



DATA DRIVEN TELANGANA TOURISM GROWTH

A Comprehensive Analysis of Real Tourism Data provided by Telangana Government

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MISSION STATEMENT

As an avid data enthusiast and proactive advocate of participatory governance, I serendipitously came across a LinkedIn post by Mr. Kalvakuntla Taraka Rama Rao / KTR Rao - Minister for IT, Industries and Municipal Administration, highlighting Telangana State Open Data Portal. This discovery immediately caught my attention, and upon exploring the portal, I realized the immense potential of the high-value datasets available within.

With a clear mission in mind, I aim to delve into this data treasure trove, uncover meaningful patterns, and conduct additional research to derive data-informed recommendations for the Telangana government. Through my expertise and data-driven insights, I aspire to contribute to their revenue enhancement and overall administrative effectiveness. I intend to showcase my analytical prowess and consulting acumen, ultimately propelling Telangana Tourism Growth.



DATASET EXPLANATION

You have two CSV files, one containing details of "Domestic_visitors" and other contains "Foreign_visitors" details.

Both the data sources contain the following fields

- **district:** The name of the district in Telangana
- **date:** The starting date of the month when tourist data was collected for the specified district
- **month:** The month for which the tourist data being reported.
- **year:** The year is in YYYY format.
- **visitors:** The number of domestic visitors visited the given district in Telangana during specified month and year.

domestic_visitors_2016.csv				
district	date	month	year	visitors
Adilabad	01-01-2016	January	2016	792136
Adilabad	01-02-2016	February	2016	937820
Adilabad	01-03-2016	March	2016	582946
Adilabad	01-04-2016	April	2016	341948
Adilabad	01-05-2016	May	2016	252887
Adilabad	01-06-2016	June	2016	368237
Adilabad	01-07-2016	July	2016	447562
Adilabad	01-08-2016	August	2016	614285
Adilabad	01-09-2016	September	2016	491279
Adilabad	01-10-2016	October	2016	94184
Adilabad	01-11-2016	November	2016	99148



ABOUT TELANGANA



- **Telangana is a state located in southern India.**
- **It was officially formed on June 2, 2014, as the 29th state of India.** Previously, it was a region within the larger state of Andhra Pradesh.
- **Telangana is a semi-arid area and has a predominantly hot and dry climate.**
- **The state is known for its diverse landscapes, encompassing everything from fertile plains to rolling hills, forests, and rivers.**
- **Hyderabadi cuisine and Kakatiya architecture from Telangana, are on the list of creativity UNESCO creative city of gastronomy and UNESCO World Heritage Site.**



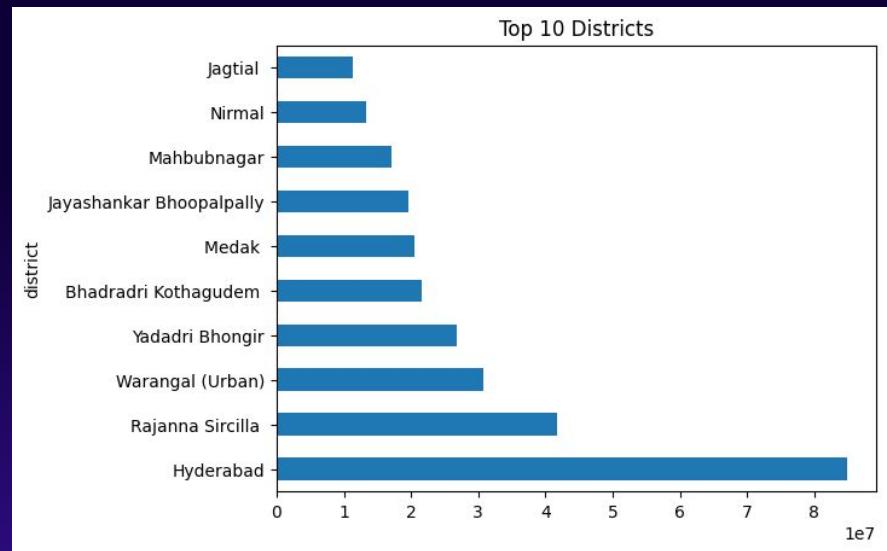
PRIMARY RESEARCH

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)





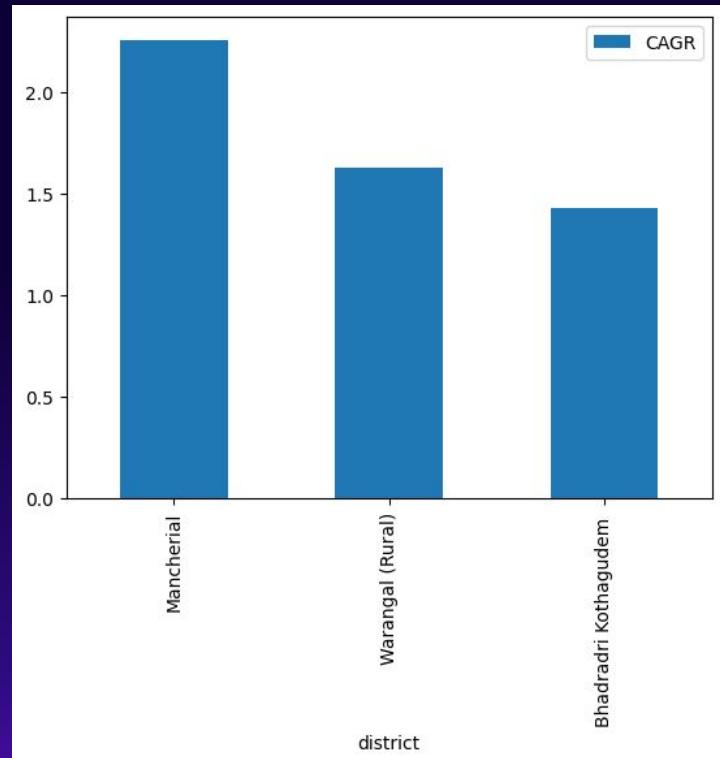
PRIMARY RESEARCH

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)





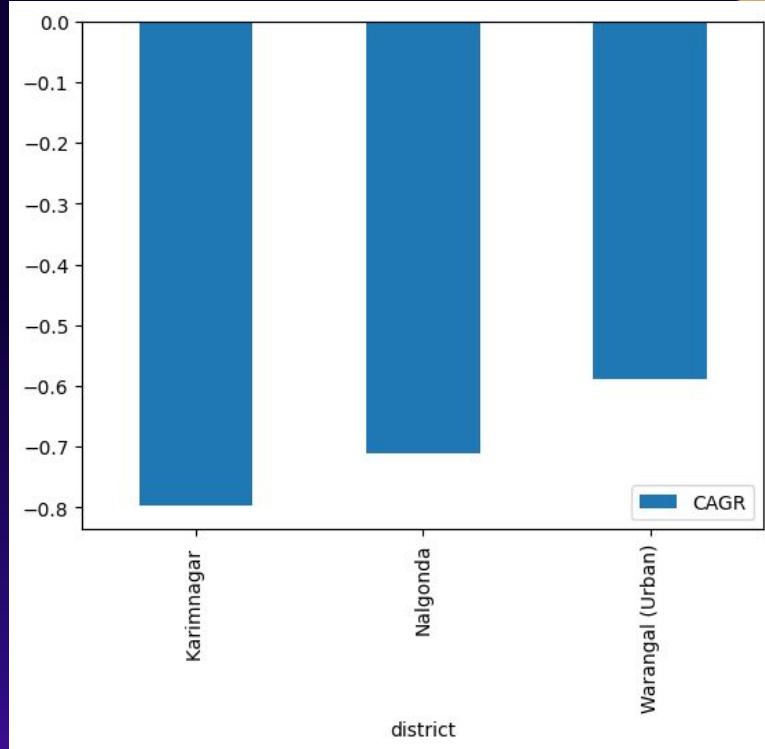
PRIMARY RESEARCH

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)

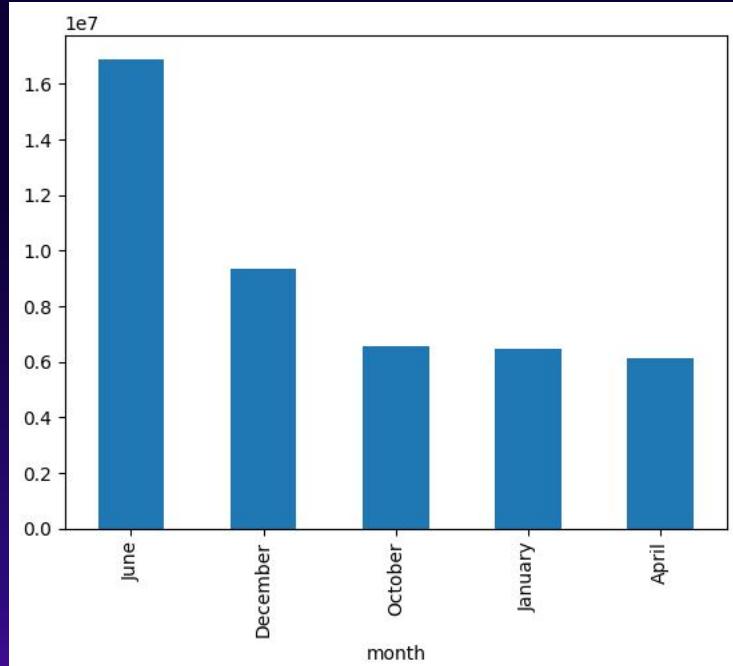




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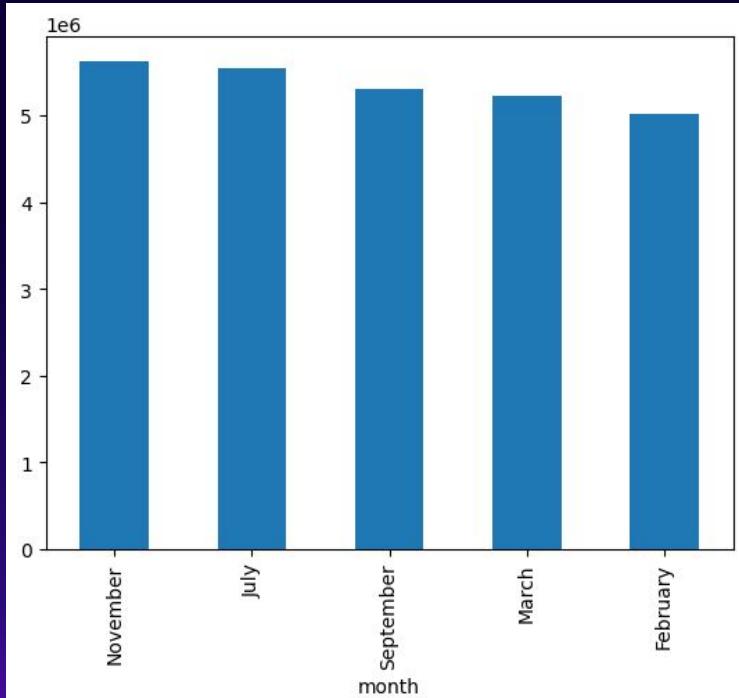




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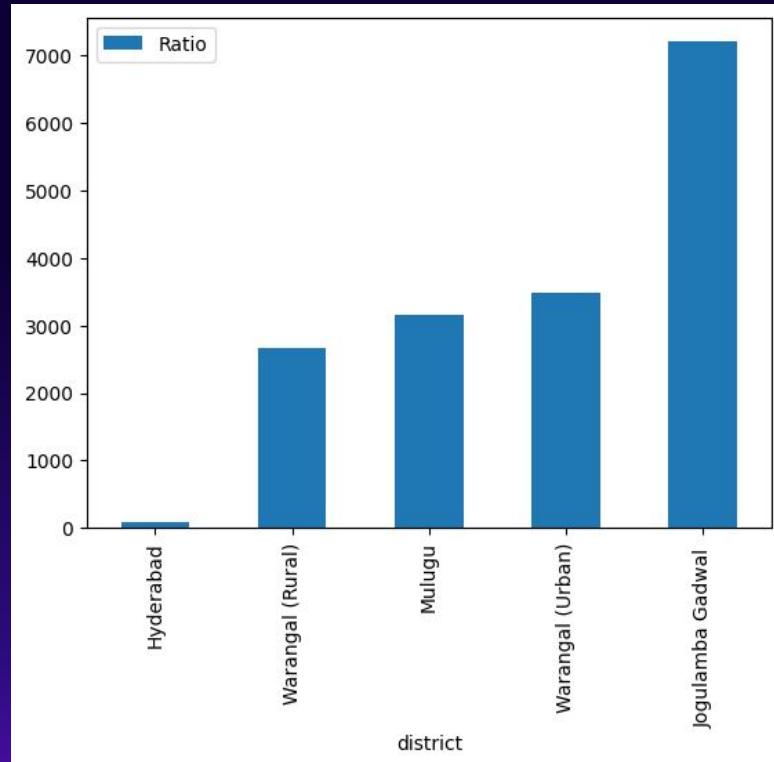
SECONDARY RESEARCH



1. Show the top & bottom 3 districts with high domestic to foreign tourist ratio?

(Insight: Government can learn from top districts & replicate the same to bottom districts which can improve the foreign visitors as foreign visitors will bring more revenue)

	district	foreign	domestic	Ratio
3	Warangal (Urban)	8821.0	30726603.0	3483.346899
4	Jogulamba Gadwal	945.0	6813340.0	7209.883598
5	Mahbubnagar	2282.0	17180118.0	7528.535495
6	Nagarkurnool	761.0	7424355.0	9756.051248
7	Jayashankar Bhoopalpally	1252.0	19632865.0	15681.202077



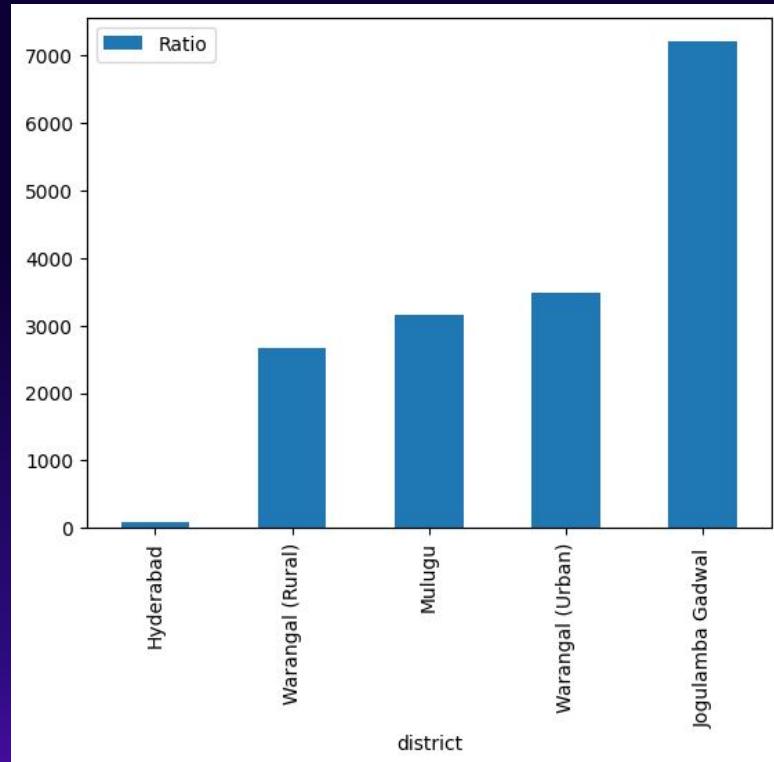
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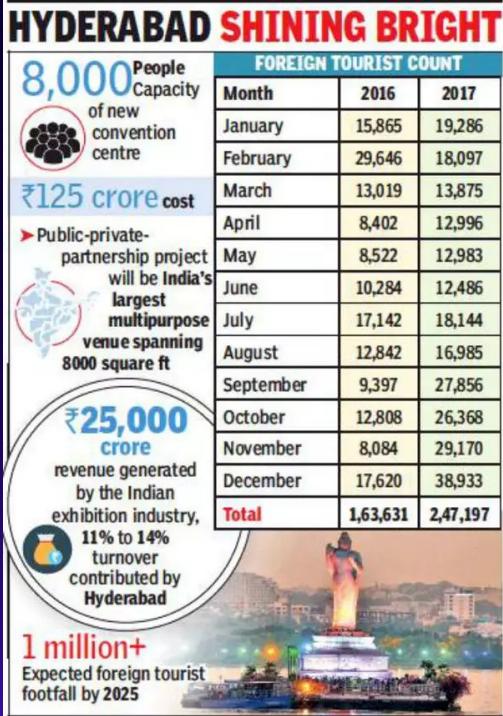
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SECONDARY RESEARCH



The rise in the number of meetings, incentives, conferences and exhibitions (MICE) in the city has led to an impressive growth spurt in footfall, with foreign tourist arrivals (FTAs) to Hyderabad recording a 76 per cent jump in 2017. The domestic tourist arrivals (DTAs) too shot up by 16 per cent last year.

As per statistics shared by the Telangana tourism department, 2017 ended on a high note with as many as 2.47 lakh foreign tourists visiting mana sheher, against 1.63 lakh who travelled to Hyderabad in 2016. Even domestic tourist arrivals rose from 2.33 crore in 2016 to 2.71 crore last year. Maximum tourist arrivals were recorded between September and December.



SECONDARY RESEARCH



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

Dubai has become a popular business hub and a major destination for business tourism due to its strategic location, world-class infrastructure, ease of doing business, and favorable tax policies. Hyderabad, on the other hand, has also made significant strides in recent years to attract businesses and investments.



SECONDARY RESEARCH



To emulate the Dubai model, Hyderabad will need to focus on several areas such as:

1. Infrastructure: Hyderabad needs to continue investing in its infrastructure to attract businesses and visitors. This includes developing new airports, improving the road and rail networks, and upgrading the existing infrastructure.

2. Business-friendly policies: Hyderabad can follow Dubai's example of implementing business-friendly policies to attract investments and promote entrepreneurship. The government can offer tax incentives, simplify regulations, and provide a conducive business environment to encourage startups.



SECONDARY RESEARCH



3. Marketing and promotion: Dubai has effectively marketed itself as a destination for business tourism through a well-coordinated marketing campaign that includes targeted advertising, events, and public relations. Hyderabad can also invest in promoting its business potential to attract investors and businesses.



4. Events and conferences: Dubai has been successful in attracting business travelers by hosting a wide range of international conferences and exhibitions. Hyderabad can emulate this model by hosting similar events and conferences that are relevant to its target industries, such as IT, pharmaceuticals, and biotechnology.



INSIGHTS AND RECOMMENDATIONS



INSIGHTS

- 1) The top and bottom 5 districts ratio of the population to tourist football ratio.
 - Adilabad is on top with 18.07 ratio.
 - Second highest is Bhadravati Kothagudem with the ratio is 12.90.
 - Yadadri Bhangir last one with the ratio is 0.
- 2) Hyderabad, Warangal Urban, Bhadravati Kothagudem are the top districts for domestic tourism. Bottom districts are Kamareddy, Peddapalli, Komaram Bheem Asifabad.
- 3) For foreign tourism, top districts are Hyderabad, Warangal Urban, Nagarkurnool. Bottom districts have negligible foreign visitors.



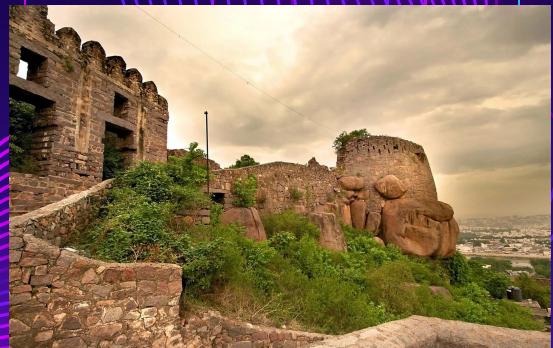


INSIGHTS

4) June is the peak month for tourism in Hyderabad followed by December and October. November and July are relatively low.

5) Hyderabad has a high domestic to foreign visitor ratio of 80. Warangal Rural, Mulugu, Jogulamba Gadwal also have good domestic to foreign ratios.

6) Bhadrakali Kothagudem, Adilabad, Mahbubnagar showed the highest domestic tourism growth in last 3 years. Hyderabad, Warangal Urban, Nagarkurnool had top foreign tourism growth.





RECOMMENDATIONS

- **Promote Heritage Tourism:** Telangana is rich in heritage and has several historical monuments and landmarks, such as Charminar, Golconda Fort, and the Qutub Shahi Tombs. The government can promote heritage tourism by organizing heritage walks, developing audio guides, and creating informative brochures.
- **Develop Adventure Tourism:** Telangana has many adventure activities, such as trekking, camping, and river rafting. The government can develop infrastructure to promote adventure tourism, such as building trekking and camping sites, organizing adventure sports events, and creating adventure packages for tourists.





RECOMMENDATIONS

- **Promote Rural Tourism:** Rural tourism has become a popular trend worldwide, where tourists visit rural areas to experience local culture, customs, and traditions. The government can promote rural tourism in Telangana by creating rural tour packages, organizing village fairs, and supporting the development of local handicrafts.
- **Develop MICE Tourism:** Hyderabad is home to several world-class convention centers, such as the Hyderabad International Convention Centre (HICC) and HITEX Exhibition Centre. The government can develop MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism by promoting the city as a destination for business events and conferences.





RECOMMENDATIONS

- Improve connectivity and infrastructure in top districts to handle greater tourist inflow.
- Market niche tourism attractions in low ranking districts to boost domestic tourism.
- Focus promotion during November-July to boost Hyderabad tourism during lean season. Offer festivals, events etc.
- Tap potential for foreign tourism in Nagarkurnool, Warangal Urban via travel campaigns and visa ease.
- Develop tourism circuits covering adjacent districts with complementary attractions.
- Offer incentives, subsidies to new hotels and tourist facilities in untapped districts.





THANK YOU

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