TELANGANA TOURISM

INSIGHTS AND ACTION PLAN

ABOUT PROJECTS

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.

Task:

Imagine yourself as Peter Pandey and perform the following task.

1. Check 'research_questions_and_recommendations.pdf'. You can use any tool of your choice (Python, SQL, PowerBI, Tableau, Excel, PowerPoint) to analyze and answer these questions. More relevant instructions are provided in this document.
2. The target audience is top-level officials - hence you need to create a convincing presentation to provide insights/recommendations.
3. You can add more research questions and answer them in your presentation that suits your recommendations.
4. Be creative with your presentation, audio/video presentation will have more weightage.
5. You can use additional data based on your own research to support your recommendations
6. Example LinkedIn post

Other resources Provided:

a. Dataset required to answer preliminary research questions.
b. Metadata
c. Instructions for using dataset.
d. Sample Presentation

Total Visitors by District
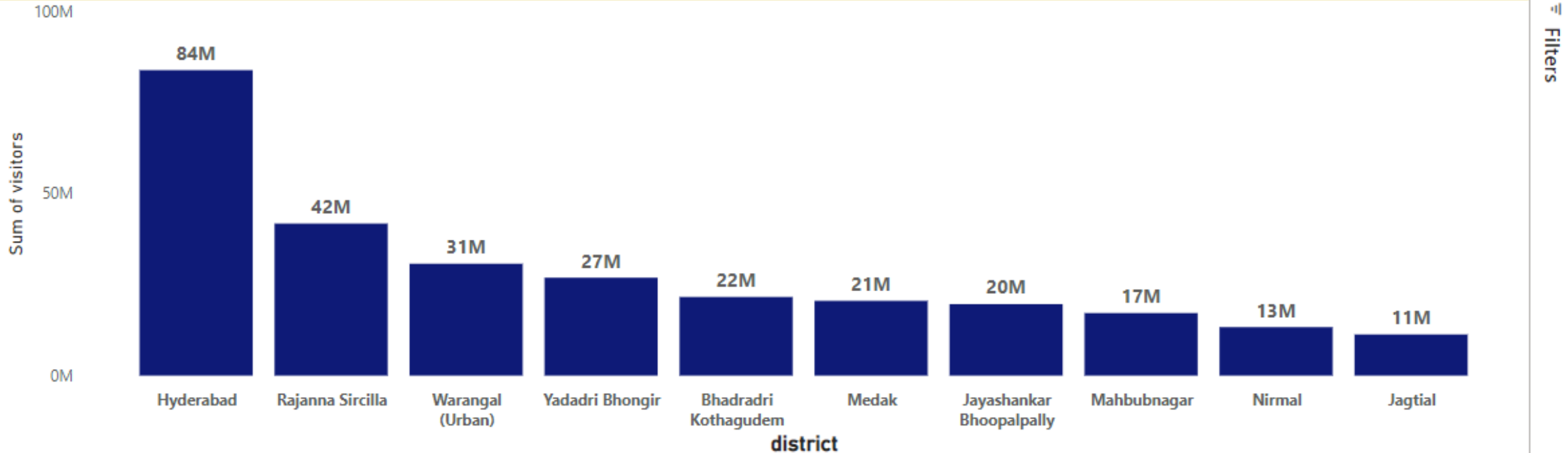
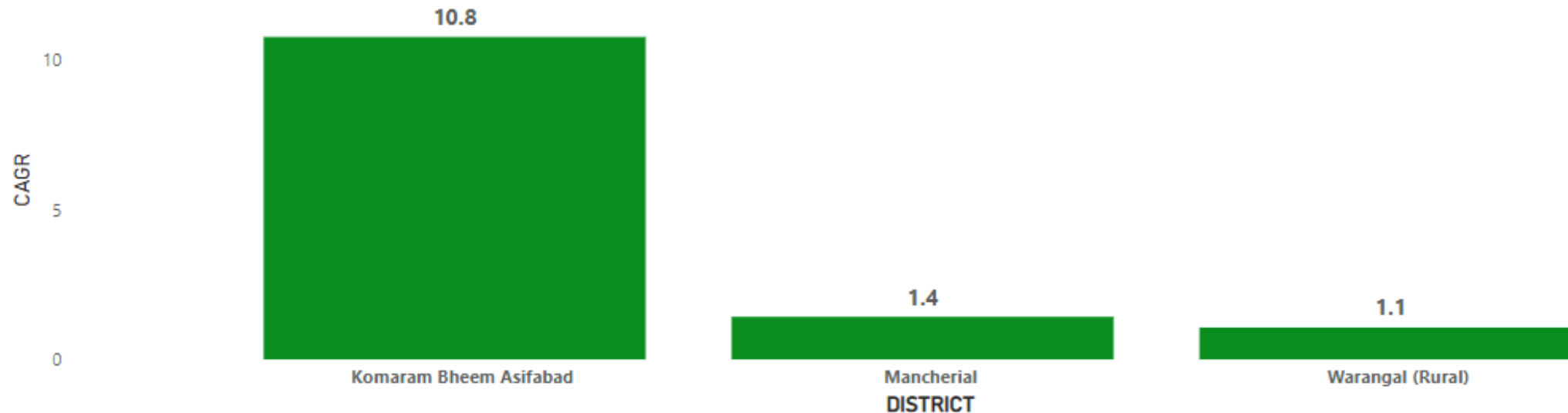telangana tourism, Total Visitors by District

- **At 83900960, Hyderabad had the highest Sum of visitors and was 642.26% higher than Jagtial, which had the lowest Sum of visitors at 11303514.**

- **Hyderabad accounted for 29.25% of the Sum of visitors.**

- **Across all 10 districts, Sum of visitors ranged from 11303514 to 83900960.**

Top 3 District by CAGR

- At 10.77, Komaram Bheem Asifabad had the highest Sum of CAGR and was 910.21% higher than Warangal (Rural), which had the lowest Sum of CAGR at 1.07.
- Komaram Bheem Asifabad had the highest Sum of CAGR at 10.77, followed by Mancherial at 1.43 and Warangal (Rural) at 1.07.
- Komaram Bheem Asifabad accounted for 81.21% of Sum of CAGR.
- Komaram Bheem Asifabad had 10.77 Sum of CAGR, Mancherial had 1.43, and Warangal (Rural) had 1.07.

LIST DOWN BOTTOM 3 DISTRICTS BASED ON COMPOUNDED ANNUAL GROWTH RATE(CAGR) OF VISITORS BETWEEN (2016-19)

**Bottom 3 District by CAGR**
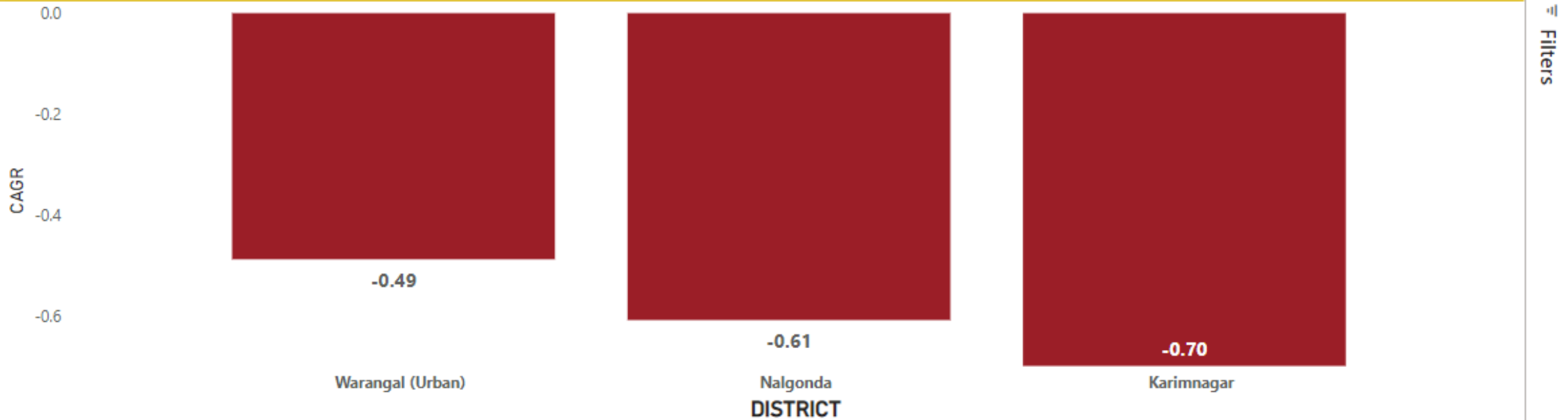
- At -0.49, Warangal (Urban) had the highest Sum of CAGR and was 30.23% higher than Karimnagar, which had the lowest Sum of CAGR at -0.70.
- Warangal (Urban) had the highest Sum of CAGR at -0.49, followed by Nalgonda at -0.61 and Karimnagar at -0.70.
- Karimnagar accounted for 38.95% of Sum of CAGR.
- Karimnagar had -0.70 Sum of CAGR, Nalgonda had -0.61, and Warangal (Urban) had -0.49.

Top 3 Month by Total Visitor

Filters
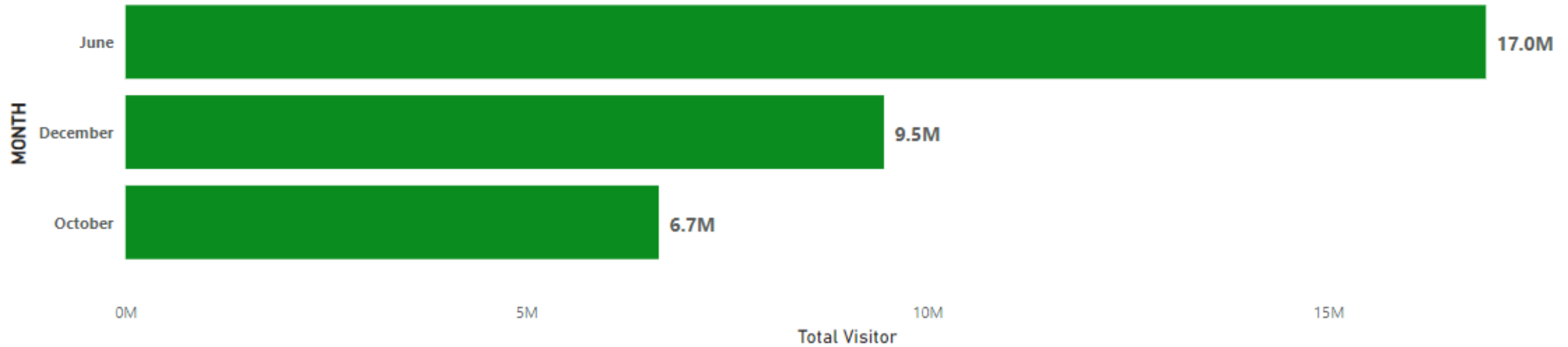
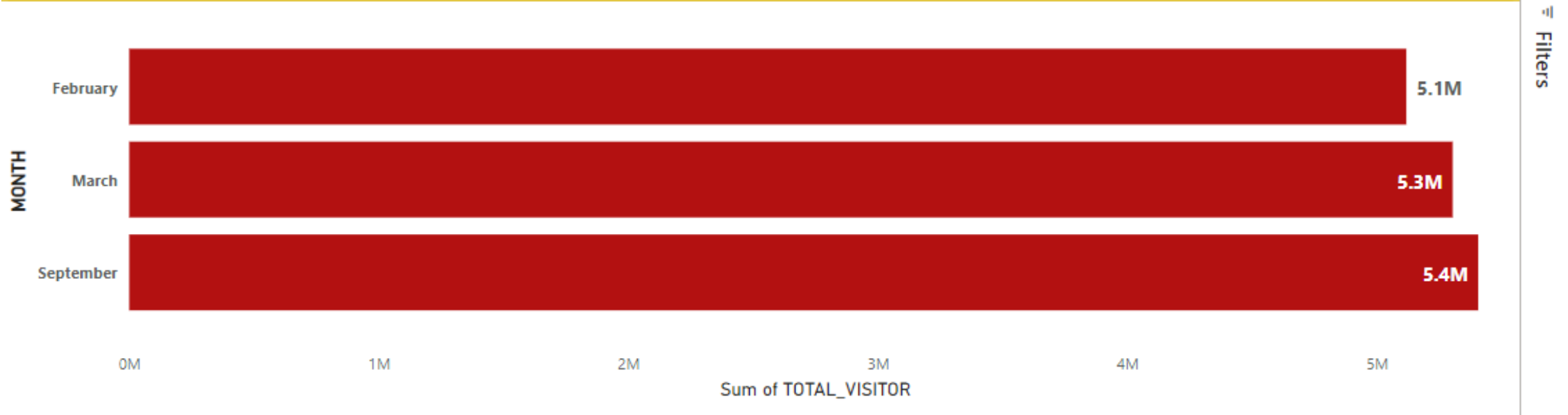- At 16965307, June had the highest Sum of TOTAL_VISITOR and was 155.10% higher than October, which had the lowest Sum of TOTAL_VISITOR at 6650351.
- June had the highest Sum of TOTAL_VISITOR at 16965307, followed by December at 9458632 and October at 6650351.
- June accounted for 51.29% of the Sum of TOTAL_VISITOR.
- June had 16965307 Sum of TOTAL_VISITOR, December had 9458632, and October had 6650351.

Bottom 3 month by total visitor

- At 5406363, September had the highest Sum of TOTAL_VISITOR and was 5.63% higher than February, which had the lowest Sum of TOTAL_VISITOR at 5118208.
- September had the highest Sum of TOTAL_VISITOR at 5406363, followed by March at 5303984 and February at 5118208.
- September accounted for 34.16% of Sum of TOTAL_VISITOR.
- September had 5406363 Sum of TOTAL_VISITOR, March had 5303984, and February had 5118208.

Top 3 districts with high domestic to foreign ratio
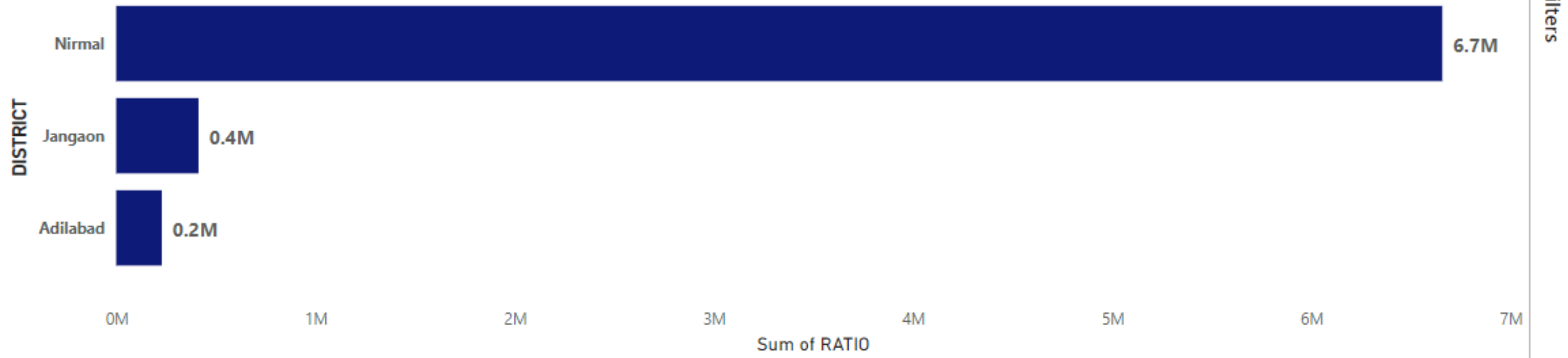

At 6657898, Nirmal had the highest Sum of RATIO and was 2,809.93% higher than Adilabad, which had the lowest Sum of RATIO at 228,799.22.

- Nirmal had the highest Sum of RATIO at 6657898, followed by Jangaon at 413140 and Adilabad at 228,799.22.
- Nirmal accounted for 91.21% of Sum of RATIO.
- Nirmal had 6657898 Sum of RATIO, Jangaon had 413140, and Adilabad had 228,799.22.

Bottom 3 districts with high domestic to foreign ratio
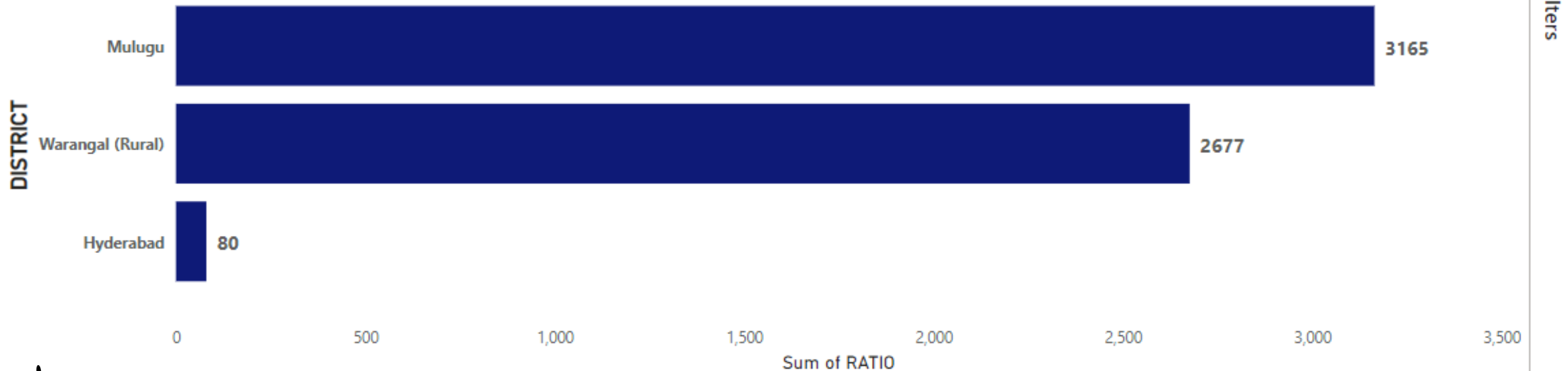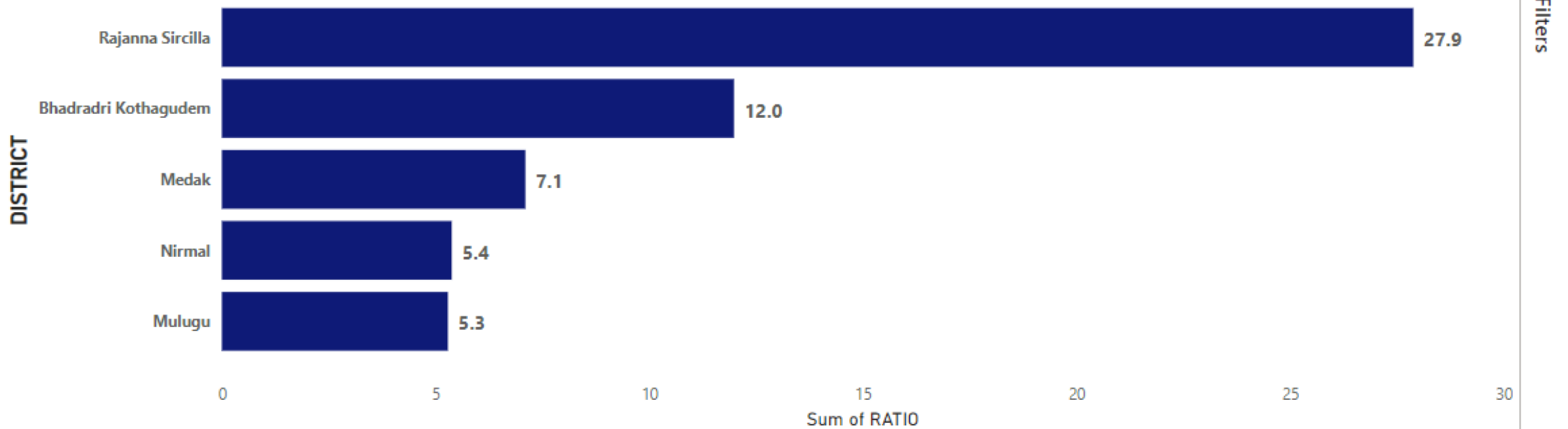

- At 3,164.87, Mulugu had the highest Sum of RATIO and was 3,841.51% higher than Hyderabad, which had the lowest Sum of RATIO at 80.30.
- Mulugu had the highest Sum of RATIO at 3,164.87, followed by Warangal (Rural) at 2677 and Hyderabad at 80.30.
- Mulugu accounted for 53.44% of Sum of RATIO.
- Hyderabad had 80.30 Sum of RATIO, Warangal (Rural) had 2677, and Mulugu had 3,164.87.

Top 5 Districts by Population to tourist footfall ratio

DISTRICT

District	Sum of RATIO
Rajanna Sircilla	27.9
Bhadradri Kothagudem	12.0
Medak	7.1
Nirmal	5.4
Mulugu	5.3

Sum of RATIO

Filters

- At 27.89, Rajanna Sircilla had the highest Sum of RATIO and was 427.14% higher than Mulugu, which had the lowest Sum of RATIO at 5.29.
- Rajanna Sircilla accounted for 48.37% of Sum of RATIO.
- Across all 5 DISTRICT, Sum of RATIO ranged from 5.29 to 27.89.

Bottom 5 Districts by Population to tourist footfall ratio
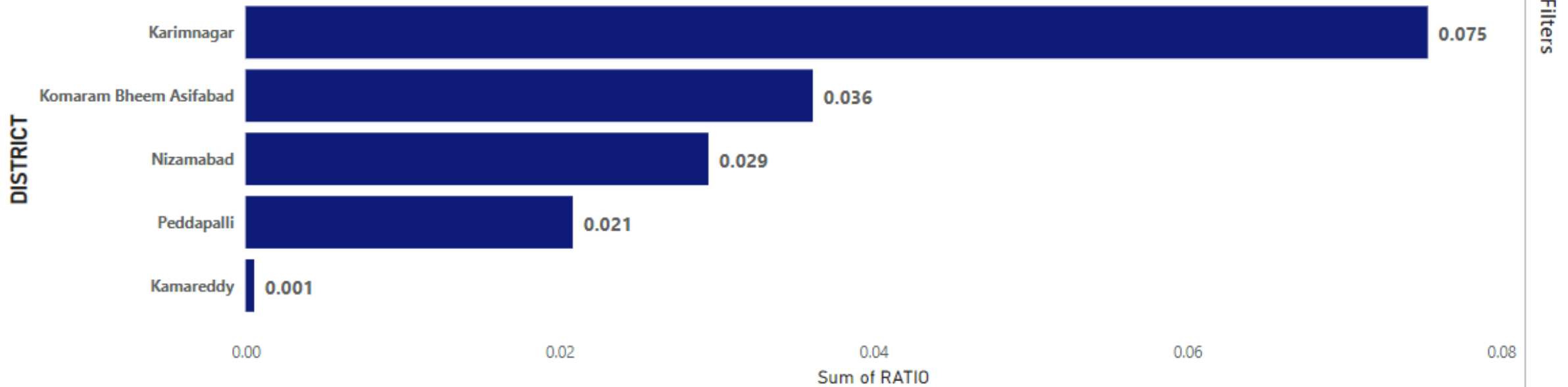
At 0.08, Karimnagar had the highest Sum of RATIO and was 13,621.49% higher than Kamareddy, which had the lowest Sum of RATIO at 0.00.
- Karimnagar accounted for 46.40% of Sum of RATIO.
- Across all 5 DISTRICT, Sum of RATIO ranged from 0.00 to 0.08.

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

Sum of TOTAL_VISITOR by YEAR
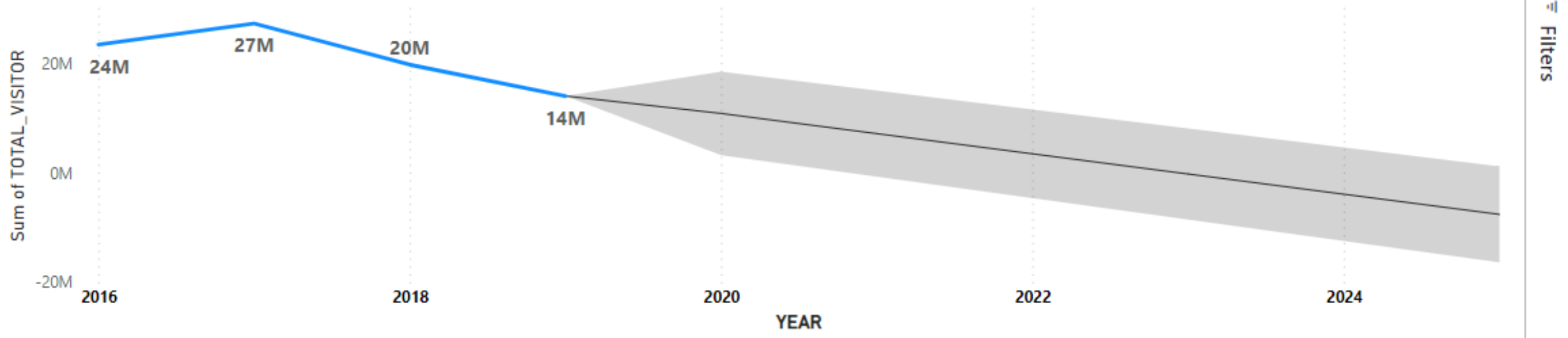
- At 95327400, 2016 had the highest Sum of TOTAL_VISITOR and was 14.36% higher than 2019, which had the lowest Sum of TOTAL_VISITOR at 83359220.

- 2016 had the highest Sum of TOTAL_VISITOR at 95327400, followed by 2018, 2017, and 2019.

- 2016 accounted for 26.67% of the Sum of TOTAL_VISITOR.

- Across all 4 YEARS, the Sum of TOTAL_VISITOR ranged from 83359220 to 95327400.

- Forcast 1: -7583458
- Lower Bound: 1205692
- Upper Bound: -16372609

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

Sum of visitors by year
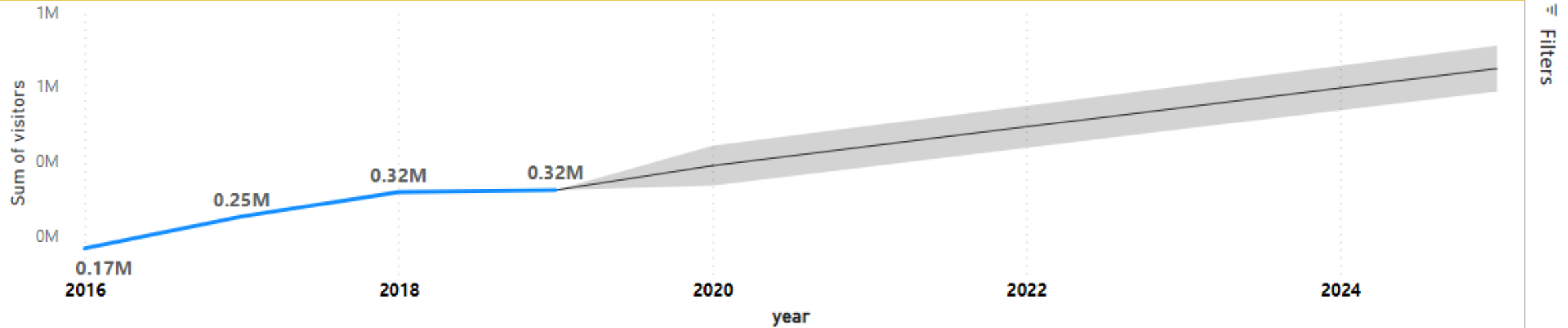
- At 323326, 2019 had the highest Sum of visitors and was 94.11% higher than 2016, which had the lowest Sum of visitors at 166570.

- 2019 had the highest Sum of visitors at 323326, followed by 2018, 2017, and 2016.
- 2019 accounted for 30.51% of Sum of visitors.
- Across all 4 year, Sum of visitors ranged from 166570 to 323326.

Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist(approximate data)

Tourist	Average Revenue
Foreign Tourist	Rs 5600.00
Domestic Tourist	Rs 1200.00

Tourist	Average Revenue Per Tourist	Estimate of Tourist visit in 2025 approx.	Total Revenue approx.
Foreign Tourist	Rs 5600.00	649359	3,636,410,400
Domestic Tourist	Rs 1200.00	1205692	1,446,830,400

- The average revenue per passenger for Foreign Tourist is Rs 5600 and the average revenue for Domestic Tourist is Rs 1200 per tourist.
- Forecasted total number of tourists who will visit Hyderabad in 2025 by Foreign tourists is 649359 approx. then their Estimated revenue will be approx. 3.6 BN.
- Forecasted total number of tourists who will visit Hyderabad in 2025 by Domestic tourists is 7583458 approx. then their Estimated revenue will be approx. 1.4 BN.

SUGGESTION FOR TELANGANA TOURISM DEPARTMENT

1. Enhance Digital Presence: The Telangana Tourism Department should focus on improving its digital presence by creating a user-friendly and informative website. It should provide detailed information about tourist destinations, accommodation options, transportation, and local attractions. The website can also incorporate online booking facilities to make it easier for tourists to plan their trips.

2. Promote Cultural Heritage: Telangana has a rich cultural heritage, including historical monuments, traditional arts, and festivals. The Tourism Department can organize cultural events and festivals, showcasing the region's art, music, dance, and cuisine. This will attract both domestic and international tourists who are interested in experiencing the local culture.

3. Develop Ecotourism: Telangana is blessed with diverse landscapes, including forests, wildlife sanctuaries, and lakes. The government can collaborate with private organizations to develop ecotourism initiatives, such as nature trails, bird-watching tours, and adventure activities like trekking and camping. This will not only promote sustainable tourism but also generate employment opportunities for local communities.

4. Heritage Conservation and Restoration: The government should invest in the preservation and restoration of historical sites and monuments in Telangana. This includes maintaining and protecting heritage structures, providing adequate signage and interpretation facilities, and implementing measures to prevent damage caused by tourism footfall.

5. Improve Infrastructure: The Tourism Department should work closely with the government to improve the infrastructure in tourist areas. This includes developing better road connectivity, upgrading public transportation, ensuring clean and hygienic facilities, and providing amenities such as public toilets, parking spaces, and rest areas.

Actions the government can take:

1. Collaborate with Private Sector: The government can encourage public-private partnerships to boost tourism infrastructure and services. This can involve partnering with hotels, resorts, travel agencies, and local communities to create tourism packages, develop accommodation facilities, and promote responsible tourism practices.

2. Marketing and Advertising Campaigns: The government should launch targeted marketing and advertising campaigns to promote Telangana's tourist attractions. This can include advertisements in print media, television, and online platforms, as well as participation in national and international travel fairs and exhibitions.

3. Skill Development and Training: The government can initiate skill development programs for local communities, providing training in hospitality, tour guiding, and other tourism-related services. This will create employment opportunities and enhance the quality of tourism experiences in the state.

4. Infrastructure Development: The government should allocate funds for the development and maintenance of tourism infrastructure. This includes improving road networks, constructing visitor centers, setting up information kiosks, and upgrading basic facilities like sanitation and waste management systems.

5. Safety and Security Measures: The government should prioritize the safety and security of tourists by increasing the presence of police personnel in tourist areas and implementing strict measures to prevent harassment and exploitation. This will help create a favorable environment for tourists and ensure their well-being.

By implementing these suggestions and taking appropriate actions, the Telangana Tourism Department and the government can attract more tourists, boost the local economy, and showcase the unique cultural and natural heritage of the state.