



Codebasics Resume Project Challenge

Challenge:

Provide Insights to Telangana Government Tourism Department



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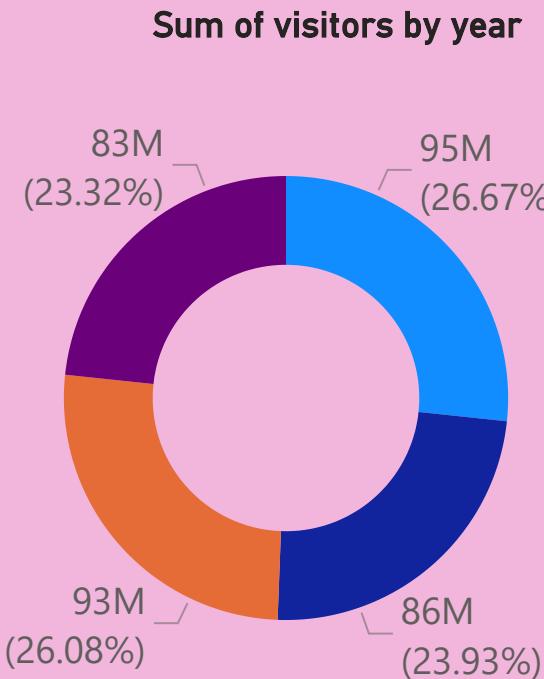
Domain: Tourism | **Function:** Revenue / Municipal Administration





Telangana Tourism

Visitors at Glance



Total Visitors from 2016-2019

357M

Sum of visitors

Total Domestic Visitors from 2016-2019

356M

Total Foreign Visitors from 2016-2019

1M

2016

2017

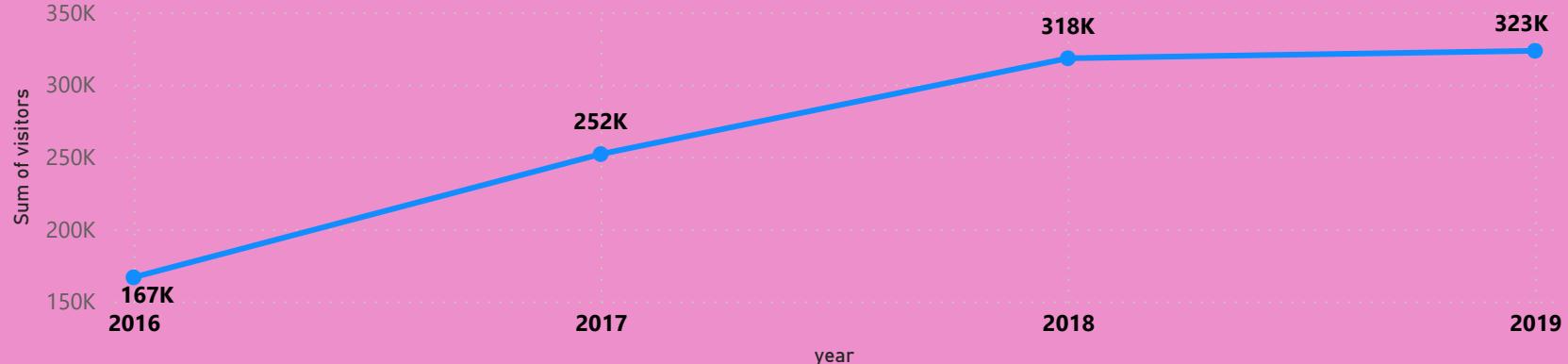
2018

2019

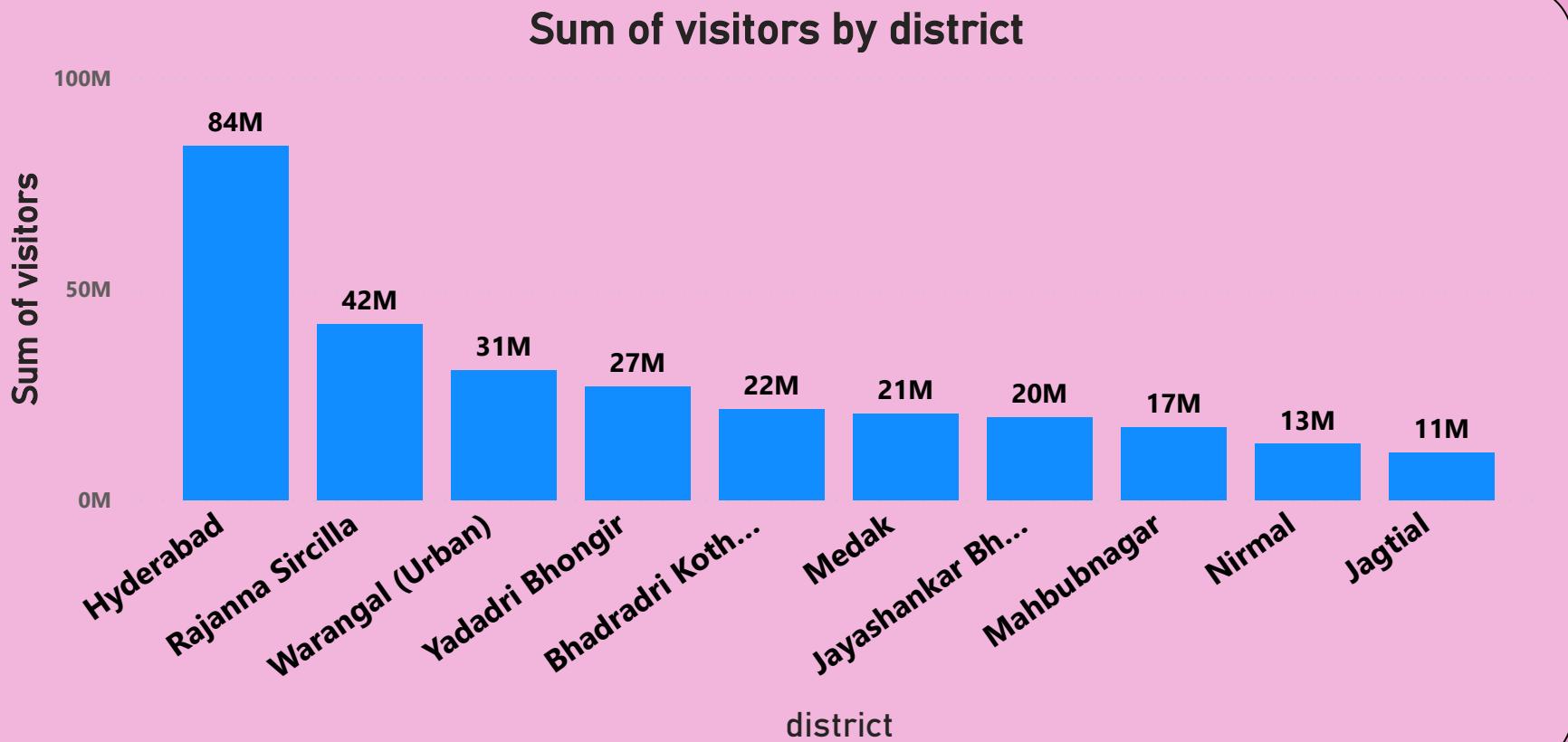
Sum of Domestic visitors by year



Sum of Foreign visitors by year



1. Top Districts that have Highest Number of Domestic visitors overall (2016-2019)



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

* Hyderabad accounted for 29.25% of Sum of visitors.

* 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.

Top 10 Districts with Highest Number of Domestic visitors

district	Sum of visitors
Hyderabad	83900960
Rajanna Sircilla	41763276
Warangal (Urban)	30726603
Yadadri Bhongir	26893080
Bhadradri Kothagudem	21600962
Medak	20542639
Jayashankar Bhoopalpally	19632865
Mahbubnagar	17180118
Nirmal	13315796
Jagtial	11303514
Total	286859813



2. List down the **Top 3 districts** based on compounded annual growth rate (**CAGR**) of visitors between (2016 - 2019)?

TOP 3 Districts based on CAGR(2016-2019)

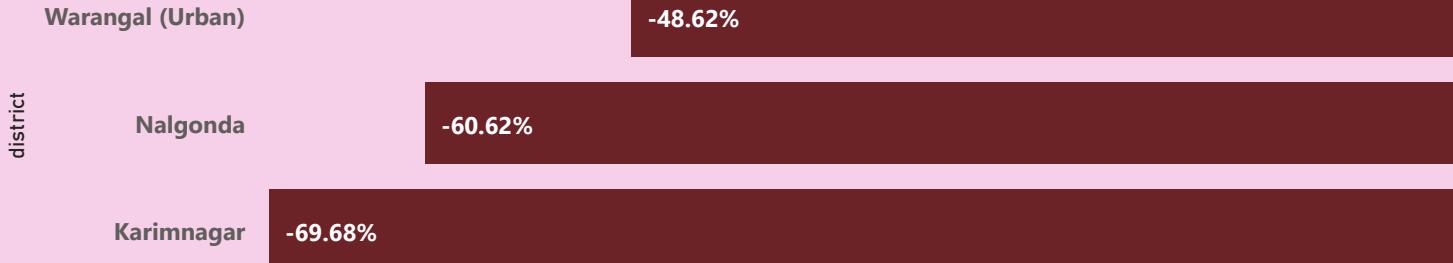


TOP 3 Districts based on CAGR(2016-2019)

district	CAGR2016_2019_M
Mancherial	142.50%
Warangal (Rural)	106.61%
Bhadravti Kothagudem	94.86%

3. List down the **Bottom 3 districts** based on compounded annual growth rate(**CAGR**) of visitors between (2016 - 2019)?

Bottom 3 Districts based on CAGR(2016-2019)

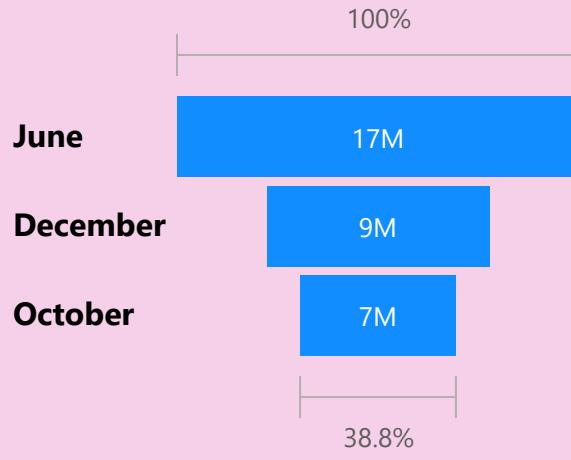


Bottom 3 Districts based on CAGR(2016-2019)

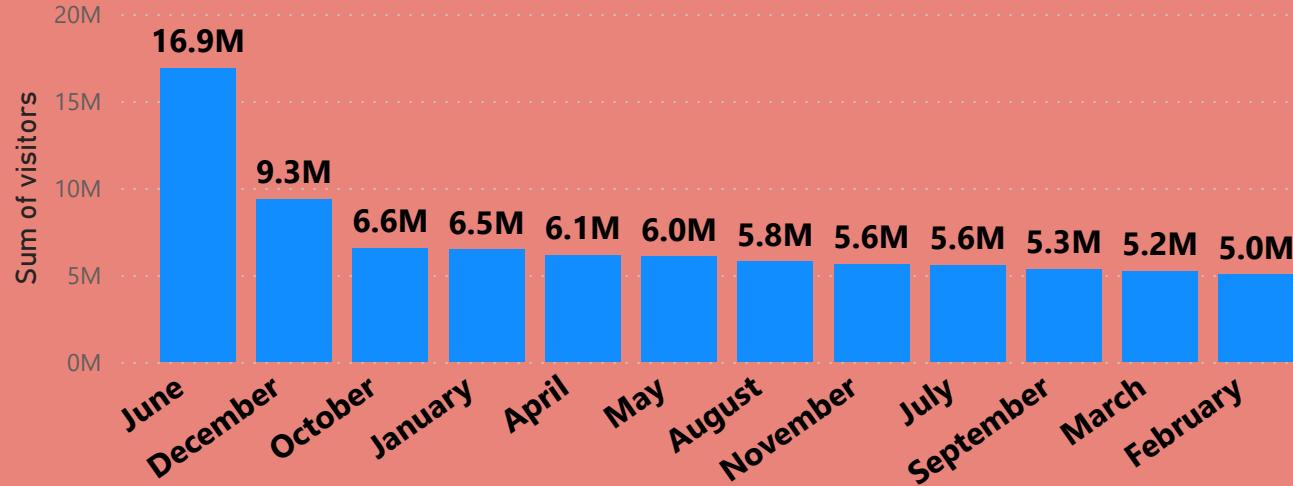
district	CAGR2016_2019_M
Karimnagar	-69.68%
Nalgonda	-60.62%
Warangal (Urban)	-48.62%

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

Peak Months for Domestic Visitors



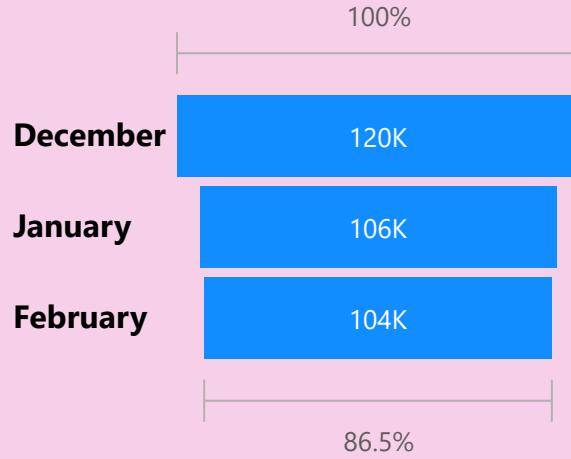
Peak and Low months for Domestic visitors in Hyderabad



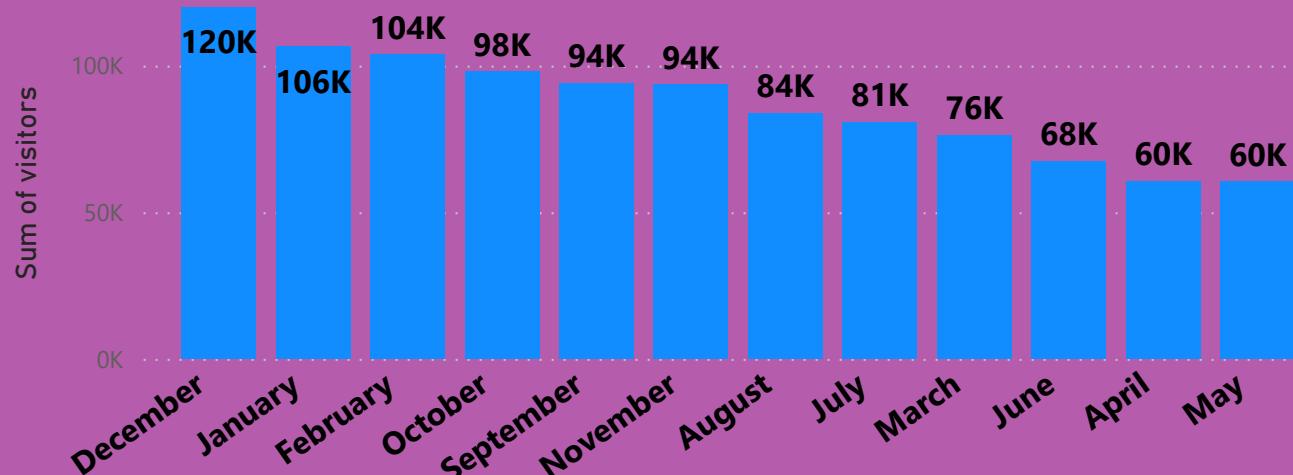
Low months for Domestic visitors



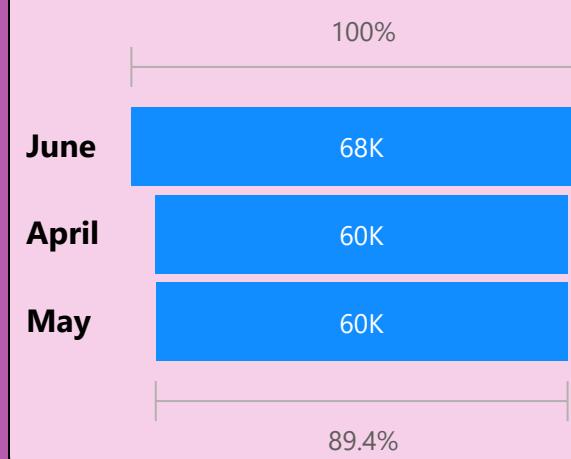
Peak months for Foreign visitors



Peak and Low months for Foreign visitors in Hyderabad



Low months for Foreign visitors

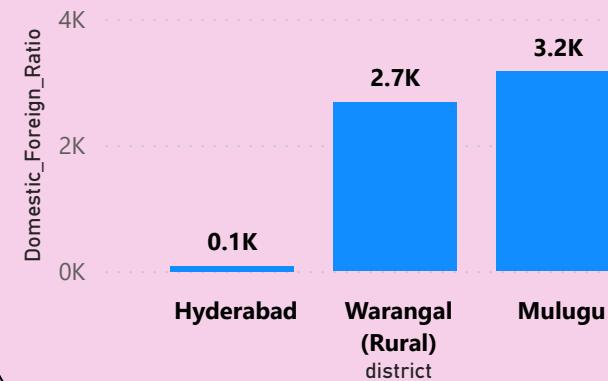


5. Show the top & bottom 3 districts with high **domestic to foreign tourist ratio**?

Top 3 Districts with Best Domestic to Foreign tourist ratio

district	Domestic_Foreign_Ratio
Hyderabad	80.30
Warangal (Rural)	2,677.00
Mulugu	3,164.87

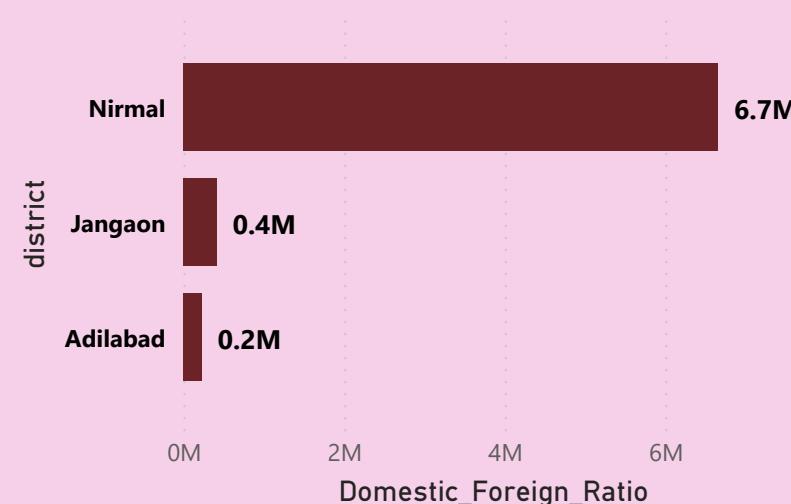
Top 3 Districts with Best Domestic to Foreign tourist ratio



Bottom 3 Districts with Domestic to Foreign tourist ratio

district	Domestic_Foreign_Ratio
Nirmal	66,57,898.00
Jangaon	4,13,140.00
Adilabad	2,28,799.22

Bottom 3 Districts with Domestic to Foreign tourist ratio



- Hyderabad, Warangal, and Mulugu have better Foreign tourist ratio.

- The Bottom 3 districts in Foreign tourist ratio are Nirmal, Jangaon and Adilabad.

Keys measures to Increase foreign tourist ratio:

1. Targeted Marketing Campaigns
2. Enhance Accessibility
3. Collaborate with Travel Agencies
4. Local Outreach and Partnerships
5. Affordable Accommodation Options
6. Festival and Event Promotion
7. Language and Cultural Considerations
8. Local Craft and Souvenirs
9. Increased safety and security of tourists
10. Feedback and Improvement

6. List the top & bottom 5 districts based on '**population to tourist footfall ratio**' in 2019?
 (* ratio: Total Visitors / Total Residents Population in the given year)

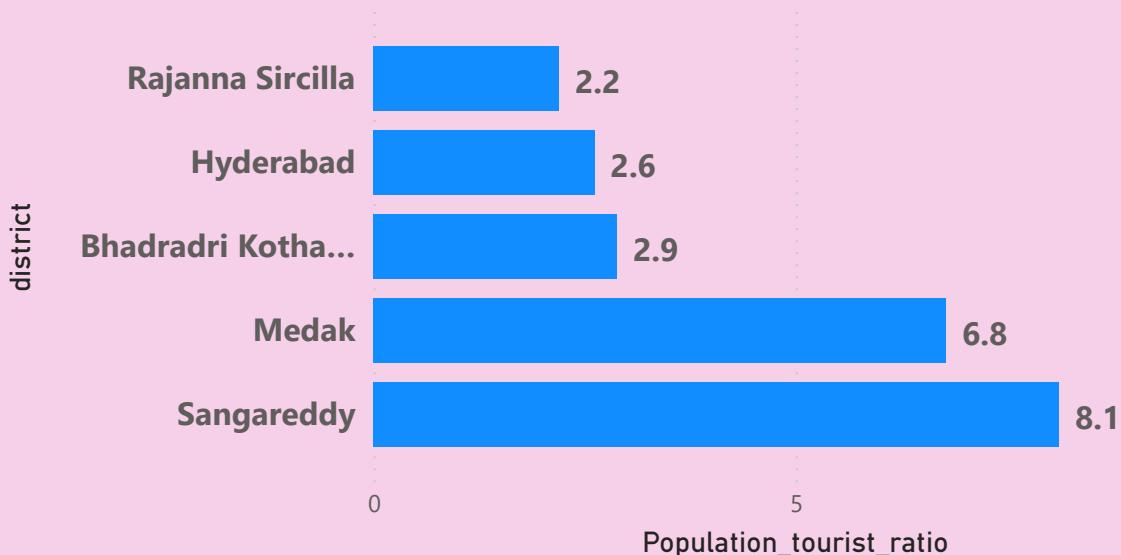
Top 5 Districts with Population to tourist Foofall ratio

district	Total_visitors_2019	Population_tourist_ratio
Rajanna Sircilla	16832897	2.20
Hyderabad	14121662	2.62
Bhadradri Kothagudem	12817737	2.88
Medak	5452570	6.78
Sangareddy	4553160	8.12

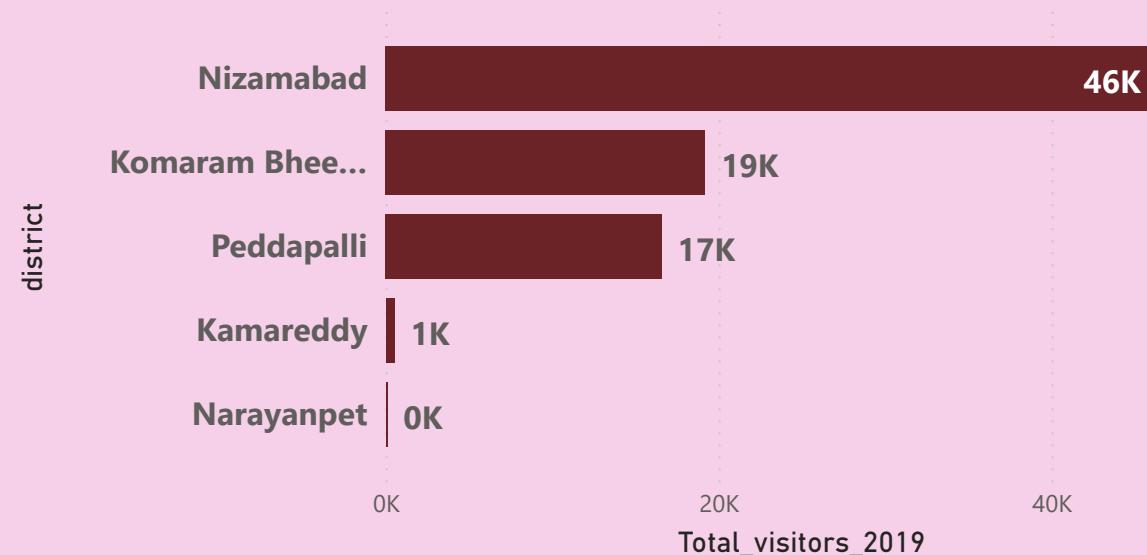
Bottom 5 Districts with Population to tourist Foofall ratio

district	Total_visitors_2019	Population_tourist_ratio
Nizamabad	46334	797.75
Komaram Bheem Asifabad	19189	1,926.25
Peddapalli	16581	2,229.23
Kamareddy	534	69,218.86
Narayanpet	5	73,92,573.80

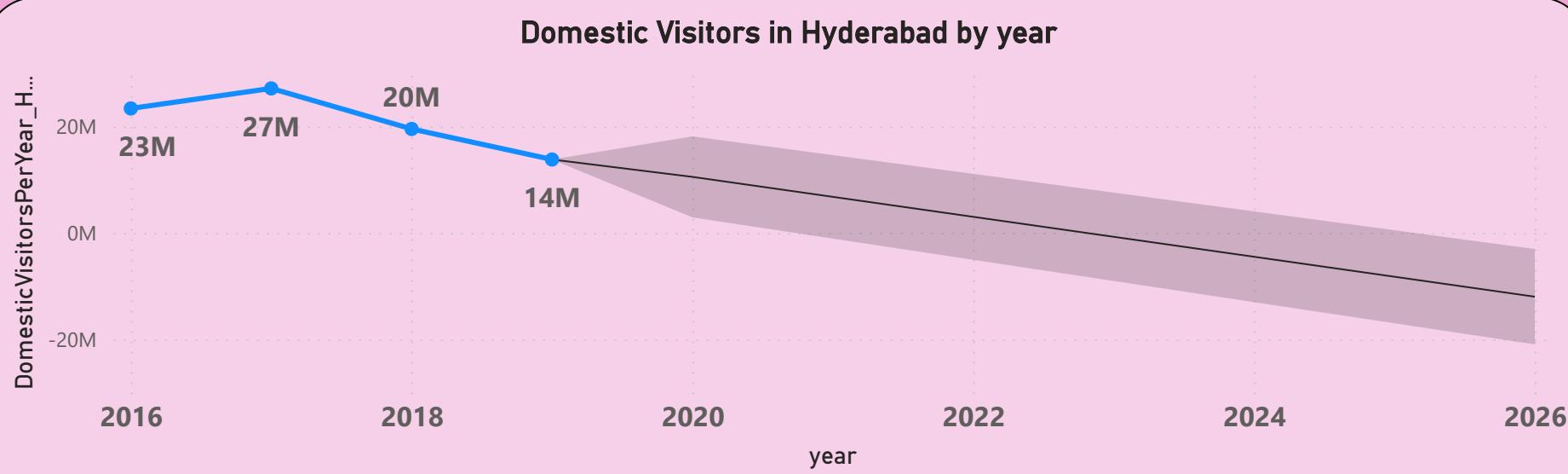
Top 5 Districts with Population to tourist Foofall ratio



Bottom 5 Districts with total visitors in 2019



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

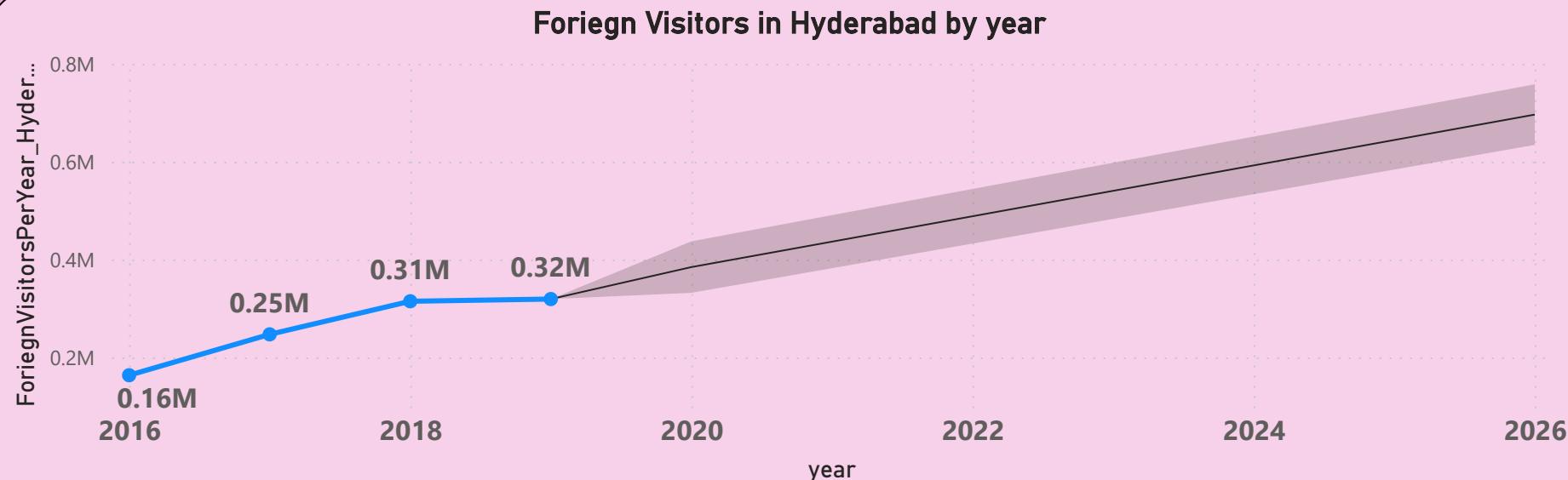


-0.16

AvgGrowthRate DomesticVisitor Hyderabad

4.80M

ProjectedDomesticVisitors2025 Hyderabad



0.25

AvgGrowthRate ForeignVisitor Hyderabad

1.22M

ProjectedForeignVisitors2025 Hyderabad

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

Average Spend by tourist

spend per tourist (approximate data)

Tourist	Average Revenue
Foreign Tourist	₹ 5,600.00
Domestic Tourist	₹ 1,200.00

Projected Revenue by Domestic visitors in 2025, Hyderabad

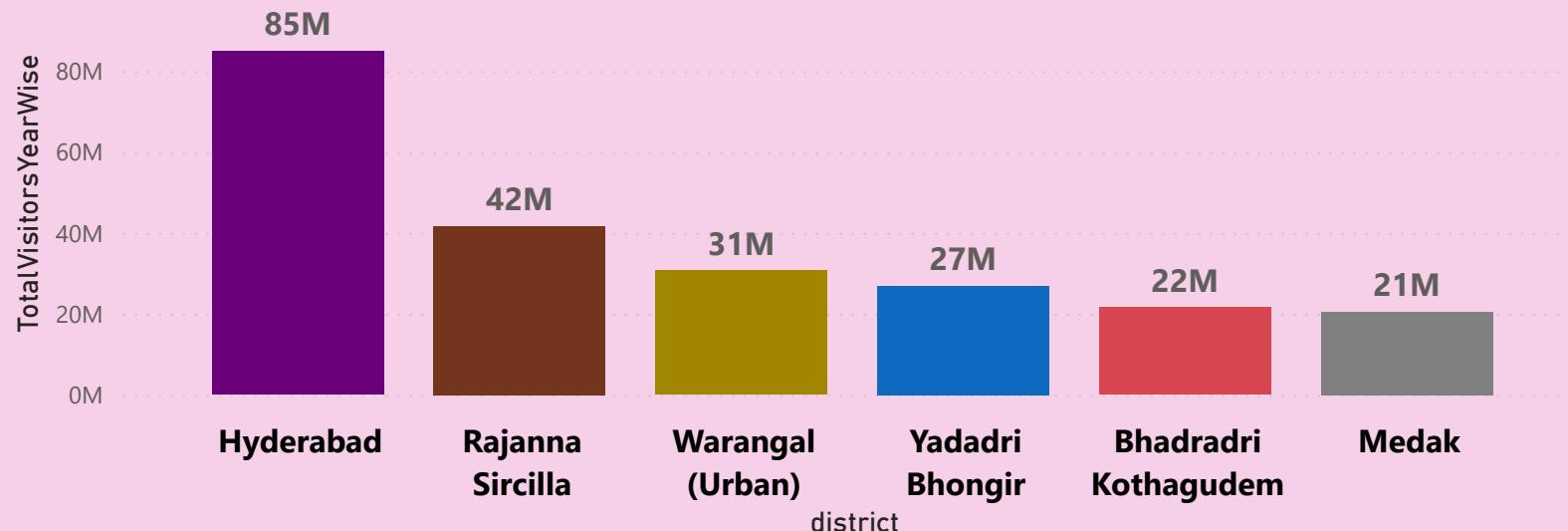


Projected Revenue by Foreign visitors in 2025, Hyderabad



9. Which districts has highest potential for tourism growth ?

Total Visitors district wise (2016-2019)



Based on the tourist data from 2016 to 2019,

it can be inferred that

- Rajanna Sircilla
- Warangal (urban)
- Yadadri Bhongir
- Bhadraburi Kothagudem
- Medak districts have the potential for tourism growth after Hyderabad .

9. Which districts has highest potential for tourism growth and what actions government can take?

- Hyderabad
- Rajanna Sircilla
- Warangal (urban)
- Yadadri Bhongir
- Bhadrakot Kothagudem
- Medak districts have the potential for tourism growth.

Actions that government can take to increase Tourism:

• **Improve connectivity:** Telangana is well-connected by road, rail, and air, but there are still some areas that could be better connected. The government could improve road connectivity by building new highways and improving existing roads. It could also improve rail connectivity by adding new train services and upgrading existing stations. And it could improve air connectivity by building new airports and expanding existing airports.

• **Develop new tourist destinations:** Telangana has a number of popular tourist destinations, such as Hyderabad, Warangal, and the Ramappa temple. However, there are also many other potential tourist destinations that could be developed. The government could develop these destinations by improving infrastructure, such as roads, hotels, and restaurants. It could also promote these destinations through marketing and advertising campaigns.

• **Promote Telangana's culture and heritage:** Telangana has a rich culture and heritage that could be used to attract tourists. The government could promote this culture and heritage through cultural festivals, heritage walks, and other events. It could also develop educational programs that teach tourists about Telangana's culture and heritage.

• **Make it easier for tourists to get visas:** Telangana is a visa-free destination for citizens of many countries. However, the government could make it even easier for tourists to get visas by simplifying the visa application process. It could also waive visa fees for tourists from certain countries.

• **Improve safety and security:** Tourists need to feel safe and secure when they visit Telangana. The government could improve safety and security by increasing police presence in tourist areas, cracking down on crime, and improving emergency response systems.

10. Cultural / Corporate Events to boost tourism:

a. What kind of events the government can conduct? **b.** Which month(s)? **c.** Which districts?

Here are some ideas for cultural and corporate events that the government of Telangana can conduct to boost tourism:

Cultural events:

- **Festivals:** The government can organize festivals that showcase Telangana's rich culture and heritage. Some of the festivals that could be organized include Bathukamma, Bonalu, Dussehra, Sammakka Saarakka Jatara, Diwali, Ugadi, Holi, Akshaya Tritiya, Eid, and Ramzan.
- **Cultural performances:** The government can organize cultural performances, such as dance, music, and theater performances, to showcase Telangana's vibrant cultural scene. These performances could be held in major cities and towns across the state.
- **Heritage walks:** The government can organize heritage walks to introduce tourists to the state's historical and cultural landmarks. These walks could be held in Hyderabad, Warangal, and other major cities.
- **Art exhibitions:** The government can organize art exhibitions to showcase the work of local artists. These exhibitions could be held in museums, galleries, and other cultural institutions across the state.

Corporate events:

- **Conferences:** The government can attract corporate events, such as conferences and conventions, to Telangana. These events would bring in tourists from all over the world and boost the state's economy.
- **Exhibitions:** The government can organize exhibitions to showcase Telangana's products and services to potential investors. These exhibitions could be held in major cities and towns across the state.
- **Sports events:** The government can host sports events, such as marathons and triathlons, to attract tourists and promote a healthy lifestyle. These events could be held in Hyderabad, Warangal, and other major cities.

Here are some of the months and districts where these events can be conducted:

- **Months:** The government can conduct cultural and corporate events throughout the year, but some of the best months for tourism are October to March, when the tourist footfall is high.
- **Districts:** The government can conduct events in all the districts of Telangana, but some of the most popular tourist destinations include Hyderabad, Warangal, Rajanna Sircilla, Yadadri Bhongir, Bhadrakali Kothagudem, Medak.

By carefully planning and executing cultural and corporate events, the government of Telangana can boost tourism in the state and make it a more attractive destination for tourists from all over the world.

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



- . Dubai has become a major business hub and tourist destination in recent years. It has achieved this by investing heavily in infrastructure, developing a strong tourism industry, and creating a business-friendly environment.
- . Hyderabad has the potential to emulate the Dubai model. It is already a major IT hub and has a number of other strengths, such as its location, its historical and cultural heritage, and its warm and welcoming people.



Here are some of the things that **Hyderabad can do to emulate the Dubai model**:

- **Invest in infrastructure:** Dubai has invested heavily in infrastructure, such as roads, airports, and ports. This has made it easy for businesses to operate in Dubai and has also made it a more attractive destination for tourists. Hyderabad needs to invest in similar infrastructure projects to make it a more attractive destination for businesses and tourists.
- **Develop a strong tourism industry:** Dubai has developed a strong tourism industry by investing in hotels, resorts, and other tourism facilities. It has also promoted Dubai as a tourist destination through marketing and advertising campaigns. Hyderabad needs to do the same to develop a strong tourism industry.
- **Create a business-friendly environment:** Dubai has created a business-friendly environment by offering tax breaks and other incentives to businesses. It has also made it easy for businesses to set up and operate in Dubai. Hyderabad needs to do the same to create a business-friendly environment.
- **Focus on developing the IT and financial sectors:** These are the two sectors that have driven Dubai's economic growth. Hyderabad already has a strong IT sector, but it needs to focus on developing the financial sector as well. This could be done by attracting foreign banks and financial institutions to Hyderabad.
- **Promote Hyderabad as a tourist destination:** Dubai has been very successful in promoting itself as a tourist destination. Hyderabad needs to do the same by highlighting its historical and cultural heritage, as well as its natural beauty.
- **Improve the connectivity of Hyderabad:** Dubai is well-connected to the rest of the world by air, sea, and road. Hyderabad needs to improve its connectivity, especially its air connectivity, to make it easier for businesses and tourists to travel to the city.
- **Create a world-class infrastructure:** Dubai has world-class infrastructure, such as roads, airports, and ports. Hyderabad needs to invest in similar infrastructure projects to make it a more attractive destination for businesses and tourists.
- **Attract foreign investment:** Dubai has attracted a lot of foreign investment, which has helped to drive its economic growth. Hyderabad needs to attract similar levels of foreign investment to achieve its economic goals.

12. Provide all other recommendations that can boost the telangana tourism, particularly Hyderabad.



Here are some recommendations that can boost Telangana tourism, particularly Hyderabad:

Develop eco-tourism: Telangana has a number of beautiful natural areas that could be developed for eco-tourism. This could include developing hiking trails, camping sites, and nature reserves.

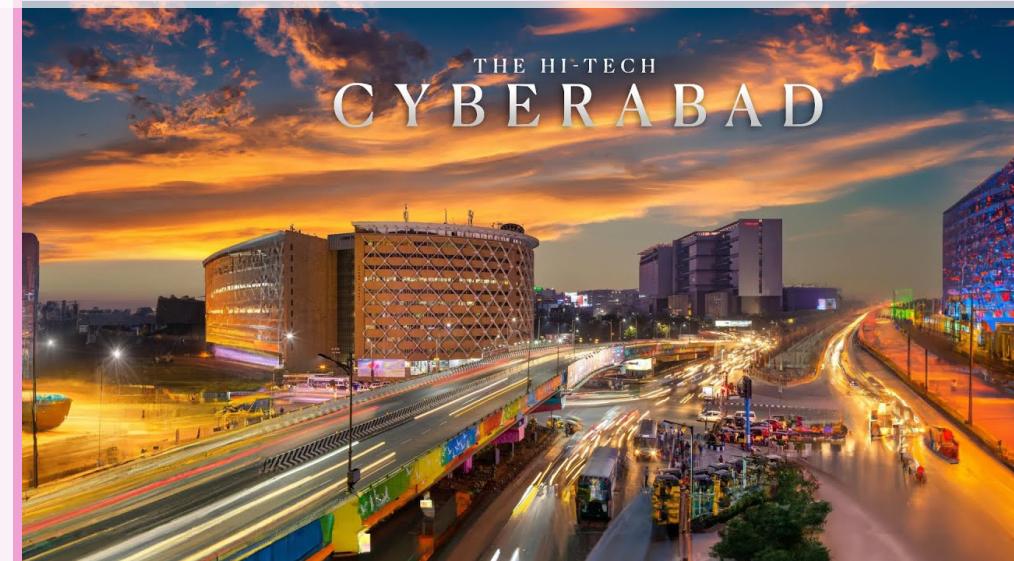
Promote religious tourism: Telangana is home to a number of important religious sites, such as the Charminar, the Golconda Fort, and the Ramappa temple. These sites could be promoted for religious tourism.

Encourage adventure tourism: Telangana has a number of opportunities for adventure tourism, such as whitewater rafting, trekking, and rock climbing. These activities could be promoted to attract tourists who are looking for an adrenaline rush.

Develop medical tourism: Telangana has a number of world-class hospitals and medical facilities. These facilities could be promoted for medical tourism, which is a growing industry.

Create a tourism board: A tourism board could be created to oversee the development and promotion of tourism in Telangana. This board would be responsible for developing marketing and advertising campaigns.

- Increase police presence:** A visible police presence can deter crime and make tourists feel safer. The government could increase police presence in tourist areas, especially at night.
- Crack down on crime:** The government should crack down on crime in tourist areas to make them safer for tourists. This could include increasing the number of police officers patrolling tourist areas, as well as taking other measures to deter crime.
- Educate tourists about safety:** Tourists should be educated about safety in Hyderabad, such as how to avoid becoming a victim of crime. The government could provide safety information to tourists through brochures, websites, and social media.
- Set up a tourism helpline:** A tourism helpline could be set up to provide tourists with information and assistance in case of an emergency. This could be a toll-free number that tourists can call 24 / 7.
- Work with the tourism industry:** The government can work with the tourism industry to promote safety measures. This could include developing safety guidelines for businesses and hotels, as well as providing training to staff on how to deal with safety issues.





CODEBASICS

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TELANGANA GOVT

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Thank you