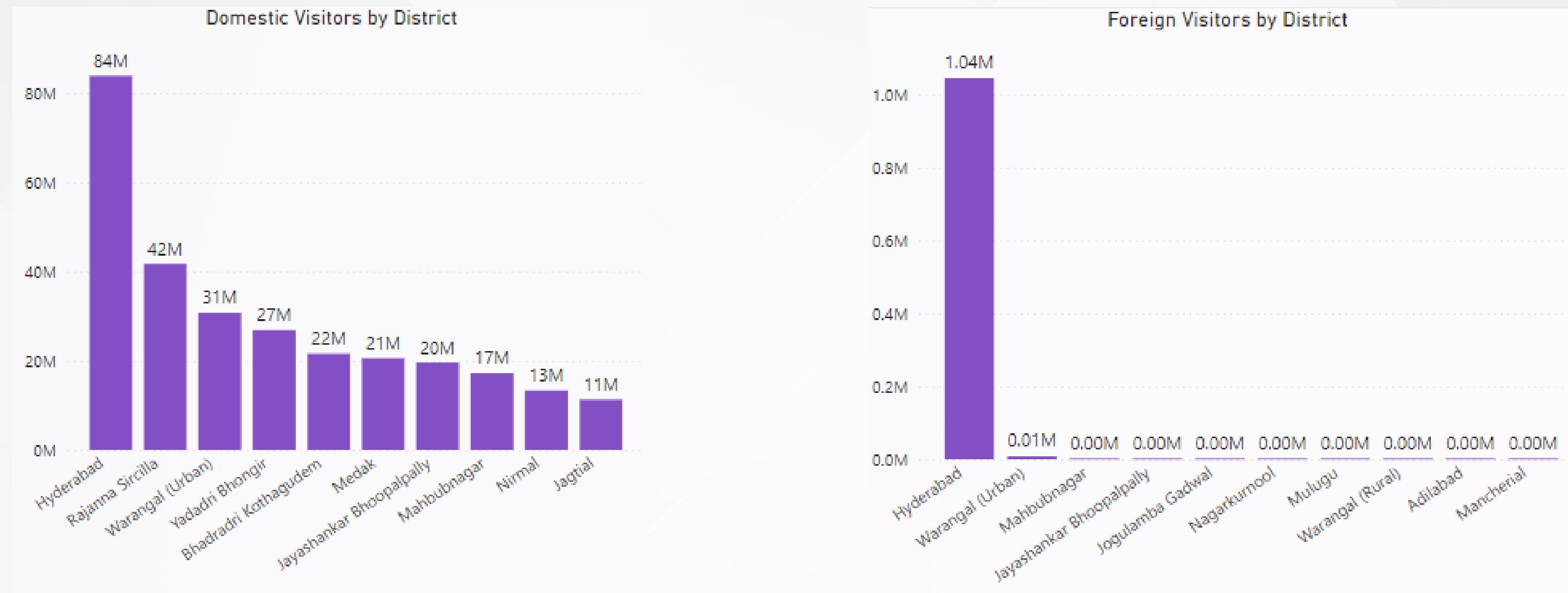
Recommendations that can be provided to the government

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.

Note:

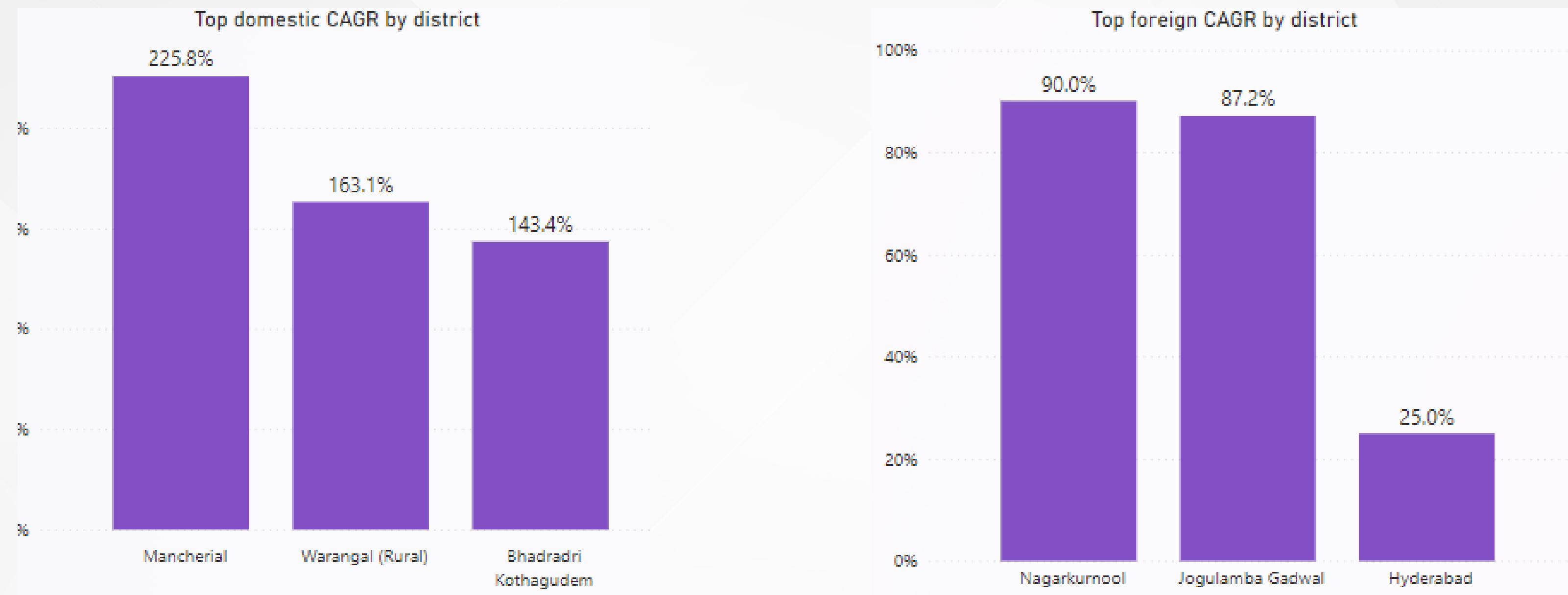
1. You can use any tool of your choice (Python, SQL, PowerBI, Tableau, Excel, PowerPoint) to perform the analysis and present insights
2. You can answer as many questions from above and/or add questions/recommendations on your own.
3. The submissions are evaluated based on both technical work (correctness, research & application) and non-technical work (Insights presentation, LinkedIn post effectiveness, Additional effort through video/audio presentation)
4. We recommend you create a presentation video as if you are presenting it to the top-level officials and create a LinkedIn post that contains the link to GitHub files

List top 10 district that have highest number of visitors overall (2016 - 2019)



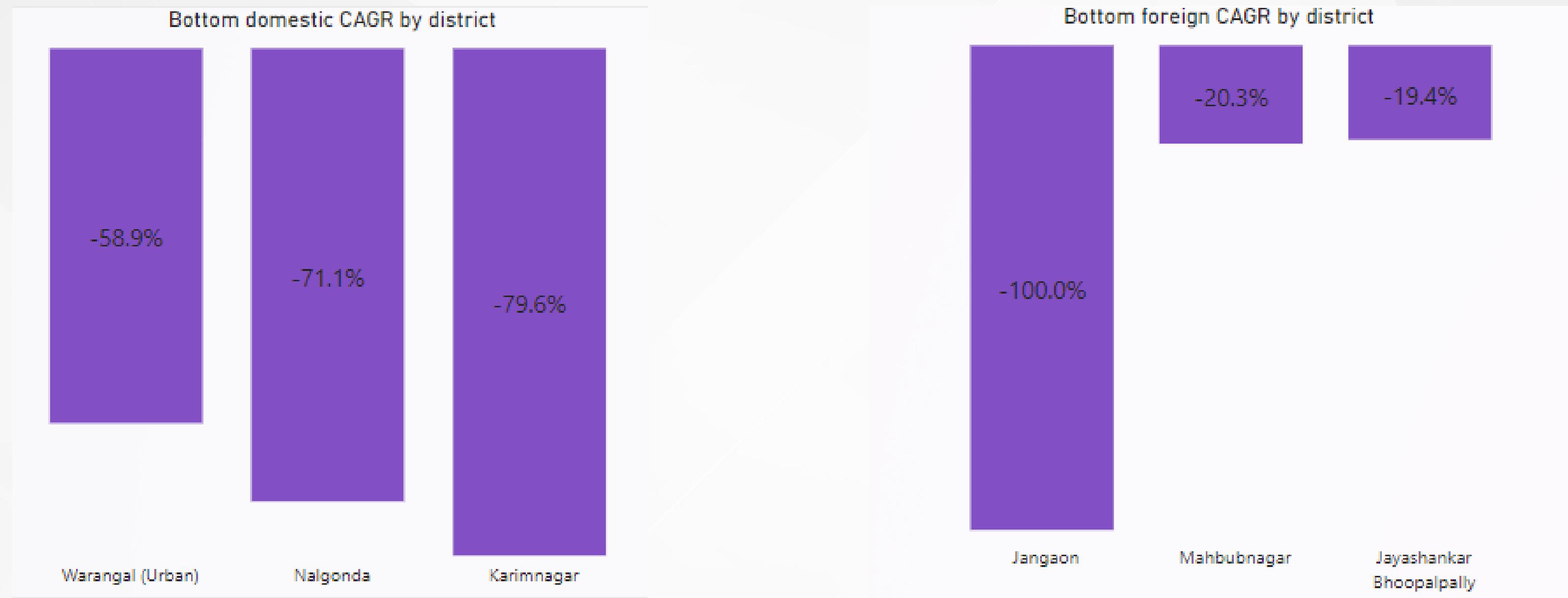
Hyderabad has the highest number of domestic visitors (84M) and foreign visitors (1.04M).

List top 3 district based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)



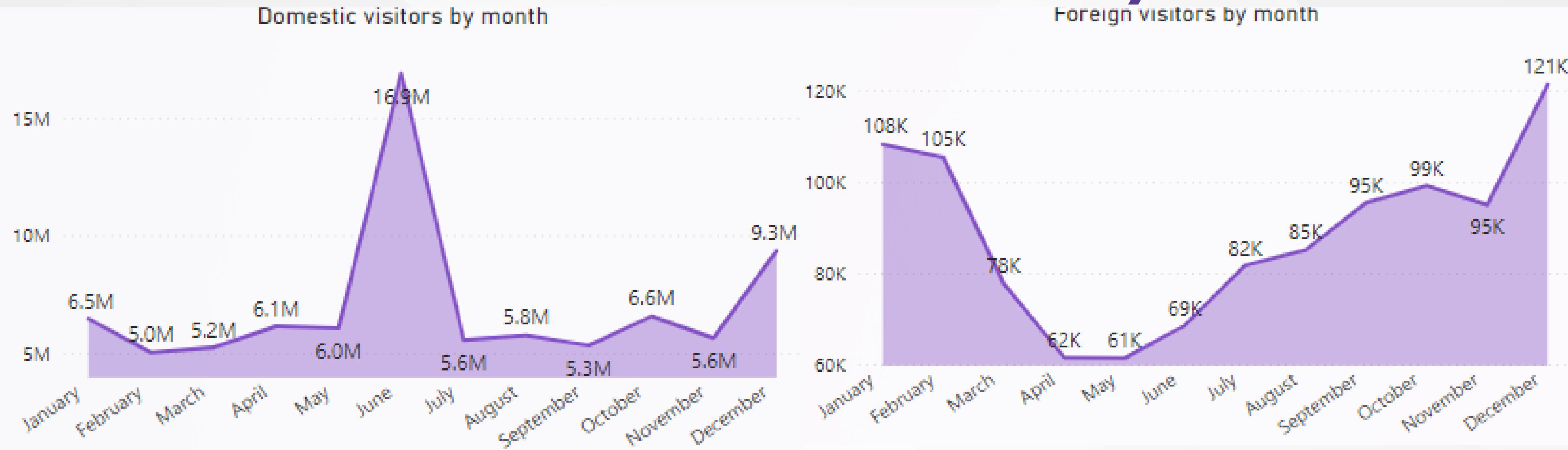
Top 3 city in terms of highest domestic tourist are – Mancherial, Warangal (Rural), Bhadradri kothagudem. Top 3 city in terms of highest foreign tourist are – Nagarkurnool, Jogulamba gadwal, Hyderabad.

List bottom 3 district based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)



Warangal (Urban), Nalgonda, Karimnagar has low domestic CAGR and Jangaon, Mahbubnagar, Jayashankar Bhoopalpally has low foreign CAGR in term of tourism.

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

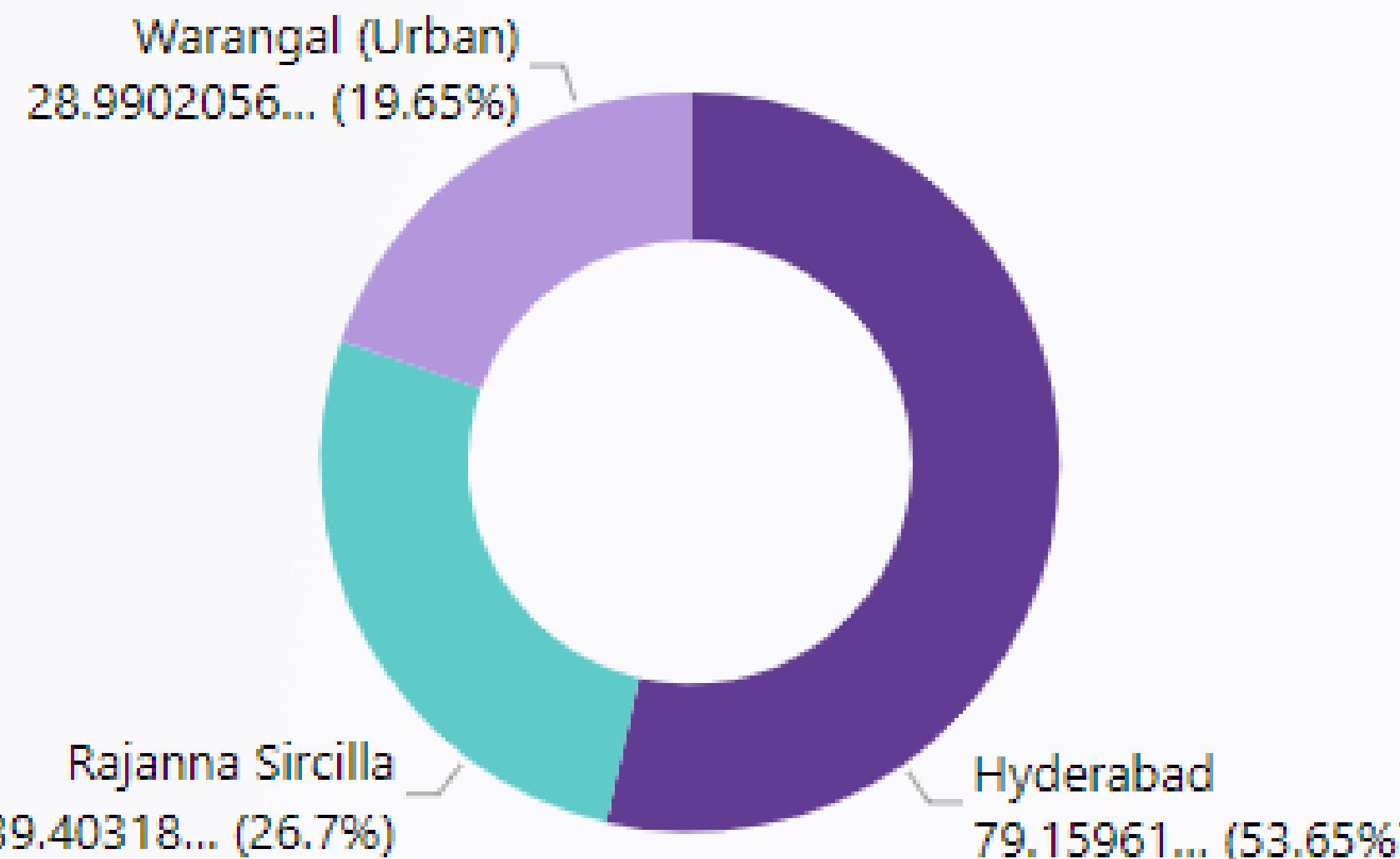


Domestic visitors- June and December are the peak months because of summer and winter vacations. February and March are the low season because of exams, financial year end.

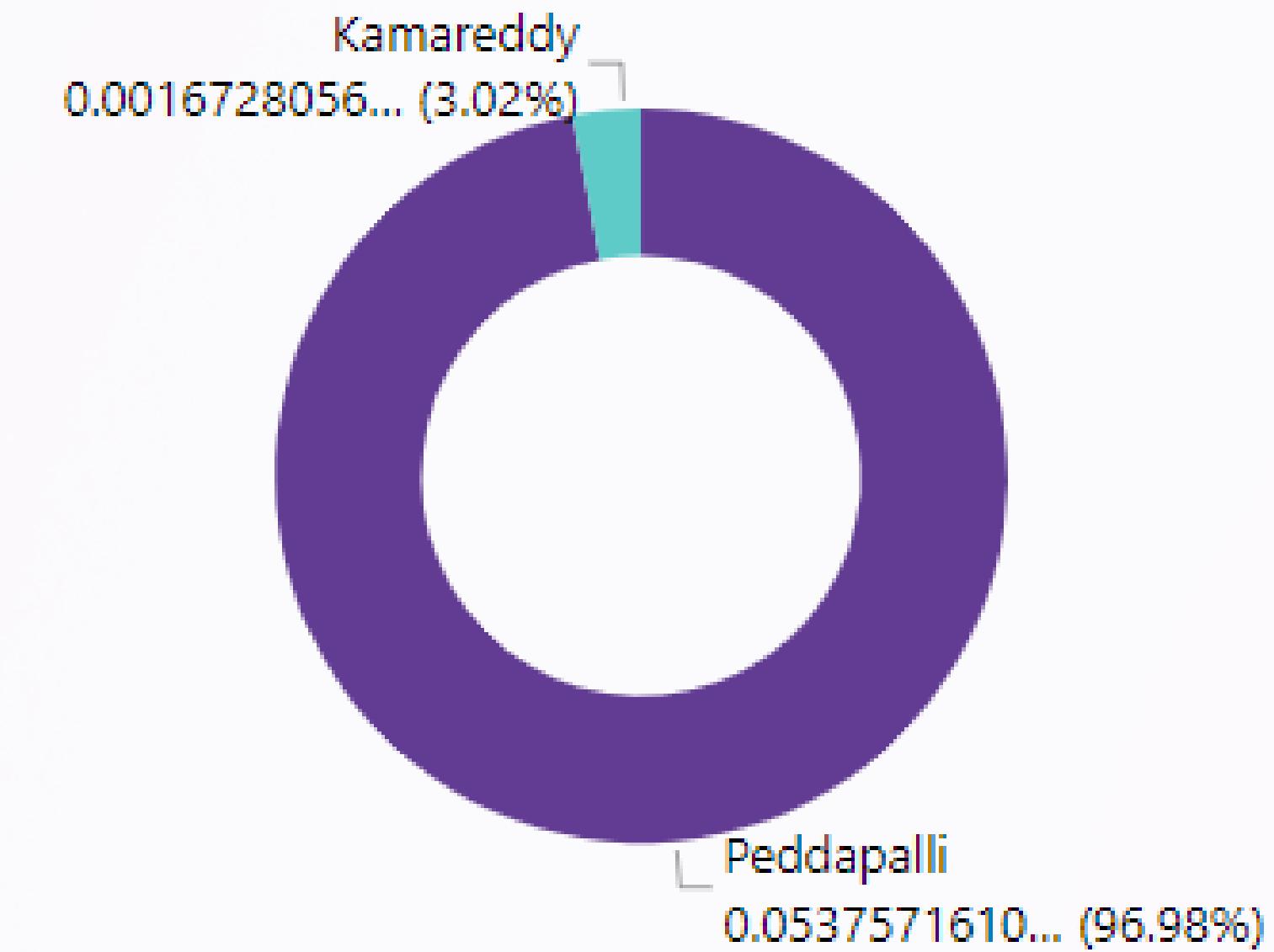
Foreign visitors- December and January are the peak months because during this time climatic conditions are favourable and due to christmas and new year holiday. April and May are the low seasons because of hot climate in hyderabad.

Top and bottom 3 districts with high domestic to foreign tourist ratio

Top 3 districts



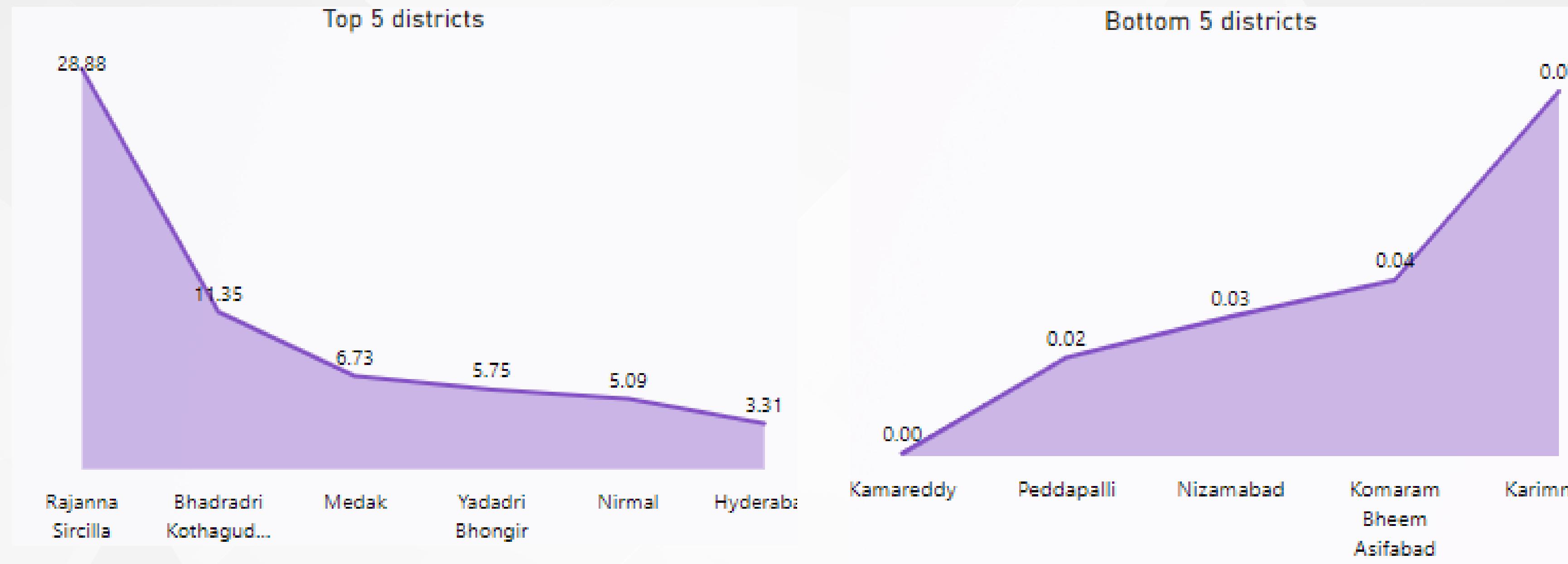
Bottom 3 districts



Hyderabad (53.6%) has highest domestic to foreign tourist ratio followed by Rajanna Sircilla (26.7%) and Warangal Urban (19.6%).

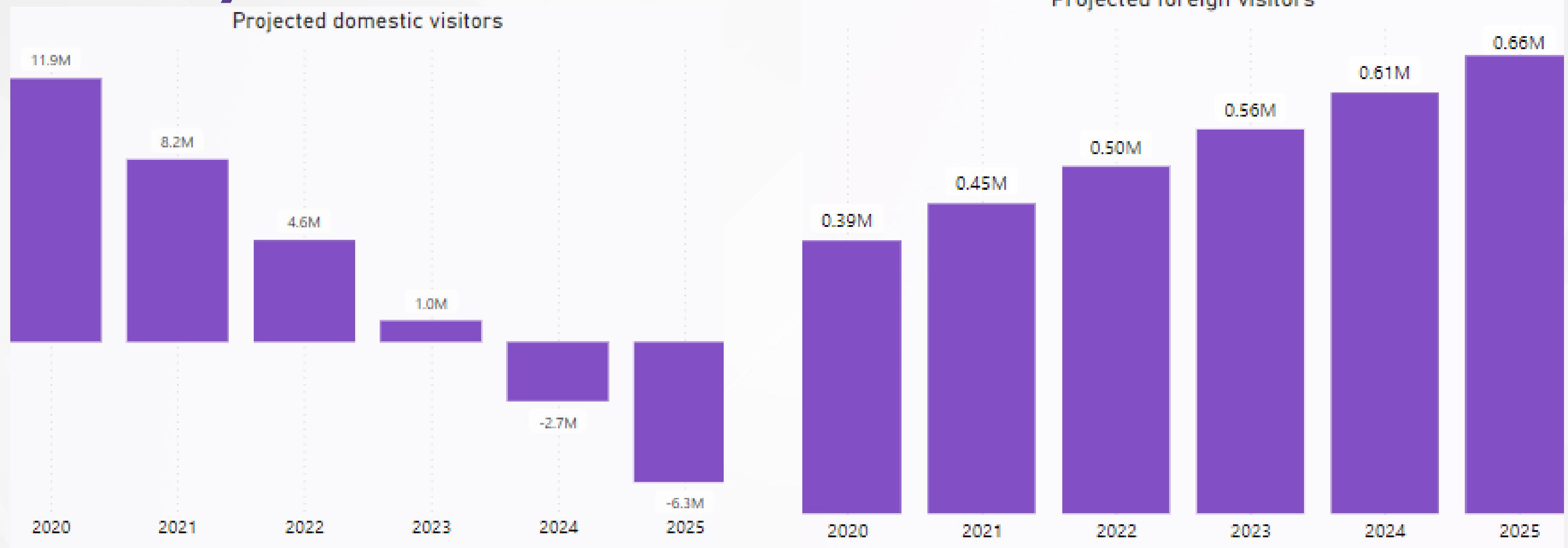
Peddapalli (96.98%) has lowest domestic to foreign tourist ratio followed by Kamareddy (3.02%) and Medchal (0%).

List top and bottom 5 districts based on population to tourist footfall ratio in 2019



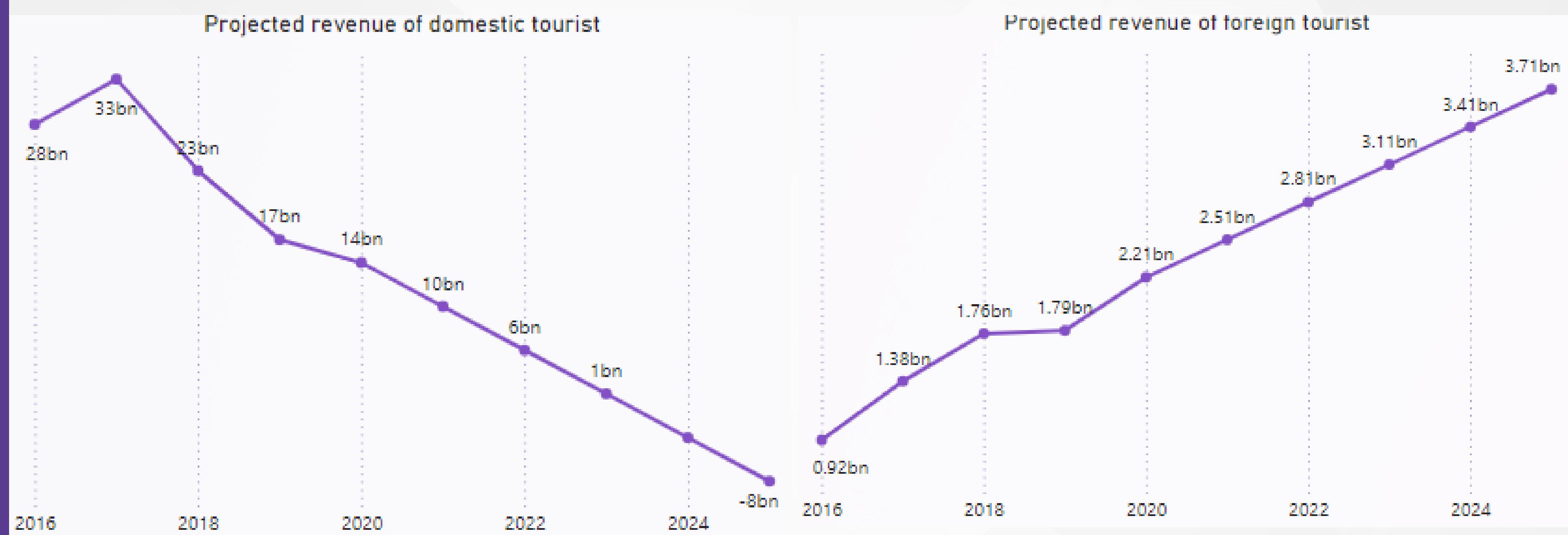
Top cities like- Rajanna sircilla, Bhadradri kothagundam, Medak, Hyderabad, Yadadri bhongir, Nirmal are famous for their religious, natural and historical attractions.
Bottom cities that have very least tourist attractions are- Kamareddy, Peddapalli, Nizamabad, Komaram bheem asifabad, Karimnagar.

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 declined at the rate of 6.3M in Hyderabad in year 2025 as comparison to 2019.
Foreign visitors rise 0.66M in year 2025 as compared to 2019.

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



Projected revenue by domestic tourist is started decreasing after 2017 and it will continue to be decline till 2025 the main reason is due to the COVID pandemic, persons saving habit increases and they avoid travelling. Projected revenue by foreign tourist is start increasing after 2019 and it will continue to rise till 2025.

RECOMMENDATIONS

Districts with highest potential for tourism growth and what actions government can take?

Telangana has several cities that offers unique and diverse tourist experiences.

These are-

- **Hyderabad**- It has several tourist places such as charminar, golconda fort, qutunshahi tombs, ramoji film city, hussain sagar lake and chowmahalla palace.
- **Warangal**- Warangal fort, thousand pillar temple, bhadrakali temple, pakhal lake are the famous attractions that showcase rich cultural of the region.
- **Mahbubnagar**- Famous for alampur, pillalamari, jurala dam, koilkonda fort, gadwal fort, kollapur, somalisa etc.
- **Adilabad**- It has dense forest and beautiful valleya and several rivers in the district like kuntala waterfall, pochera waterfall, kala ashram.
- **Jayashankar Bhupalpally**- Laknavaram lake, kaleshwaram temple, eturnagaram wildlife sanctuary.

Actions that should be taken by government

- Provide affordable tourist packages for increasing visitors and revenue.
- Organizing cultural and religious events oftenly to attract more tourists.
- Encourage eco-tourism destination because Telangana is blessed with natural beauty.
- Increase marketing by advertising campaigns, online promotions and through social media marketing.

Cultural / Corporate Events to boost tourism

a. What kind of events the government can conduct?

b. Which month(s)?

c. Which districts?

a)The Telangana govt. can conduct various events to boost tourism in the state. Here are some events ideas that could help promote tourism in Telangana:

- **Cultural festivals**-That showcase the state's diverse art,music,dance,traditions.
- **Food festivals**- Govt. can organize to showcase the state's diverse cuisines.
- **Religious festivals**- Telangana is home to several ancient temples so these festivals could be held at famous temples.
- **Corporate events**- Companies can organize retreats, conferences, product launches and business delegations.
- **Adventure sports events**- Telangana is blessed with natural beauty that are ideal for adventure sports such as trekking, camping and rock climbing.
- **Eco-tourism events**- Promote sustainable tourism practices and raise awareness about environmental conservation.
- **Heritage walks**- These walks could be laid by expert guides and could cover popular tourist destinations such as ancient temples, forts and palaces.

b) The months for conducting these events can vary according to the nature of the events.

- **Winter months (Nov-Feb)**-Favourable for outdoor events and several cultural festivals and events are organized during this time because this is the peak tourist season for domestic and foreign visitors.
- **Monsoon months (July-Sept)**- This is an ideal time for natural based activities like adventure sports and eco-tourism sports.
- **Summer months (March-June)**- Summers in Telangana are hot and humid. Organizing events during summer can be challenging. But corporate events, exhibitions, food festival can be organized indoor with cooling facilities.

c) Telangana has several districts that are suitable for organizing various events.

- **Hyderabad**-It is home to several world class venues such as Hyderabad International Convention Centre, N Convention Centre, HITEX Exhibition Centre It is ideal for organizing conferences, exhibitions, product launches, corporate events.
- **Warangal, Nizamabad**- This is known for its rich cultural heritage and is home to several ancient temples, forts and palaces. It is ideal for organizing cultural festivals, religious events and heritage walks
- **Adilabad, Karimnagar**- It is home to several natural wonders. It is ideal for organizing adventure sports, eco-tourism events and nature based activities.

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

Hyderabad is the global centre of IT and pharmaceuticals industry, also called as **Cyberabad** and **world's vaccine capital**.

Hyderabad can take inspiration from Dubai's business model and can follow their footsteps to boost its economy.

- **Infrastructure:** Dubai has invested heavily in its infrastructure such as building world class airports, seaports and road networks. Hyderabad can improve its infrastructure to attract more businesses and tourists.
- **Tax environment:** Dubai offers a tax free environment for businesses which has attracted several multinational corporations to set up their operations in city. Hyderabad can work on creating a more favourable tax environment to attract more businesses.
- **Tourism:** Dubai has positioned itself as a main tourist destination by building several world class attractions such as Burj Khalifa, Dubai Mall, Palm Jumeirah. Hyderabad can work on developing its tourism sector by building more attractions.
- **Business friendly policies:** Dubai has implemented several policies for setting up business, low corporate taxes, flexible labor laws Hyderabad can work on implementing similar policies to attract more businesses to city.

In conclusion, Hyderabad may not be able to emulate Dubai's business model entirely. It can certainly learn from its success and adopt certain elements of its business model to boost its economy.

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

- **Encourage online feedback:** This help govt. to know more about the visitors choice of particular place so that they can improve the facilities of these places.
- **Boost tourism in low season:** Govt. can increase the resting places, developed shaded area, install drinking stalls that help people to keep them hydrated.
- **Developing more tourist destinations:** yadadri bhongir,mahbubnagar, nirmal jagital record the rise in domestic visitors. Govt. can develop more connectivity from these places.
- **Improve safety and security:** Ensuring the safety and security of tourist is crucial for promoting tourism. The govt. can work with the police departments to increase the number of patrols in tourist areas and install CCTV cameras to improve security.
- **Promoting cultural heritage:** Govt. can organize cultural festivals, exhibitions, fairs and by promoting traditional arts and crafts and encourage local artisans to showcase their work.
- **Developing tourist infrastructure:** Telangana needs to invest in tourist infrastructure, including accommodations, transportsations and attractions.
- **Medical tourism:** Telangana has world class medical facilities, govt. can promote medical tourism by offering medical packages and collaborating with hospitals and clinics to attract patients from abroad.
- **Digital marketing:** Govt. can create a digital marketing strategy to target specific audiences and use social media platform to engage with tourists and promote the state's attractions.

Recommendations to boost Hyderabad tourism

Hyderabad is already popular destination in Telangana, but there is always room for improvement. Here are some recommendations to boost tourism in Hyderabad.

- **Develop new tourist attractions:** It can attract more tourists. The govt. can work on developing new parks, museums and entertainment centres to attract more visitors.
- **Improve tourist infrastructure:** The govt. can collaborate with private companies to build more hotels, resorts, and homestays to accommodate tourists. They can also improve the public transportation system to make it easier for tourist to move around the city.
- **Promote food tourism:** Hyderabad is known for its unique cuisine and the govt. can promote food tourism by organizing food festivalss and local cuisine.
- **Collaborate with tour operator:** To create attractive tour packages and offer customized experiences for tourists.
- **Promote heritage tourism:** By organizing cultural festivals, exhibitions and fairs and also by promoting traditional arts and crafts of the state.

By implementing these recommendations, Hyderabad can attract more tourists and become an even more popular tourist destination.

DASHBOARD IMAGE



Total Districts

33

Total Visitors

357M

Domestic Visitors

356M

Foreign Visitors

1M



Telangana Tourism Analysis



Every place has a story for you. Every moment is an experience for you



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THANK YOU