

INSIGHTS FOR TELANGANA TOURISM

DOMAIN:TOURISM

CREATED BY: SANG LU (SANDRA)

AGENDA

 About Telangana

 Procedure and Objectives

 Preliminary Research

 Secondary Research

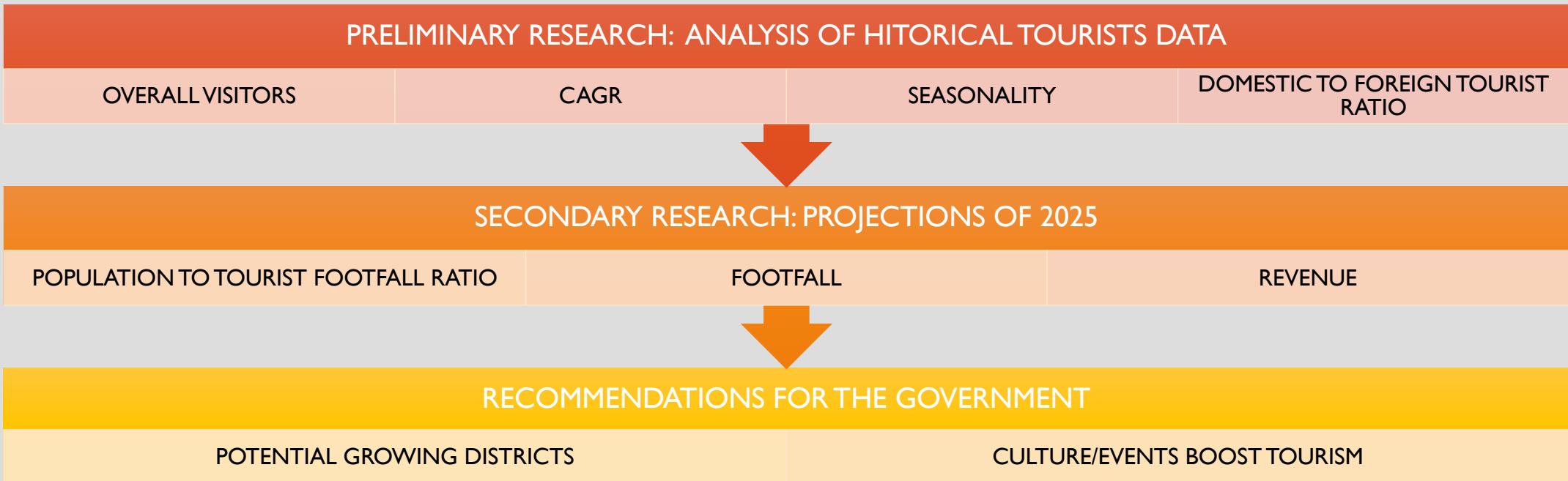
 Recommendations

ABOUT TELANGANA

Telangana, the 29th and youngest state of India, formally recognized on June 2, 2014 is a treasure trove of tourist destinations. Telangana is known for its hospitality and multicultural and pluralistic society. Hyderabad, the capital city of this state is the fifth largest city in India and home to some of India's best educational institutions, public sector and defense companies and a thriving global services sector and film industry and known for its world famous Hyderabadi Biryani.

Telangana apart from the historical perspective of various dynastic and regional and cultural influences offers its visitors a plethora of places of pristine natural beauty. With serene lakes, verdant woods, rocky regions, abundant wildlife, flora and fauna, elaborately carved temples, magnificent palaces and forts reflecting architectural blends of Hindu, Pathan and Persian styles. The artistic temper of the local people finds expression in the varied art forms of the different tribes and regions of Telangana in paintings, handicrafts in wood and metal and textile of International repute.

PROCEDURE



OBJECTIVES

1

Give an overview of tourism in Telangana through analyzing the domestic and foreign visitors in the past years (2016-2019).

2

Evaluate the potential growth possibility of tourism and identify the highest potential districts.

3

Brainstorm actionable strategies to support Telangana boost tourism.



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)

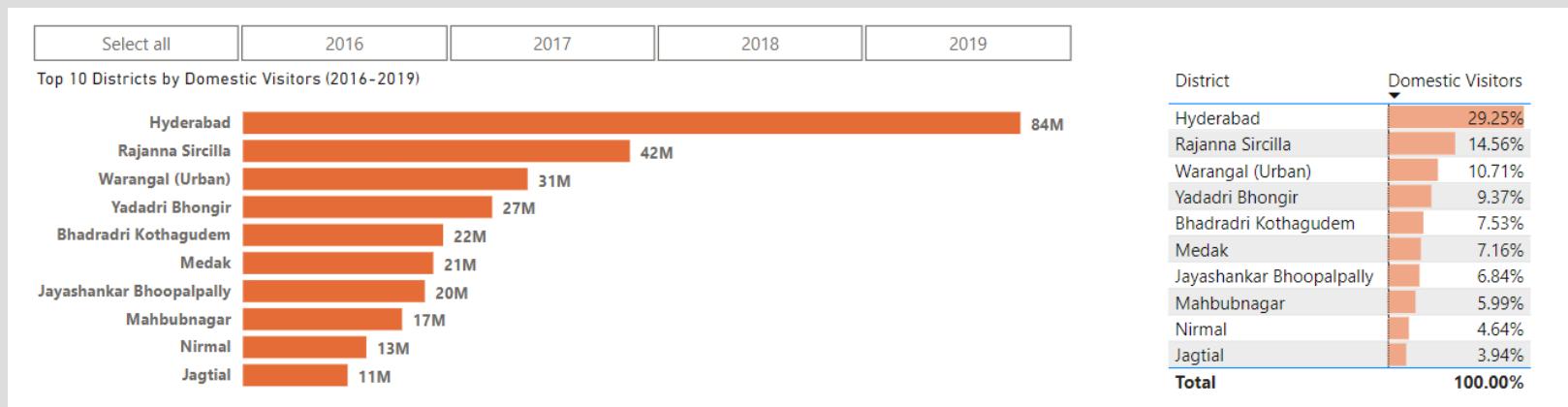
3. List down the bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)?
(Insight: Districts that are declining)

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)

PRELIMINARY RESEARCH

TOP 10 DISTRICTS THAT HAVE THE HIGHEST NUMBER OF DOMESTIC VISITORS OVERALL (2016-2019)



Insights:

- Hyderabad has the highest number of domestic visitors (**84 Million**) from 2016 to 2019, followed by Rajanna Sircilla and Warangal (Urban) with 42 Million and 31 Million. Hyderabad covers **29.25%** domestic visitors of top 10 districts.
- Hyderabad, as the capital of Telangana, has rich history, diverse culture, abundant food and impressive historical monuments and palaces, which attracts numerous domestic visitors.

TOP 3 DISTRICTS BASED ON COMPOUNDED ANNUAL GROWTH RATE (CAGR) OF VISITORS BETWEEN (2016-2019)

Domestic Visitors	
Districts	CAGR
Mancherial	225.80%
Warangal (Rural)	163.15%
Bhadradri Kothagudem	143.39%

Foreign Visitors	
district	CAGR
Nagarkurnool	90.03%
Jogulamba Gadwal	87.16%
Hyderabad	24.96%

Insights:

- **Mancherial and Nagarkurnool** has the highest CAGR of domestic visitors (**225.8%**) and foreign visitors (**90.03%**) between 2016-2019.
- It indicates that these districts have a strong potential to attract visitors and develop the tourism.

$$\text{CAGR} = \left(\frac{V_{Ending}}{V_{beginning}} \right)^{\frac{1}{t}} - 1$$

- CAGR is calculated to measure the annualized rate of growth across a given time period.
- A positive CAGR indicates that the visitors were increasing smoothly over the given period of time; on the other hand, a negative CAGR indicates that the visitors were decreasing gradually.

BOTTOM 3 DISTRICTS BASED ON COMPOUNDED ANNUAL GROWTH RATE (CAGR) OF VISITORS BETWEEN (2016-2019)

Domestic Visitors

District	CAGR
Karimnagar	-79.63%
Nalgonda	-71.13%
Warangal (Urban)	-58.86%

Foreign Visitors

District	CAGR
Jangaon	-100.00%
Mahbubnagar	-20.27%
Jayashankar Bhoopalpally	-19.42%

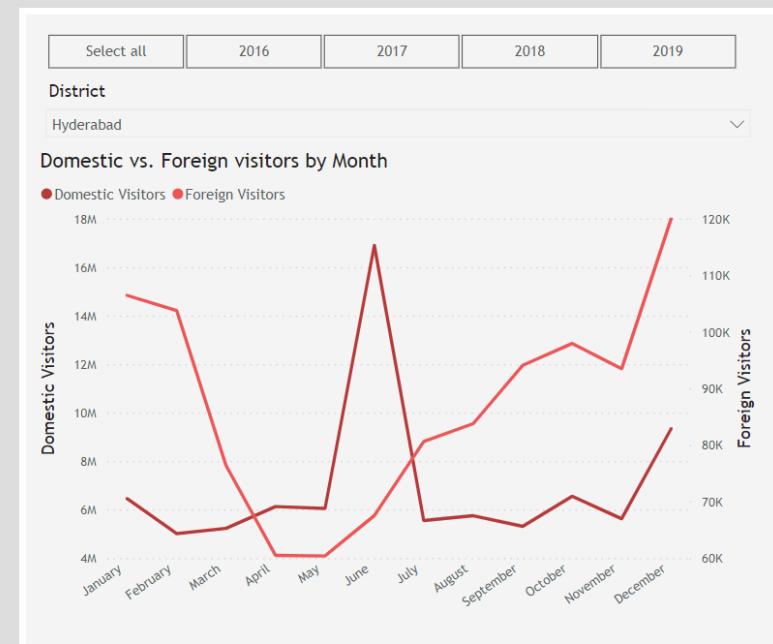
Insights:

- Karimnagar and Jangaon has the lowest CAGR of domestic visitors (-79.63%) and foreign visitors (-100%) between 2016 – 2019.
- This indicates that these districts are declining and have a poor performance on attracting visitors.
- The reason could be lack of infrastructure, poor tourism initiatives, bad accessibility.

WHAT ARE THE PEAK AND LOW SEASONS MONTHS FOR HYDERABAD BASED ON THE DATA FROM 2016-2019 FOR HYDERABAD DISTRICT?

Insights:

- June and December are two peak seasons months for Hyderabad's domestic visitors and foreign visitors separately.
- February, April and May are three low seasons months for Hyderabad's domestic visitors and foreign visitors separately.



INSIGHTS FOR PEAK AND LOW SEASONS MONTHS FOR HYDERABAD DISTRICT BETWEEN 2016 - 2019

- Holidays have positive effect on tourism of Hyderabad.

For example, Hyderabad has a significant Christian community, and Christmas is celebrated with beautiful decorations, carol singing, and midnight masses. Therefore, there are many foreign visitors in December.

- Climate condition decides the best time to visit Hyderabad.

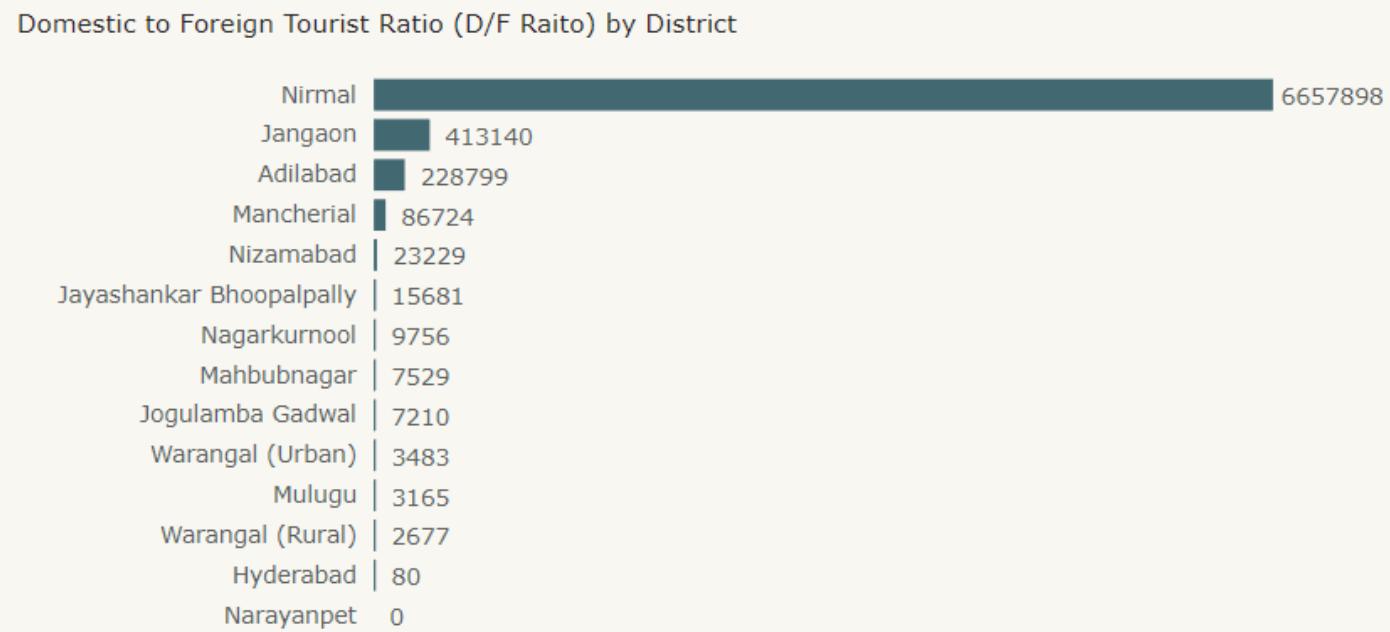
The winter season in Hyderabad begins from November and ends till February. And April and May are the hottest months of the year. Until June, packed with heavy rains and strong wind, Hyderabad is cool enough for domestic visitors to travel.

- Several special festivals attract many visitors to Hyderabad.

A few of traditional festivals falls on June, such as bonalu, Rath Yatra, Eid-ul-Fitr, to celebrate with beautiful decorations, carol singing and praying.



TOP AND BOTTOM 3 DISTRICTS WITH HIGH DOMESTIC TO FOREIGN TOURIST RATIO



Insights:

- **Nirmal, Jangaon, Adilabad** are top 3 districts with highest domestic-to-foreign ratio.
- **Narayanpet, Hyderabad, Warangai (Rural)** are bottom 3 districts with lowest domestic-to-foreign ratio.
- Higher domestic-to-foreign ratio identify districts that are more attractive for domestic visitors; lower domestic-to-foreign identify districts that are more attractive for foreign visitors.

INSIGHTS FOR TOP AND BOTTOM 3 DISTRICTS WITH HIGH DOMESTIC TO FOREIGN TOURIST RATIO

- **Strength city infrastructure to improve accessibility and connectivity.**

Hyderabad as a major metropolitan city in Telangana, offers modern infrastructure including international airports, well-developed road networks, and a wide range of accommodation options, which makes it more accessible to both domestic and foreign tourists.

- **Promote characteristic monuments to enhance international attractiveness.**

A series of internationally renowned historical sites and cultural heritage with iconic landmarks attract history enthusiasts and culture seekers from around the world, such as Charminar and Golconda Fort in Hyderabad, Thousand Pillar Temple in Warangal, Kuntala Waterfall in Mulugu, etc.

- **Spread local cultural events and festivals and deliver vibrant experience for visitors.**

Hyderabad hosts several cultural events like music festivals and art exhibitions through the year, contributing to its vibrant atmosphere and attracting tourists interested in such experiences.



SECONDARY RESEARCH

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?

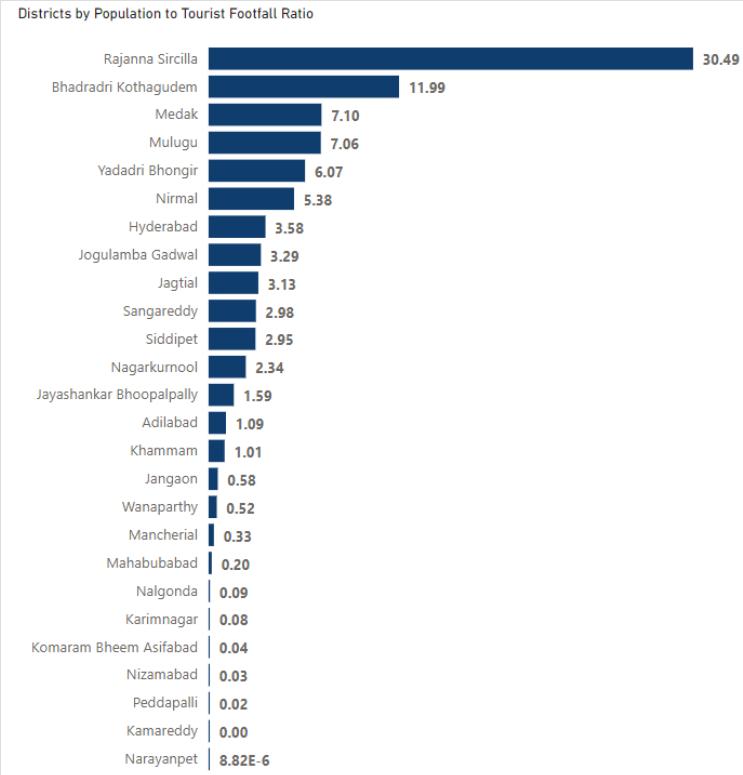
(Insight: Better estimate of incoming tourists count so that government can plan the infrastructure better)

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.

TOP AND BOTTOM 5 DISTRICTS BASED ON POPULATION TO TOURIST FOOTFALL RATIO IN 2019



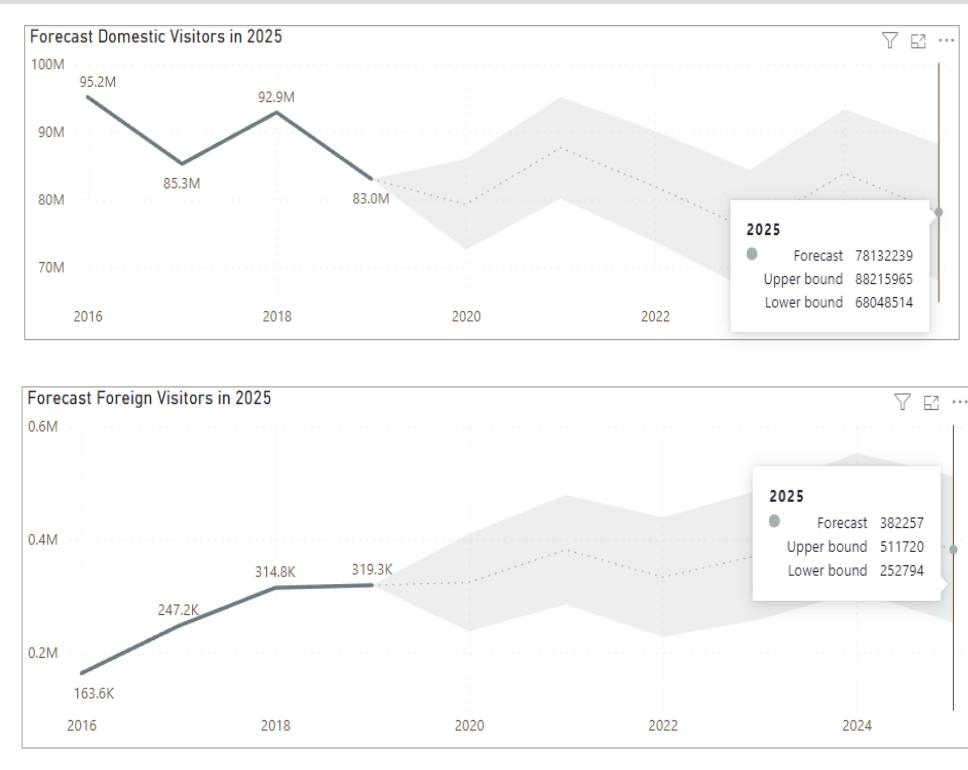
Insights:

- **Rajanna Sircilla** has the highest Population Tourist Footfall ratio (**30.49**) followed by Bhadravati, Medak, Mulugu, and Yadadri. These districts make full use of capacity to absorb tourists.
- **Kamareddy** and **Narayanpet**, and all these districts have **less than one footfall ratio**, which means they still have the capacity to accommodate more tourists.

Population to Tourist Footfall Ratio = Total Visitors / Total Residents Population

- The Population to Tourist Footfall ratio is a measure of understanding the “stress” a visitor economy is placing on the residents.
- VR ratio less than one have additional capacity to welcome new visitors; ratio above 1.5 may have problems between visitors and resident community.

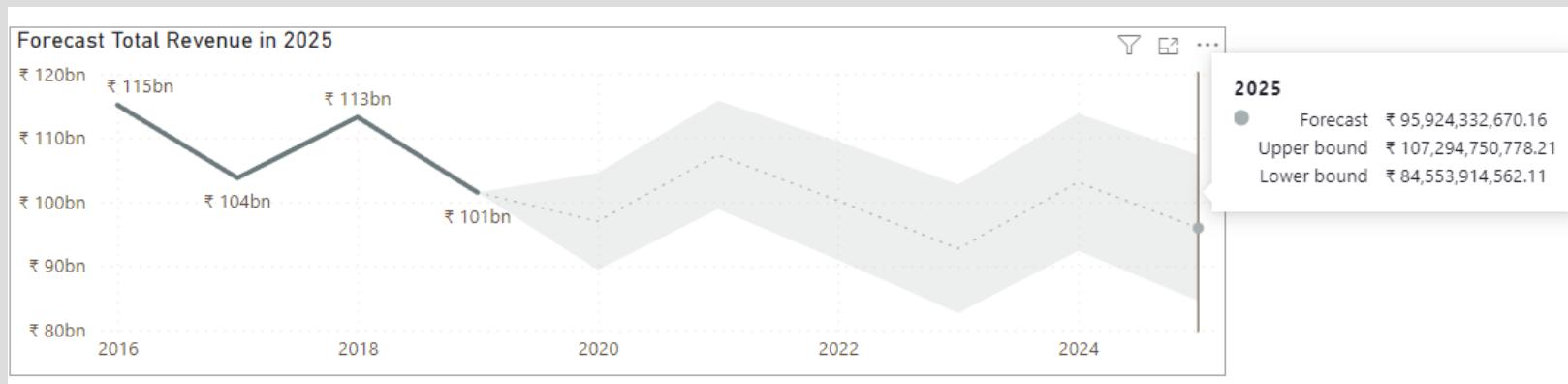
WHAT WILL BE THE PROJECTED NUMBER OF DOMESTIC AND FOREIGN TOURISTS IN HYDERABAD IN 2025 BASED ON THE GROWTH RATE FROM PREVIOUS YEARS?



Insights:

- In 2025, there will be expected **78.1 Million** domestic visitors and **38.2 Thousand** foreign visitors in Hyderabad.
- However, due to the COVID-19 pandemic, the projected number of tourists in 2025 may less than the expectation.

ESTIMATE THE PROJECTED REVENUE FOR HYDERABAD IN 2025



Insights:

- Based on the given data, the graph shows the trend of overall revenue generated by visitors for Hyderabad is decreasing.
- The projected revenue for Hyderabad in 2025 is **95.92 Billion INR**.



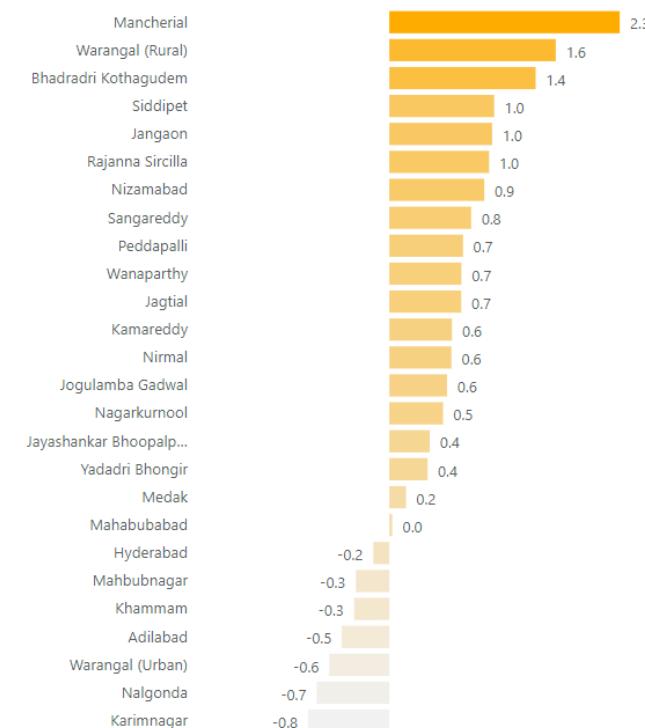
Recommendations that can be provided to the government

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.

RECOMMENDATIONS

WHICH DISTRICTS HAS THE HIGHEST POTENTIAL FOR TOURISM GROWTH?

Overall CAGR by Districts



Insights:

Based on overall CAGR, it can be inferred that

- Mancherial
- Warangal (Rural)
- Bhadravti Kothagudem

these districts have the highest potential for tourism growth.

However, Hyderabad, Rajanna Sircilla and Warangal (Urban) are still important for Telangana, bringing majority of tourists.

Mancherial

- Yellampalli reservoir
- Kawal Tiger Sanctuary
- Shivaram Wildlife Sanctuary
- Gundala Waterfalls
- Manchukondalu Waterfall
- Alugubanda
- Jannaram Deer Park
- Gandhari Garden



Warangal (Rural)

- Pakhal Lake
- Gangadevipalli Model Village
- Ekaveera Devi temple
- Padmakshi Temple
- Pakhal Wildlife Sanctuary
- Warangal Fort
- Thousand Pillars Temple



Bhadradri Kothagudem

- Bhadrachalam
- Parnasala
- Palvoncha Peddamma temple
- River Godavari
- Kinnerasani Wildlife Sanctuary
- Papikondalu
- Perantalapalli
- Kinnerasani Dam



WHAT ACTIONS GOVERNMENT CAN TAKE?



Launch comprehensive travel guide app for more convenient visitor journey.

A local travel guide app could provide services like destination suggestion, roadmap search, tickets booking, celebration notification, as well as attraction introduction. These activities altogether can make the tour convenient, meaningful and rewarding.



Publish compelling tourism promotional video and manuals to excite travelers.

Unlike some popular tourist destinations, Telangana's tourism need to amplify its limited recognition and invest more in marketing and promoting its unique attractions and culture to a global audience.



Build travel-friendly infrastructure to promote tourism.

In order to promote tourism, it is essential to construct integrated transport network within cities, organize taxi services, and promote use of cycling and walking. Also, it is necessary to design some road trips directly to the attractions.



Assign English-speaking staff or volunteers catering to foreign visitors.

While many people in urban areas speak English, tourists may face challenges in communicating with locals in some rural parts of Telangana, where the primary language is Telugu.

CULTURAL / CORPORATE EVENTS TO BOOST TOURISM

Telangana Heritage Festival: Celebrate the rich cultural heritage of Telangana by organizing a month-long festival featuring traditional music, dance performances, art exhibitions, and local crafts. This event could be held in Hyderabad, the capital city of Telangana, to attract both domestic and international tourists.

Bathukamma Festival: Held during September-October, the Bathukamma Festival is a floral celebration unique to Telangana. The government could organize a grand Bathukamma event in Karimnagar district, known for its vibrant celebrations, to promote cultural tourism.

Telangana Food and Cuisine Festival: Showcase the delectable traditional dishes of Telangana, like Hyderabadi Biryani and Telangana Ruchulu, in a food festival. This event could take place in the Nizamabad district, known for its culinary diversity, to attract food enthusiasts.

Bonalu Festival: Bonalu is a popular festival celebrated in various parts of Telangana to worship the goddess Mahakali. The government could host a spectacular Bonalu event in the Warangal district, famous for its religious and historical significance.

Telangana Folk Arts and Crafts Fair: Organize a fair dedicated to showcasing various traditional folk arts and crafts from different regions of Telangana. This event could be held in the Adilabad district, known for its vibrant tribal culture.

Telangana Adventure Week: Promote adventure tourism by organizing a week-long event featuring activities like trekking, rock climbing, and water sports. This event could be held in the picturesque district of Nalgonda, which offers a diverse terrain for outdoor activities.

DUBAI HAS MADE ITSELF A BUSINESS HUB AND ENJOYS MASSIVE BUSINESS TOURISM. CAN HYDERABAD EMULATE THE DUBAI MODE?

Dubai has become a global business and tourism hub due to several factors. To emulate Dubai's business model, Hyderabad still have a long way to take.

1

2

3

4

5

6

Strategic geographical location make it an ideal transit point for international trade and commerce.

World-Class infrastructure provide efficient logistics and transport systems facilitate seamless movement of goods and services.

Government implement **business-friendly policies**, providing a favorable environment for foreign visitors.

Dubai is a **significant financial center** with well-regulated banking sector, which makes Dubai a business hub.

Dubai has workforce consists of professionals from different countries, create a **multicultural city**.

Dubai's **modern amenities, world-class healthcare, education**, and recreational facilities make it an attractive destination for professionals and their families.

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

- **Promote culinary tourism through festivals and cooking workshops.**

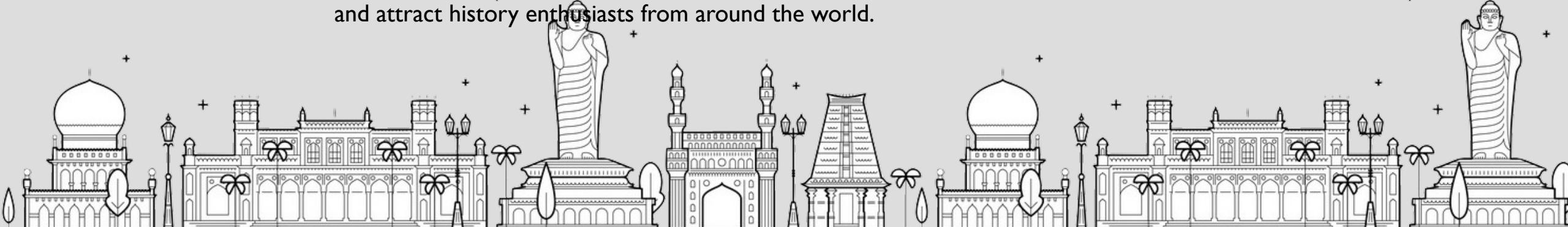
Leverage the fame of Hyderabad's unique culinary delights such as Biryani, Haleem, and Falooda. Organize food festivals and cooking workshops that allow tourists to indulge in authentic Hyderabadi flavors and learn how to prepare signature dishes.

- **Engaging in online presence with digital marketing strategy.**

Establish a strong digital marketing strategy to promote Hyderabad's tourism offerings. Utilize social media platforms, travel websites, and blogs to showcase the city's attractions, events, and activities.

- **Revitalize historical monuments with great preservation.**

Invest in the restoration and preservation of iconic landmarks like the Charminar, Golconda Fort, Qutb Shahi Tombs, and Chowmahalla Palace. These historical sites hold immense cultural significance and attract history enthusiasts from around the world.



THANK YOU!