

Telangana Tourism Analysis

By Aalmeen Khan

Agenda

- Introduction
- Understanding the Dataset
- Insights
- Preliminary Research Questions
- Secondary Research Questions
- Recommendations



TELANGANA STATE

- Telangana is a state in southern India and was formed on June 2, 2014, as the 29th state of India.
- The capital city of Telangana is Hyderabad, which is also the largest city in the state.
- Its other major cities include Warangal, Nizamabad, Karimnagar, Khammam.
- The official language of Telangana is Telugu, but Urdu is also widely spoken, especially in Hyderabad.
- Telangana has a rich cultural heritage, and its festivals, such as Bonalu and Bathukamma, are widely celebrated.
- Telangana is known for its historical monuments and tourist attractions, such as the Charminar, Golconda Fort, and Ramoji Film City.

Dataset

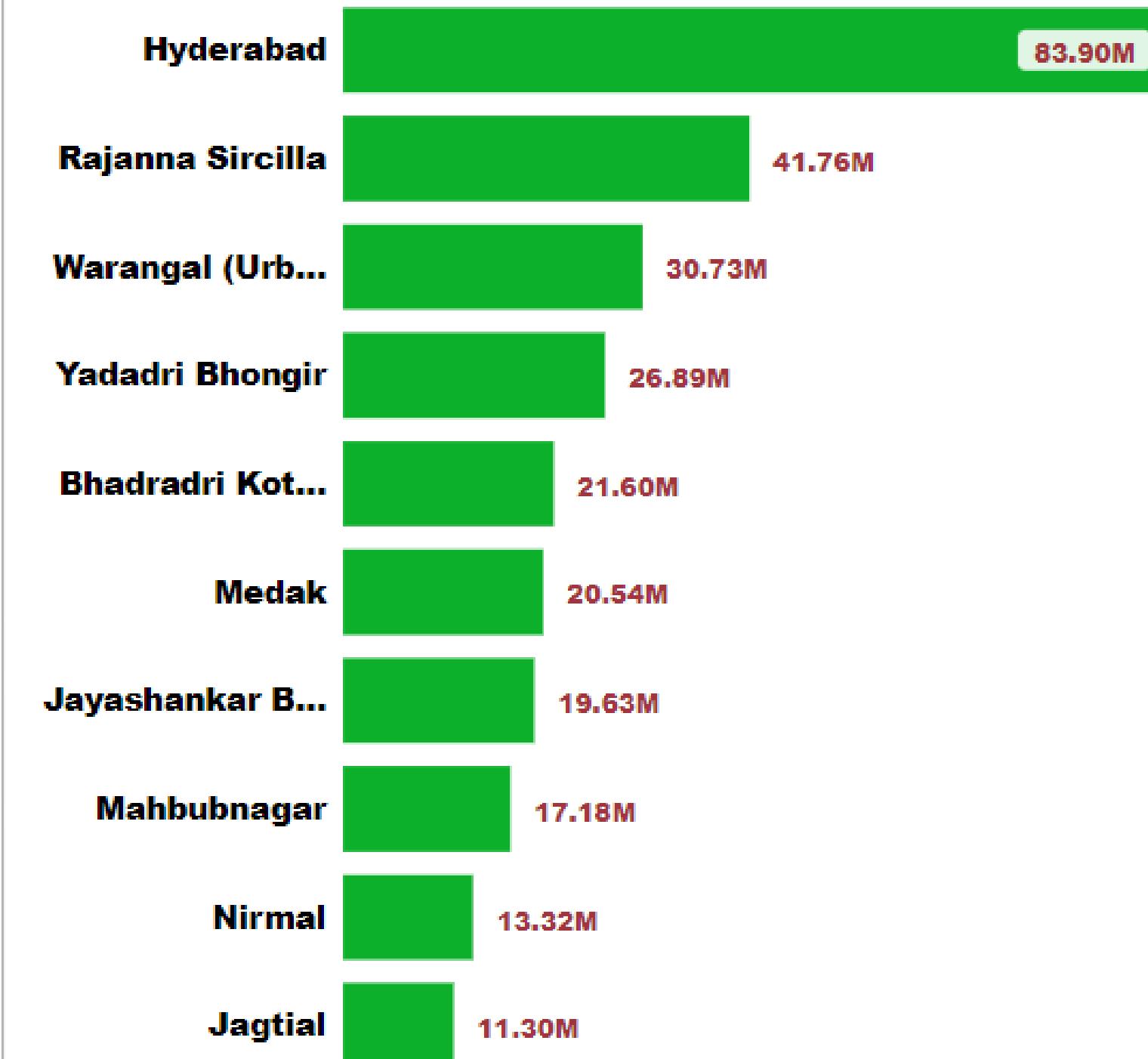
- WE ARE GIVEN TWO FOLDERS, NAMED "DOMESTIC_VISITORS" AND "FOREIGN_VISITORS", WHICH CONTAIN INDIVIDUAL TOURIST DATA FROM THE YEARS 2016 TO 2019 IN CSV FORMAT , TOTAL OF 8 CSV FILES.
- WE NEED TO MERGE THESE FILES INTO -
- 1. DOMESTIC_VISITORS.CSV: CONTAINS DATA ABOUT VISITORS WHO TRAVEL WITHIN THE COUNTRY(INDIA) TO 'TELANGANA' DISTRICTS FOR VARIOUS PURPOSES, SUCH AS TOURISM, BUSINESS, VISITING FRIENDS AND FAMILY.
- 2. FOREIGN_VISITORS.CSV: CONTAINS DATA ABOUT INTERNATIONAL VISITORS, REFERRING TO INDIVIDUALS WHO TRAVEL FROM ONE COUNTRY TO ANOTHER FOR VARIOUS PURPOSES SUCH AS TOURISM, BUSINESS, EDUCATION, OR VISITING FRIENDS AND FAMILY.
- BOTH OF THESE FILES CONTAIN NULL VALUES.
- I HAVE ALSO USED CENSUS 2011 TELANGANA DATA AS WELL.

Q1. LIST DOWN THE TOP 10 DISTRICTS THAT HAVE THE HIGHEST NUMBER OF DOMESTIC VISITORS OVERALL (2016-2019)?

INSIGHTS

Hyderabad has the highest number of domestic visitors which is approx 84 millions followed by Rajanna Sircilla(42 millions), Warangal Urban (31 millions) and so on.

Top 10 Domestic districts



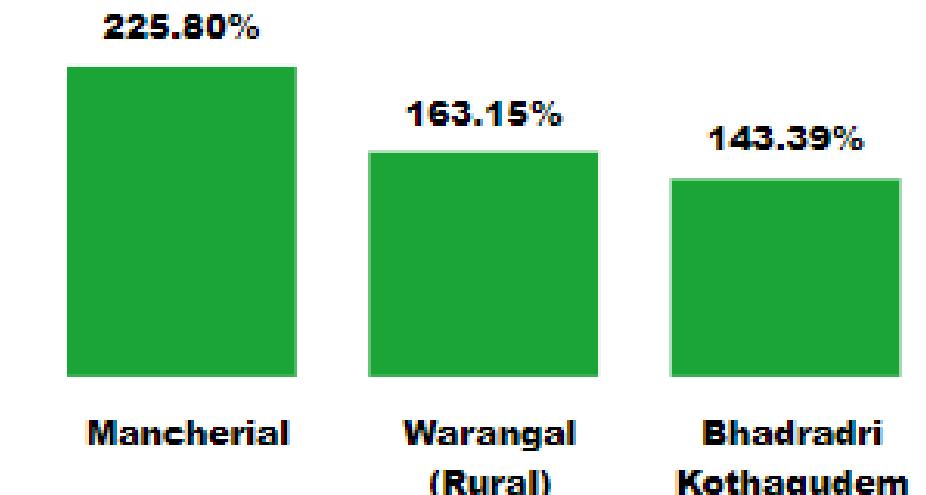
Q2.LIST DOWN THE TOP 3 DISTRICTS BASED ON COMPOUNDED ANNUAL GROWTH RATE (CAGR) OF VISITORSBETWEEN (2016 - 2019)?

Q3.LIST DOWN THE BOTTOM 3 DISTRICTS BASED ON COMPOUNDED ANNUAL GROWTH RATE (CAGR) OF VISITORS BETWEEN (2016 - 2019)?

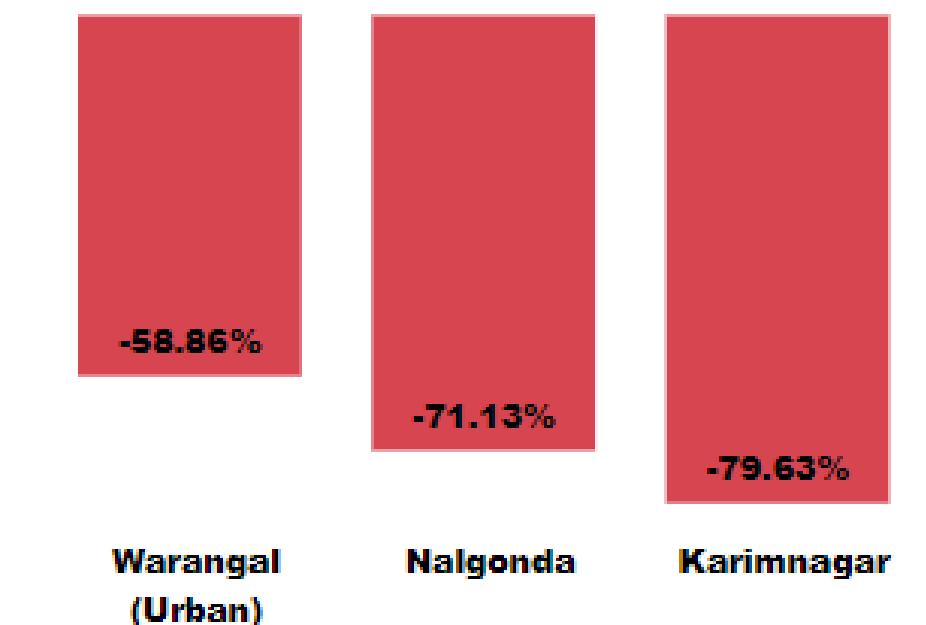
INSIGHTS

- CAGR stands for Compounded Annual Growth Rate. It is a measure of an investment's annual growth rate over time.
- High CAGR indicates Districts are growing and Low CAGR means Districts are declining.
- Mancherial(225.8%), Wrangal Rural(163.15%) and Bhadravdi Kothagudem(143.39%) are Top 3 Domestic districts that are growing rapidly.
- Karimnagar(-79.63%), Nalgonda(-71.13%) and Warangal Urban (-58.86%) are Bottom 3 Domestic districts which are declining rapidly.

Top 3 Domestic District Based on CAGR

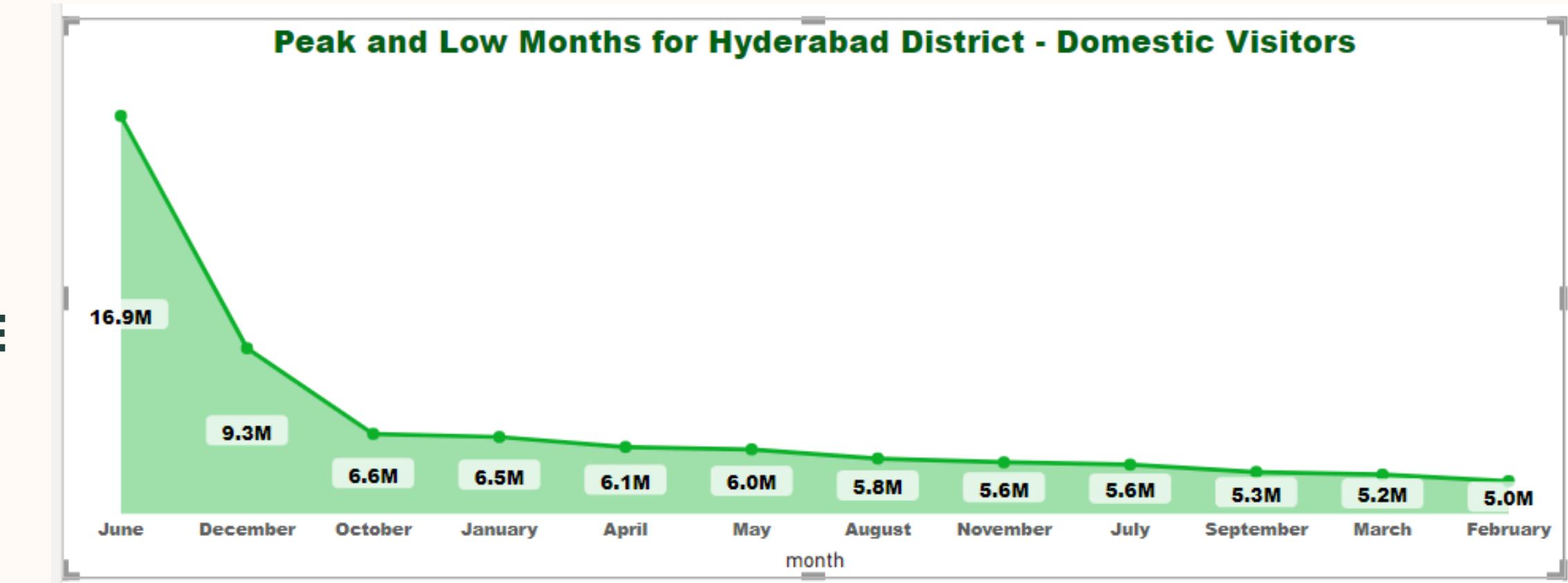


Bottom 3 Domestic District Based On CAGR

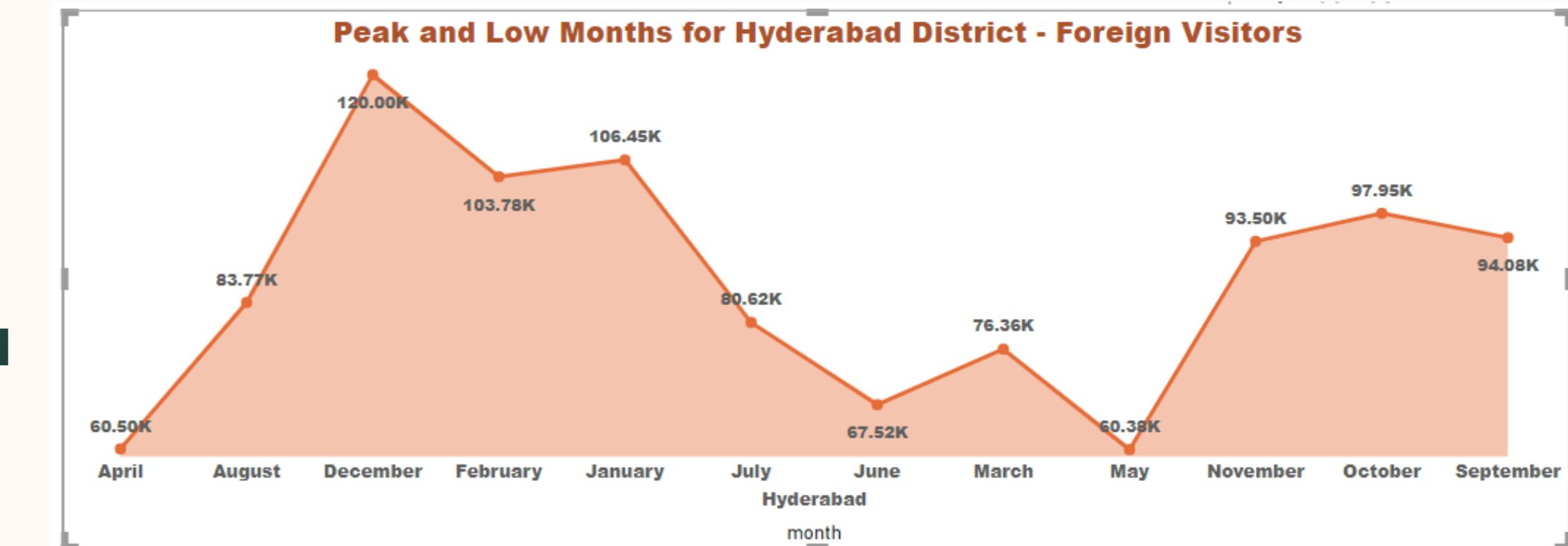


1. WHAT ARE THE PEAK AND LOW SEASON MONTHS FOR HYDERABAD BASED ON THE DATA FROM 2016 TO 2019 FOR HYDERABADDISTRICT?

THE PEAK SEASON MONTH FOR HYDERABAD FOR DOMESTIC VISITORS IS JUNE AND LOW SEASON IS FEBUARARY.



THE PEAK SEASON MONTH FOR HYDERABAD FOR FOREIGN VISITORS IS DECEMBER AND LOW SEASON IS MAY.



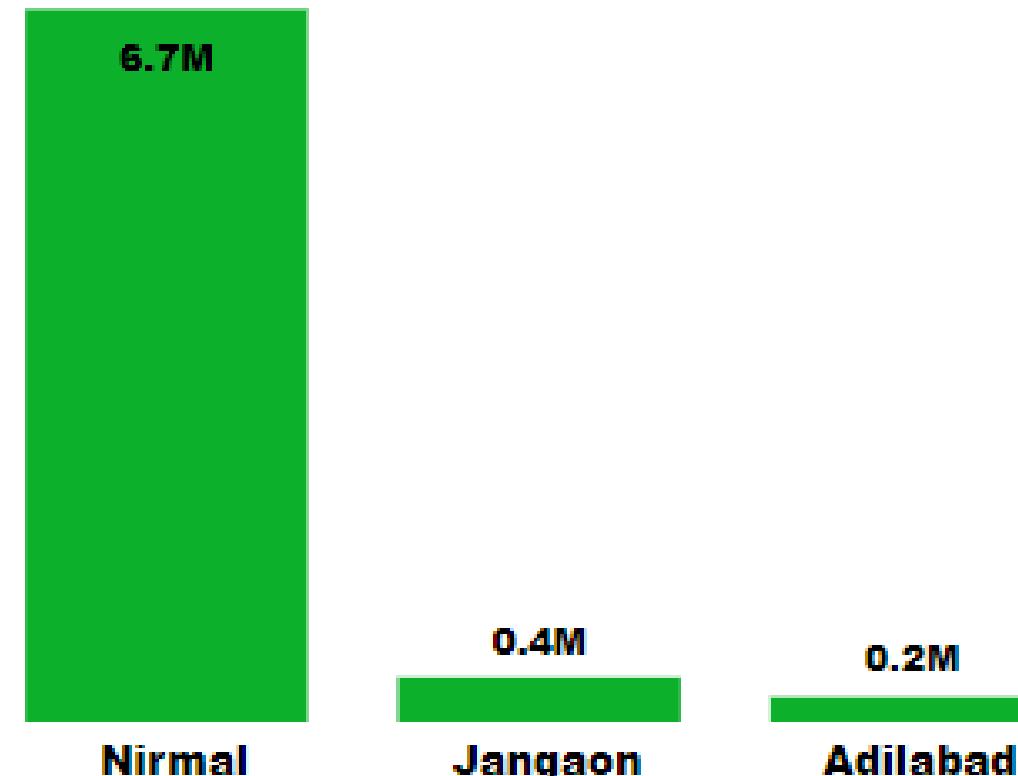
Q5. SHOW THE TOP & BOTTOM 3 DISTRICTS WITH HIGH DOMESTIC TO FOREIGN TOURIST RATIO?

INSIGHTS

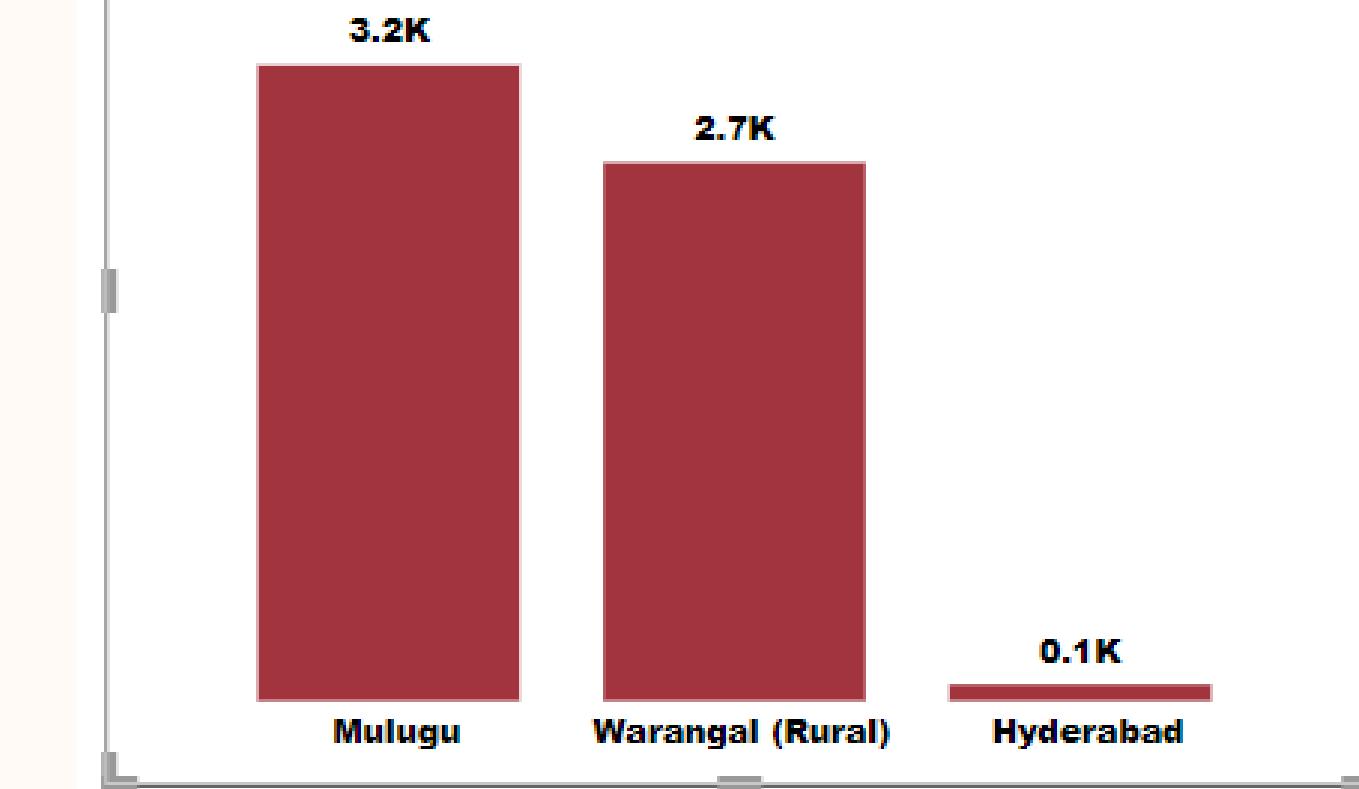
DOMESTIC TO FOREIGN VISITOR RATIO MEANS THAT THE PLACE IS MORE FAMOUS WITH DOMESTIC VISITORS COMPARED TO FOREIGN VISITORS

NIRMAL, JANGAON AND ADILABAD ARE MORE POPULAR WITH DOMESTIC VISITORS

Top 3 Districts with High Domestic to Foreign Visitors Ratio



Bottom 3 Districts with Low Domestic to Foreign Visitors Ratio



HYDERABAD, WARANGAL (RURAL) AND MULUGU ARE MORE POPULAR AMONG FOREIGN TOURISTS AS COMPARED TO DOMESTIC VISITORS

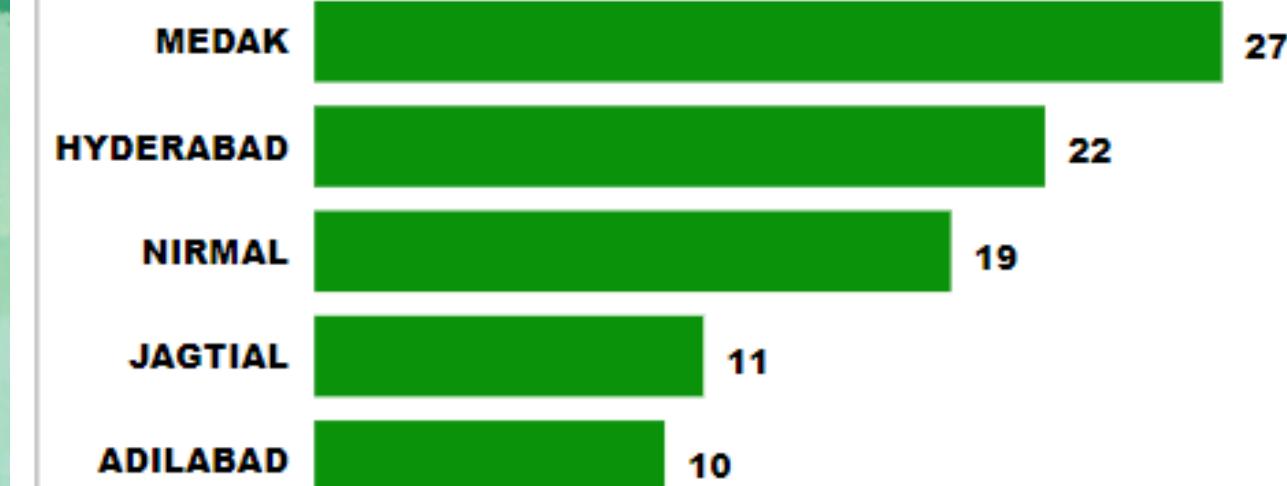
Q6. LIST THE TOP & BOTTOM 5 DISTRICTS BASED ON 'POPULATION TO TOURIST FOOTFALL RATIO*' RATIO IN 2019? (" RATIO: TOTAL VISITORS / TOTAL RESIDENTSPOPULATION IN THE GIVEN YEAR)

INSIGHTS

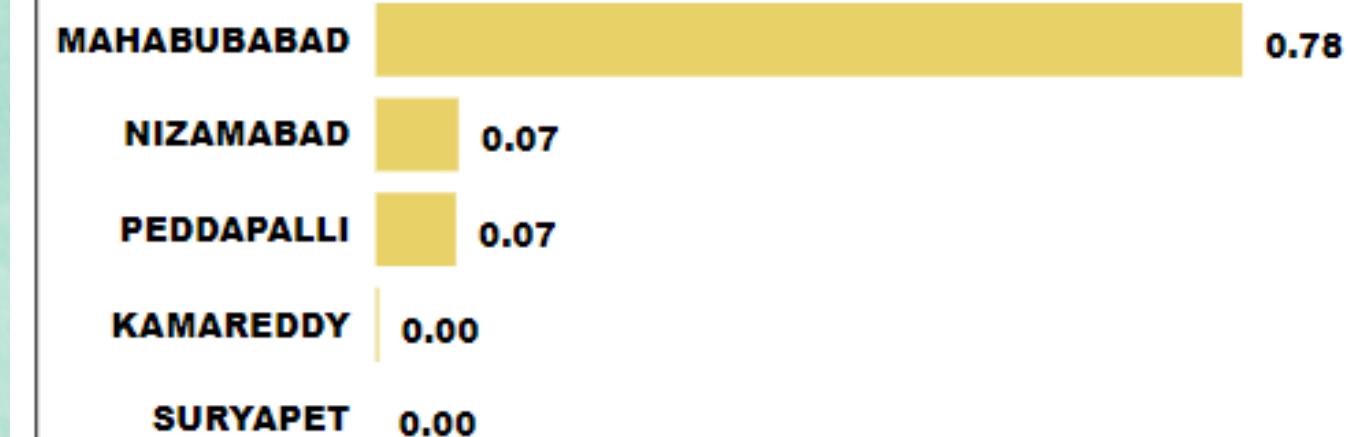
THE TOP 5 DISTRICTS BASED ON POPULATION TO TOURIST FOOTFALL RATIO IN 2019 ARE MEDAK, HYDERABAD, NIRMAL, JAGTIAL AND ADILABAD.

THE BOTTOM 5 DISTRICTS BASED ON POPULATION TO TOURIST FOOTFALL RATIO IN 2019 ARE MAHABUBABAD, NIZAMABAD, PEDDAPALLI, KAMAREDDY AND SURYAPET

Top 5 Population_to_Resident_footfall_ratio by Districts

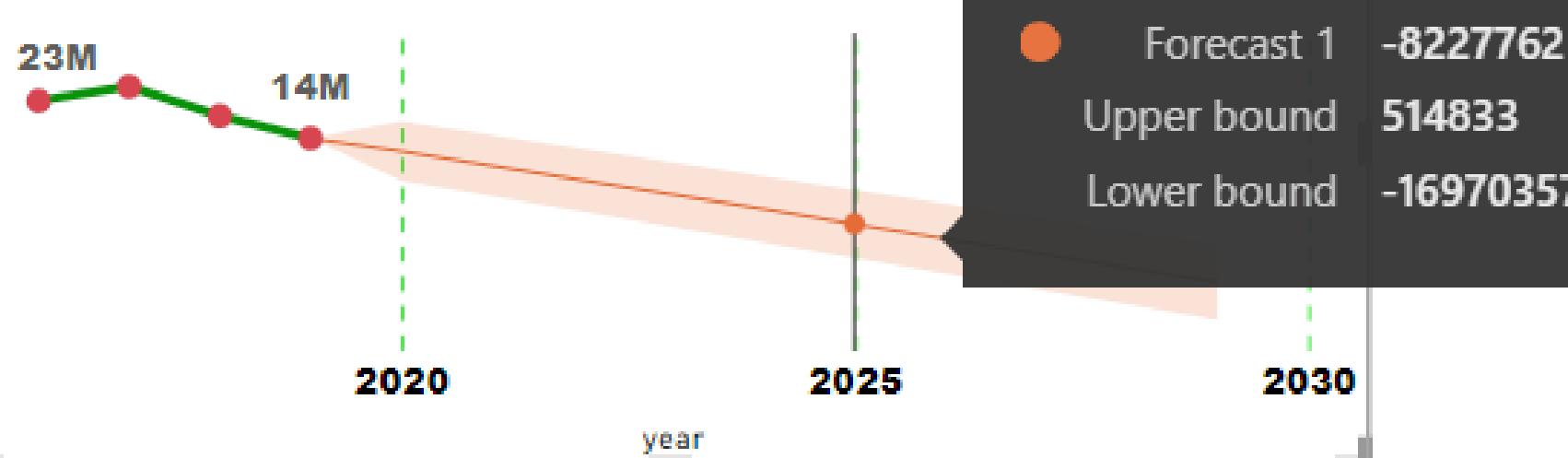


Bottom 5 Population_to_Resident_footfall_ratio by Districts



7. WHAT WILL BE THE PROJECTED NUMBER OF DOMESTIC AND FOREIGN TOURISTS IN HYDERABAD IN 2025 BASED ON THE GROWTH RATE FROM PREVIOUS YEARS?

Forecasted Domestic Tourist for Hyderabad in 2025



Forecasted Foreign Tourist for Hyderabad in 2025

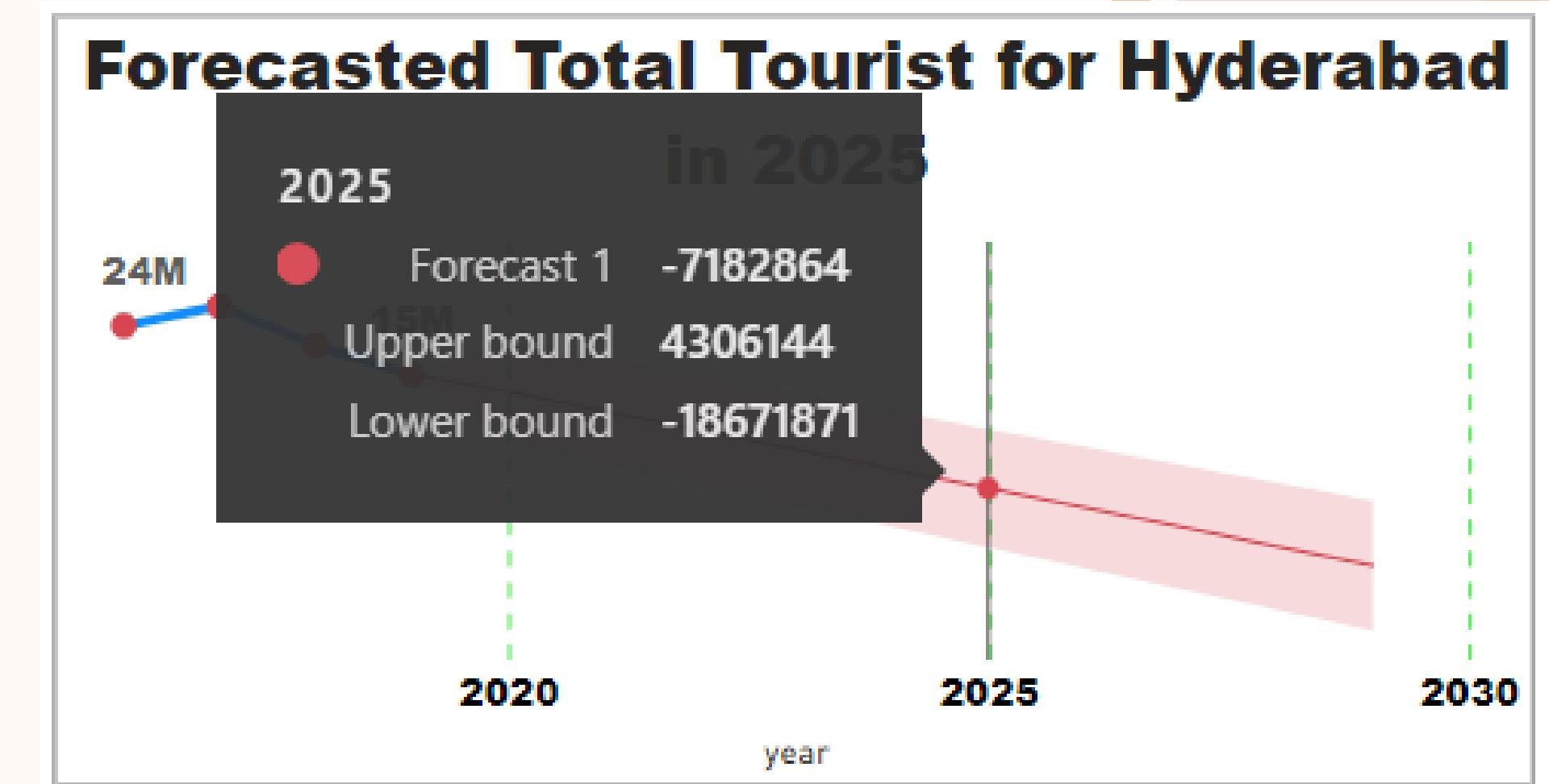


INSIGHTS

- AS WE CAN SEE FROM THE ABOVE GRAPH THAT THE DOMESTIC VISITORS IN THE CITY OF HYDERABAD ARE DECREASING FROM THE YEAR 2017 AND THE ESTIMATED VISITORS IN 2025 WILL BE APPROXIMATELY 82.3K MILLION WITH 95% CONFIDENCE INTERVAL.
- THE FOREIGN VISITORS VISITING CITY OF HYDERABAD ARE INCREASING AND THE ESTIMATED VISITORS IN THE 2025 WILL BE APPROXIMATELY 6.4K WITH 95% CONFIDENCE INTERVAL.

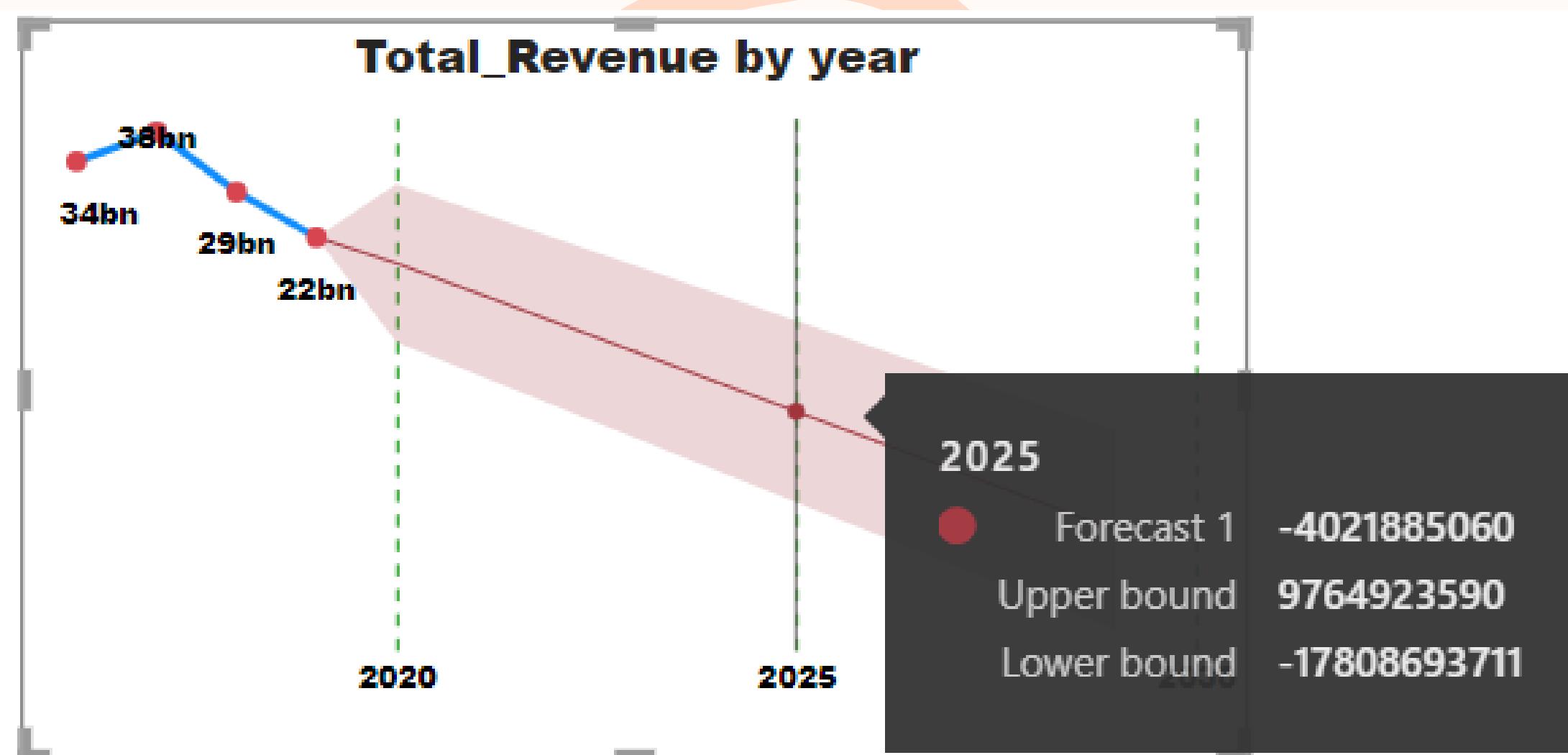
INSIGHTS

HYBEARABAD CITY CAN EXPECT APPROX 71K TOURISTS WITH CONFIDENCE INTERVAL OF 99% IN THE YEAR 2025.



Q8. 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



- THE PROJECTED TOTAL REVENUE FORECAST BASED ON AVERAGE SPEND PER TOURIST FOR HYDERABAD CITY IN 2025 IS APPROX 4.02 BILLION
- THE FORECAST LINE SHOWS THAT THERE IS A CONTINUOUS DECLINE IN THE REVENUE.

Q9. DISTRICTS WITH HIGHEST POTENTIAL

A. WHICH DISTRICTS HAS THE HIGHEST POTENTIAL FOR TOURISM GROWTH AND WHAT ACTIONS GOVERNMENT CAN TAKE?

- **DEVELOP INFRASTRUCTURE:** THE GOVERNMENT SHOULD DEVELOP THE NECESSARY INFRASTRUCTURE LIKE AIRPORTS, RAILWAYS, HIGHWAYS, AND TOURIST-FRIENDLY PUBLIC TRANSPORT, INCLUDING SIGNAGE IN ENGLISH. THIS WILL MAKE IT EASIER FOR FOREIGNERS TO TRAVEL TO AND AROUND TELANGANA.
- **PROMOTE ECO-TOURISM:** TELANGANA IS HOME TO SEVERAL NATIONAL PARKS, WILDLIFE SANCTUARIES, AND FOREST RESERVES THAT ARE PERFECT FOR ECO-TOURISM. THE GOVERNMENT SHOULD PROMOTE ECO-TOURISM BY PROVIDING FACILITIES LIKE NATURE TRAILS, BIRD WATCHING, AND TREKKING.
- **ENCOURAGE HOMESTAYS AND LOCAL EXPERIENCES:** TO GIVE TOURISTS AN AUTHENTIC EXPERIENCE, THE GOVERNMENT SHOULD ENCOURAGE HOMESTAYS AND LOCAL EXPERIENCES. THIS WILL GIVE TOURISTS A CHANCE TO INTERACT WITH THE LOCALS AND UNDERSTAND THEIR CULTURE AND WAY OF LIFE.
- **DEVELOP ADVENTURE TOURISM:** TELANGANA HAS SEVERAL ADVENTURE ACTIVITIES LIKE TREKKING, RAPPELLING, ROCK CLIMBING, AND WATER SPORTS. THE GOVERNMENT SHOULD DEVELOP ADVENTURE TOURISM BY PROVIDING THE NECESSARY INFRASTRUCTURE AND SAFETY MEASURES.

- **FOOD FESTIVALS:** TELANGANA IS KNOWN FOR ITS DELICIOUS CUISINE, AND ORGANIZING FOOD FESTIVALS SHOWCASING THE LOCAL DELICACIES CAN ATTRACT FOODIES FROM ALL OVER THE WORLD.
- **SPORTS EVENTS:** ORGANIZING SPORTS EVENTS LIKE MARATHONS, CRICKET OR FOOTBALL MATCHES, AND ADVENTURE SPORTS COMPETITIONS CAN ATTRACT SPORTS ENTHUSIASTS.
- **HERITAGE WALKS:** TELANGANA HAS A RICH HISTORY AND CULTURAL HERITAGE. CONDUCTING HERITAGE WALKS IN DISTRICTS LIKE WARANGAL, NIZAMABAD, AND KARIMNAGAR CAN ATTRACT HISTORY BUFFS AND TOURISTS INTERESTED IN ARCHITECTURE.
- **LITERARY FESTIVALS:** TELUGU IS THE OFFICIAL LANGUAGE OF TELANGANA, AND ORGANIZING LITERARY FESTIVALS CAN ATTRACT BOOK LOVERS AND LITERATURE ENTHUSIASTS FROM ACROSS THE COUNTRY.
- **FASHION SHOWS:** HYDERABAD HAS A BUDDING FASHION INDUSTRY, AND ORGANIZING FASHION SHOWS CAN ATTRACT FASHIONISTAS AND DESIGNERS FROM ACROSS THE WORLD.

Q10. CULTURAL / CORPORATE EVENTS TO BOOST TOURISM

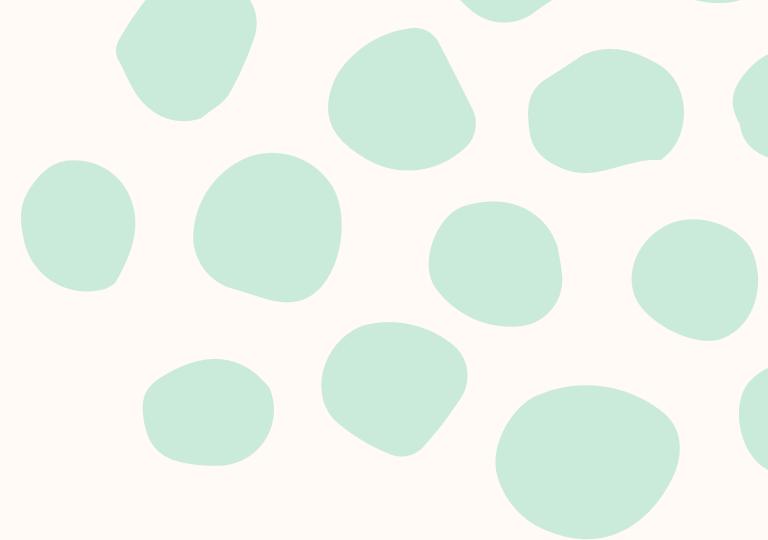
- A. WHAT KIND OF EVENTS THE GOVERNMENT CAN CONDUCT?**
- B. WHICH MONTH(S)?**
- C. WHICH DISTRICTS?**

THE TELANGANA GOVERNMENT CAN DO THESE KINDS OF CULTURAL/ CORPORATE EVENTS TO BOOST TOURISM -

CULTURAL EVENTS LIKE FESTIVALS, EXHIBITIONS, FAIRS, MUSIC CONCERTS, ART EXHIBITIONS AND GALLERIES, THEATRE AND DANCE PERFORMANCES AND CORPORATE EVENTS LIKE CONFERENCES AND SEMINARS, TRADE SHOWS AND EXHIBITIONS, PRODUCT LAUNCHES AND CHARITY EVENTS

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- **FASHION SHOWS:** HYDERABAD HAS A BUDDING FASHION INDUSTRY, AND ORGANIZING FASHION SHOWS CAN ATTRACT FASHIONISTAS AND DESIGNERS FROM ACROSS THE WORLD.
- **FILM FESTIVALS:** TELUGU CINEMA IS A MAJOR ATTRACTION FOR TOURISTS, AND ORGANIZING FILM FESTIVALS CAN ATTRACT MOVIE BUFFS FROM ACROSS THE WORLD.
- **SCIENCE AND TECHNOLOGY EXHIBITIONS:** HYDERABAD IS KNOWN AS THE 'GENOME VALLEY OF INDIA,' AND ORGANIZING SCIENCE AND TECHNOLOGY EXHIBITIONS CAN ATTRACT STUDENTS, RESEARCHERS, AND TECHNOLOGY ENTHUSIASTS.
- **THE GOVERNMENT CAN COLLABORATE WITH LOCAL BUSINESSES, EVENT ORGANIZERS, AND TOURISM BOARDS TO MAKE THESE EVENTS SUCCESSFUL.** BY ORGANIZING SUCH EVENTS IN DIFFERENT PARTS OF THE STATE THROUGHOUT THE YEAR, THE TELANGANA GOVERNMENT CAN ATTRACT TOURISTS AND BOOST THE STATE'S ECONOMY.



B. IF TALKING ABOUT HYDERABAD THE DOMESTIC TOURISMS IS AT PEAK IN THE MONTH OF JUNE AND DECEMBER, IT MAY BE DUE TO SUMMER AND WINTER VACATION OF SCHOOLS AND COMING TO FOREIGN TOURISMS DECEMBER, JANUARY AND FEBRUARY ARE PEAK MONTHS MAY BE DUE TO THANKS GIVING, CHRISTMAS AND NEW YEAR EVE.

C. HYDERABAD FOLLOWED BY RAJANNA SIRCILLA AND WRANGAL.

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 AND HYDERABAD ARE POPULAR DESTINATIONS FOR BUSINESS TOURISM DUE TO THEIR INFRASTRUCTURE, LOCATION, AND INVESTOR-FRIENDLY POLICIES.
- DUBAI HAS A DIVERSE ECONOMY WITH INDUSTRIES LIKE FINANCE, TRADE, TOURISM, AND LOGISTICS, WHILE HYDERABAD HAS PRIMARILY FOCUSED ON DEVELOPING ITS IT INDUSTRY.
- HYDERABAD NEEDS TO DIVERSIFY ITS ECONOMY BY ENCOURAGING OTHER INDUSTRIES TO INVEST IN THE CITY TO EMULATE DUBAI'S MODEL.
- DUBAI'S TAX-FREE BUSINESS ZONE HAS BEEN A SIGNIFICANT INCENTIVE FOR COMPANIES, AND HYDERABAD COULD CONSIDER IMPLEMENTING SIMILAR TAX INCENTIVES TO ATTRACT BUSINESSES.
- DUBAI HAS INVESTED HEAVILY IN ITS INFRASTRUCTURE, INCLUDING WORLD-CLASS AIRPORTS, PORTS, AND ROAD NETWORKS, AND HYDERABAD HAS ALSO MADE SIGNIFICANT PROGRESS IN THIS AREA.
- DUBAI HAS A HIGHLY SKILLED WORKFORCE, AND HYDERABAD COULD ALSO CONSIDER ATTRACTING FOREIGN TALENT TO MEET THE DEMAND FOR SKILLED LABOR.
- HYDERABAD HAS THE POTENTIAL TO BECOME A BUSINESS HUB LIKE DUBAI BUT WILL REQUIRE A CONCERTED EFFORT TO DIVERSIFY ITS ECONOMY, IMPROVE INFRASTRUCTURE, AND IMPLEMENT INVESTOR-FRIENDLY POLICIES.
- IF HYDERABAD CAN SUCCESSFULLY IMPLEMENT THESE STRATEGIES, IT COULD EMERGE AS A MAJOR BUSINESS HUB IN THE REGION AND ATTRACT SIGNIFICANT BUSINESS TOURISM.

12. PROVIDE ALL OTHER RECOMMENDATIONS THAT CAN BOOST THE TELANGANA TOURISM, PARTICULARLY HYDERABAD.

- **COLLABORATE WITH THE PRIVATE SECTOR:** THE GOVERNMENT COULD WORK WITH PRIVATE SECTOR PLAYERS TO DEVELOP NEW TOURISM INFRASTRUCTURE SUCH AS HOTELS, RESTAURANTS, AND TRANSPORTATION SERVICES. THIS COULD HELP CREATE NEW TOURISM PRODUCTS AND ATTRACT MORE VISITORS TO THE STATE.
- **LEVERAGE DIGITAL MARKETING:** THE TOURISM DEPARTMENT COULD LEVERAGE DIGITAL MARKETING CHANNELS TO PROMOTE TELANGANA'S TOURISM OFFERINGS TO POTENTIAL VISITORS. THIS COULD INCLUDE SOCIAL MEDIA, SEARCH ENGINE MARKETING, AND EMAIL MARKETING.
- **IMPROVE TOURISM INFRASTRUCTURE:** THE STATE GOVERNMENT COULD FOCUS ON IMPROVING TOURISM INFRASTRUCTURE SUCH AS ROADS, AIRPORTS, AND PUBLIC TRANSPORTATION SYSTEMS. THIS COULD MAKE IT EASIER FOR VISITORS TO ACCESS DIFFERENT PARTS OF THE STATE AND IMPROVE THEIR OVERALL EXPERIENCE.
- **TRAIN TOURISM PROFESSIONALS:** THE STATE GOVERNMENT COULD INVEST IN TRAINING PROGRAMS FOR TOURISM PROFESSIONALS, INCLUDING TOUR GUIDES, HOTEL STAFF, AND TRANSPORT PROVIDERS. THIS COULD HELP IMPROVE THE QUALITY OF SERVICE PROVIDED TO TOURISTS AND ENHANCE THEIR EXPERIENCE.
- **ENCOURAGE SUSTAINABLE TOURISM:** THE GOVERNMENT COULD PROMOTE SUSTAINABLE TOURISM PRACTICES, SUCH AS REDUCING WASTE AND PROMOTING ECO-FRIENDLY ACTIVITIES. THIS COULD HELP PRESERVE THE STATE'S NATURAL RESOURCES FOR FUTURE GENERATIONS WHILE ALSO ATTRACTING VISITORS WHO ARE INTERESTED IN SUSTAINABLE TRAVEL.

FOCUS ON SAFETY AND SECURITY: THE GOVERNMENT COULD FOCUS ON ENSURING THE SAFETY AND SECURITY OF TOURISTS BY PROVIDING ADEQUATE SECURITY MEASURES AND IMPLEMENTING SAFETY GUIDELINES IN TOURIST AREAS.

Thank
you!



Aalmeen Khan
Data Scientist/Data Analyst

