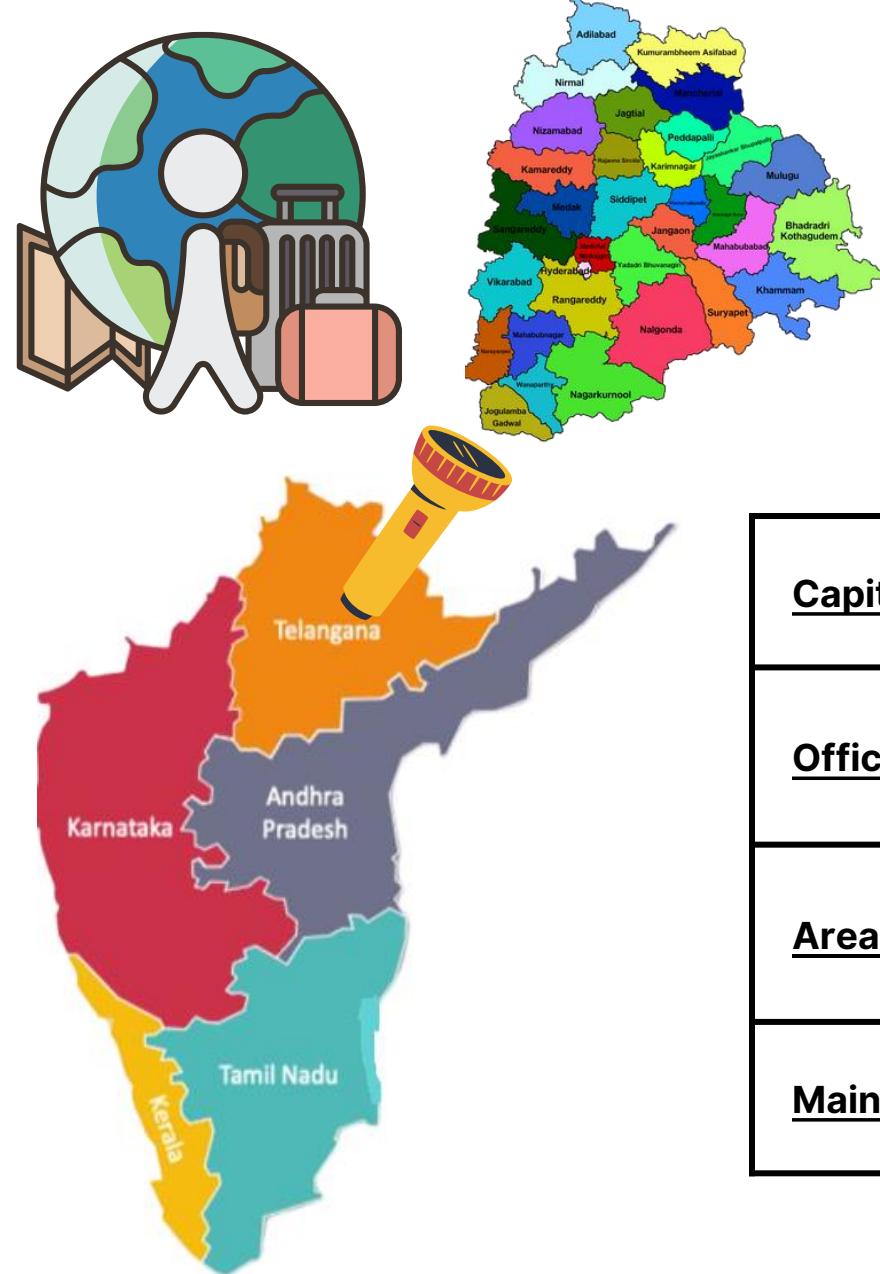


A Comprehensive Insight on Revitalizing Telangana Tourism





TELANGANA TOURISM

Telangana has great potential for tourism. Most visited places are Charminar, Faluknama, Taramati Baradari, Golconda fort.

<u>Capital</u>	Hyderabad
<u>Official Language</u>	Telugu
<u>Area</u>	112,077 square kilometer
<u>Main Cities</u>	Hyderabad and Warangal

Tourist attractions in Telangana include historical places, monuments, forts, water falls, forests and temples.

You're
Invited!

Output using MYSQL

To derive top 10 districts that have highest number of domestic visitors

- Use tourismproject;
- SELECT * FROM tourismproject.domestic_visitors;
- /* top 10 district with highest visitors*/
- SELECT District, sum(Visitors) as Totalvisitors
FROM domestic_visitors
group by District
ORDER BY Totalvisitors DESC
LIMIT 10;

District	Totalvisitors
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

DOMESTIC VISITORS REPORT

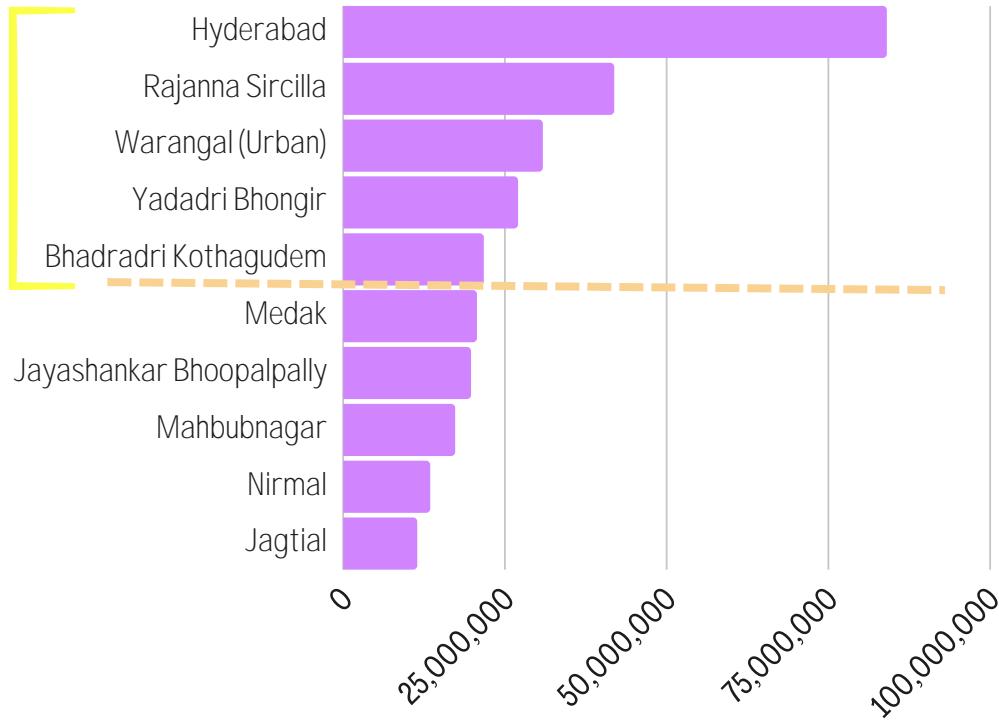
HIGHEST DOMESTIC TOURISM DISTRICTS



Using the domestic visitors data from 2016 - 2019, here are the Top-10 districts that have highest number of domestic visitors.

Results using SQL

District	Total 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



Top-10 Districts - Domestic Visitors (2016 - 2019)

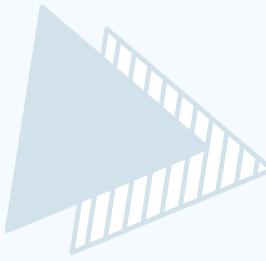
Top 3 & Bottom 3 districts based on CAGR%

```
/* top 3 district which has compound annual growth rate */
WITH a AS (
    SELECT district,
        SUM(IF(year = 2016, visitors, 0)) AS 'Y2016',
        SUM(IF(year = 2017, visitors, 0)) AS 'Y2017',
        SUM(IF(year = 2018, visitors, 0)) AS 'Y2018',
        SUM(IF(year = 2019, visitors, 0)) AS 'Y2019'
    FROM domestic_visitors
    GROUP BY district
)
SELECT
    a.District,
    a.Y2016,
    a.Y2017,
    a.Y2018,
    a.Y2019,
    round((POWER(a.Y2019/a.Y2016, 1/4)-1)*100,2) AS CAGR
FROM a
order by CAGR desc
limit 3;
```

```
WITH a AS (
    SELECT district,
        SUM(IF(year = 2016, visitors, 0)) AS 'Y2016',
        SUM(IF(year = 2017, visitors, 0)) AS 'Y2017',
        SUM(IF(year = 2018, visitors, 0)) AS 'Y2018',
        SUM(IF(year = 2019, visitors, 0)) AS 'Y2019'
    FROM domestic_visitors
    GROUP BY district
)
SELECT
    a.District,
    a.Y2016,
    a.Y2017,
    a.Y2018,
    a.Y2019,
    round((POWER(a.Y2019/a.Y2016, 1/4)-1)*100,2) AS CAGR
FROM a
where a.y2019 and a.y2016 and a.y2017 and a.y2018 is not null
order by CAGR
limit 3;
```

District	Y2016	Y2017	Y2018	Y2019	CAGR
Mancherial	7802	191626	398004	269810	142.5
Warangal (Rural)	19400	144250	302012	353500	106.61
Bhadradri Kothagudem	889030	4094317	3799878	12817737	94.86

District	Y2016	Y2017	Y2018	Y2019	CAGR
Karimnagar	9167468	123976	93448	77491	-69.68
Nalgonda	5858461	241916	160638	140918	-60.62
Warangal (Urban)	25788035	1420002	1723336	1795230	-48.63



What is CAGR

TOP 3 DISTRICTS WITH HIGH & LOW CAGR RATIO



Compound annual growth rate (CAGR) formula

$$\text{CAGR} = \left(\frac{\text{Final value}}{\text{Starting value}} \right)^{\frac{1}{N}} - 1$$

Districts with CAGR % - Domestic & Foreign Visitors

District	Y2016	Y2017	Y2018	Y2019	CAGR
Mancherial	7802	191626	398004	269810	142.5
Warangal (Rural)	19400	144250	302012	353500	106.61
Bhadradri Kothagudem	889030	4094317	3799878	12817737	94.86



Top 3 CARG % Districts



Bottom 3 CARG % Districts



District	Y2016	Y2017	Y2018	Y2019	CAGR
Karimnagar	9167468	123976	93448	77491	-69.68
Nalgonda	5858461	241916	160638	140918	-60.62
Warangal (Urban)	25788035	1420002	1723336	1795230	-48.63

MYSQL output for Peak & low season months for Hyderabad District (2016-2019)

```

/* Peak season months for Hyderabad from 2016 to 2019 */

• with tt as (
    SELECT Month,
        SUM(IF(year = 2016, visitors, 0)) AS 'Y2016',
        SUM(IF(year = 2017, visitors, 0)) AS 'Y2017',
        SUM(IF(year = 2018, visitors, 0)) AS 'Y2018',
        SUM(IF(year = 2019, visitors, 0)) AS 'Y2019'
    FROM domestic_visitors
    where district = "hyderabad"
    GROUP BY month )
    select *, tt.y2016+tt.y2017+tt.y2018+tt.y2019 as TotalVisitors
    from tt
    order by totalvisitors desc
    limit 4;

/* Low season months for Hyderabad from 2016 to 2019 */

• with tt as (
    SELECT Month,
        SUM(IF(year = 2016, visitors, 0)) AS 'Y2016',
        SUM(IF(year = 2017, visitors, 0)) AS 'Y2017',
        SUM(IF(year = 2018, visitors, 0)) AS 'Y2018',
        SUM(IF(year = 2019, visitors, 0)) AS 'Y2019'
    FROM domestic_visitors
    where district = "hyderabad"
    GROUP BY month )
    select *, tt.y2016+tt.y2017+tt.y2018+tt.y2019 as TotalVisitors
    from tt
    order by totalvisitors
    limit 3;

```

Month	Y2016	Y2017	Y2018	Y2019	TotalVisitors
June	12032661	2007060	1595067	1262995	16897783
December	1225502	4871416	1964150	1277569	9338637
October	901960	2202316	2207478	1240643	6552397
January	1122510	1924695	1978396	1426500	6452101

Month	Y2016	Y2017	Y2018	Y2019	TotalVisitors
February	778748	1886698	1365837	983147	5014430
March	1017794	1783903	1415938	1009991	5227626
September	832987	2011280	1508086	959930	5312283



PEAK TOURISM SEASONS



Peak Season being December, October and January

Month	Y2016	Y2017	Y2018	Y2019	TotalVisitors
June	12032661	2007060	1595067	1262995	16897783
December	1225502	4871416	1964150	1277569	9338637
October	901960	2202316	2207478	1240643	6552397
January	1122510	1924695	1978396	1426500	6452101



June 2016 being abnormally high which resulted in high total visitors. This may be coz of data discrepancy
EXCEPTIONAL



Dussehra being a long leave for school kids, this is the perfect season for many parents to plan a solid travel
DUSSEHRA

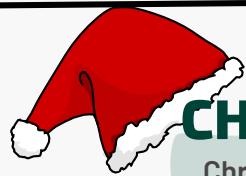


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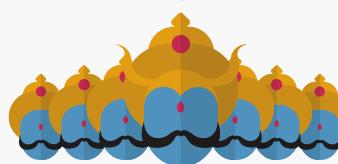
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4



CHRISTMAS

Christmas holidays for both school students and professionals makes it the right time to travel



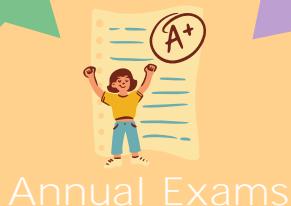
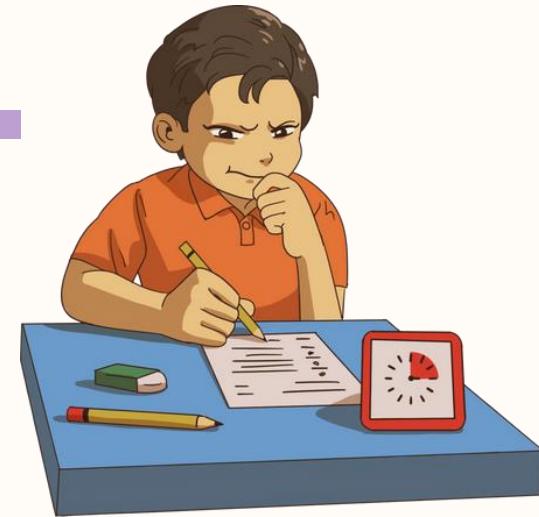
NEW YEAR

Christmas and New year being the peak season for all over tourism , Hyderabad is in the hit list to visit

LOW SEASON MONTHS FOR HYDERABAD TOURISM



Month	Y2016	Y2017	Y2018	Y2019	Total Visitors
February	778748	1886698	1365837	983147	5014430
March	1017794	1783903	1415938	1009991	5227626
September	832987	2011280	1508086	959930	5312283



While students battle the examination fever, Indian parents impose a strict quarantine protocol to themselves and to their entire family with no socializing or relaxation, till the exams ends.

February, March and September being the exam time, Indian guardians enforce such a stringent regimen of self-isolation. This rigorous approach exerts a direct influence on the tourism industry.

Domestic to Foreign Tourist Ratio

Python code to derive D-F ratio

```
# Read in the domestic visitors CSV file
Dv = pd.read_csv("/content/drive/MyDrive/Project5/Colab Notebooks/domestic_visitors/Domestic_visitors.csv")

# Read in the foreign visitors CSV file
fv = pd.read_csv("/content/drive/MyDrive/Project5/Colab Notebooks/foreign_visitors/Foreign_visitors.csv")

# Convert the "visitors" column to numeric values
Dv['visitors'] = pd.to_numeric(Dv['visitors'], errors='coerce')
fv['visitors'] = pd.to_numeric(fv['visitors'], errors='coerce')

# Calculate the total number of domestic visitors for each district and year
domestic_totals = Dv.groupby(['district', 'year'])['visitors'].sum()

# Calculate the total number of foreign visitors for each district and year
foreign_totals = fv.groupby(['district', 'year'])['visitors'].sum()

# Calculate the domestic to foreign visitors ratio for each district and year
ratios = domestic_totals / foreign_totals

# Remove NaN values from the ratios
ratios = ratios.dropna()

# Get the overall domestic to foreign tourist ratio for all districts for all years
ratios_all = ratios.groupby('district').mean()

# Round the ratios to 2 decimal places
ratios_all = ratios_all.round(2)

# Remove any remaining NaN values from the ratios_all series
ratios_all = ratios_all.dropna()

# Get the top and bottom 3 districts with the highest domestic to foreign tourist ratio for all years combined
top_3_all = ratios_all.nlargest(3)
bottom_3_all = ratios_all.nsmallest(3)

# Print the overall domestic to foreign tourist ratio for all districts for all years
print("Overall domestic to foreign tourist ratio for all districts for all years:")
print(ratios_all)

# Print the top 3 and bottom 3 districts with the highest domestic to foreign tourist ratio for all years combined
print("\nTop 3 districts with the highest domestic to foreign tourist ratio for all years combined:")
print(top_3_all)
print("\nBottom 3 districts with the lowest domestic to foreign tourist ratio for all years combined:")
print(bottom_3_all)
```

Comparing the python output with the excel results

Domestic to Foreign tourist ratio					
District	2016	2017	2018	2019	Average of all year
Nirmal	0	0	2088663	0	522165.63
Adilabad	507555.7	75034.55	128948.6	129315.8	210213.67
Nizamabad	0	10974.5	20711.5	46333	19504.75
Jayashankar Bhoopalpally	2830.233	3146.065	31346.8	14722.89	13011.50
Nagarkurnool	20292.17	8532.621	9409.572	10519.16	12188.38
Jogulamba Gadwal	11631.13	7361.964	6788.483	6806.763	8147.09
Mahbubnagar	9567.703	6708.133	6282.617	5760.943	7079.85
Mancherial	0	0	0	26981	6745.25
Jangaon	20330	0	0	0	5082.50
Warangal (Urban)	13579.8	539.9247	935.5787	732.7469	3947.01
Mulugu	0	0	0	3164.87	791.22
Warangal (Rural)	0	471.4052	0	0	117.85
Hyderabad	142.9723	109.8809	62.08512	43.22694	89.54

Overall domestic to foreign tourist ratio for all districts for all years:

district	ratio
Adilabad	210213.67
Hyderabad	89.54
Jayashankar Bhoopalpally	13011.50
Jogulamba Gadwal	8147.09
Mahbubnagar	7079.85
Mulugu	3164.87
Nagarkurnool	12188.38
Warangal (Urban)	3947.01

Name: visitors, dtype: float64

Top 3 districts with the highest domestic to foreign tourist ratio for all years combined:

district	ratio
Adilabad	210213.67
Jayashankar Bhoopalpally	13011.50
Nagarkurnool	12188.38

Name: visitors, dtype: float64

Bottom 3 districts with the lowest domestic to foreign tourist ratio for all years combined:

district	ratio
Hyderabad	89.54
Mulugu	3164.87
Warangal (Urban)	3947.01

Name: visitors, dtype: float64

DOMESTIC TO FOREIGN TOURIST RATIO FOR 4 YEARS

Adilabad

7.3 Million Domestic visitor and 32 Foreign visitors

210213.67

Jayashankar Bhoopalpally

19 Million Domestic visitors and 1252 Foreign visitors

13011.50

Nagarkurnool

7.4 Million Domestic visitors and 761 Foreign visitors

12188.38

Mahbubnagar

17 Million Domestic Visitors and 2.2k Foreign visitors

7076.85

Warangal (Urban)

30 Million Domestic visitors and 9k Foreign visitors in the 2019

3947.01

Hyderabad

83 Million Domestic visitors overall and 1 Million Foreign visitors

89.54

Projected population

Data from Chat GPT

Chat GPT

Districts	Population (2019)	Population (2020)
Adilabad	7,08,972	7,25,313
Bhadradri Kothagudem	10,86,240	11,06,331
Hyderabad	97,87,707	1,00,04,144
Jagtial	8,31,328	8,52,656
Jangaon	4,98,290	5,12,539
Jayashankar Bhupalapally	5,95,207	6,12,638
Jogulamba Gadwal	6,16,302	6,34,472
Kamareddy	10,06,362	10,38,014
Karimnagar	10,81,846	11,16,227
Khammam	15,01,968	15,32,054
Komaram Bheem Asifabad	4,98,925	5,10,008
Mahabubabad	7,52,568	7,72,345
Mahabubnagar	14,11,985	14,44,334
Mancherial	7,66,877	7,85,607
Medak	7,22,354	7,40,033
Medchal-Malkajgiri	27,72,492	28,37,425
Nagarkurnool	8,81,747	9,02,708
Nalgonda	15,36,324	15,70,073
Nirmal	6,77,291	6,93,857
Nizamabad	15,20,322	15,54,507
Peddapalli	7,71,413	7,90,834
Rajanna Sircilla	5,76,523	5,91,054
Ranga Reddy	50,74,982	51,90,908
Sangareddy	14,51,582	14,86,856
Siddipet	14,78,346	15,14,145
Suryapet	10,67,971	10,93,344
Vikarabad	8,99,423	9,21,009
Wanaparthy	5,04,125	5,16,189
Warangal Rural	7,33,618	7,51,185
Warangal Urban	11,00,983	11,26,841
Yadadri Bhuvanagiri	14,16,287	14,48,738

Footfall Ratio (2019)

Footfall Ratio is calculated as total visitors/total resident population for the year 2019. Using the projected population for 2019 and the overall domestic and foreign visitors in the year 2019



Visitors vs
Residents

01 Rajanna Sircilla - 29.20%

Projected population (2019) is 5,76,523, total domestic + foreign visitors to this district (2019 - 1,68,32,897. Visitors are more than the residents

02 Bhadravati Kothagudem - 11.80%

Projected population (2019) - 10,86,240, Overall visitors (2019) - 1,28,17,737. Visitors are 10 times more than the residents

03 Mulugu - 7.97%

Projected population (2019) - 2,28,385, Overall visitors (2019) - 18,20,375. Visitors are more than the residents

04 Medak - 7.55%

Projected population (2019) - 7,22,354, Overall visitors (2019) - 54,52,570. Visitors are more than the residents

05 Nirmal - 5.64%

Projected population (2019) - 6,77,291, Overall visitors (2019) - 38,16,778. Visitors are more than the residents

Bottom 5 Footfall ratio(2019)

Based on projected population for the year 2019 and the overall visitors (domestic & Foreign) in the year 2019, here are the list of bottom 5 districts which has low footfall ratio



Nalgonda - 0.09

Projected population for 2019 is 15,36,324 and the overall tourists in the year 2019 is 1,40,918



Karimnagar - 0.07

Projected population for 2019 is 10,81,846 and the overall tourists in the year 2019 is 77,491



Komaram Bheem Asifabad - 0.04

Projected population for 2019 is 4,98,925 and the overall tourists in the year 2019 is 19,189



Nizamabad - 0.03

Projected population for 2019 is 15,20,322 and the overall tourists in the year 2019 is 46,334



Peddapalli - 0.02

Projected population for 2019 is 7,71,413 and the overall tourists in the year 2019 is 16,581

Projected Tourist Numbers (2025)

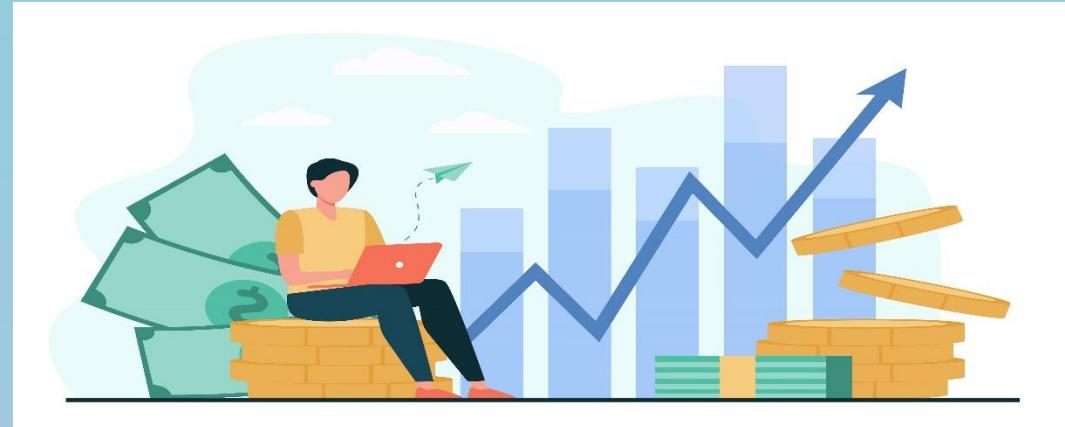
Hyderabad Tourists (2016 - 2019)			Annual Growth Rate		
Year	Domestic Visitors	Foreign Visitors	Year	Domestic AGR	Foreign AGR
2016	23394705	163631	2016	-	-
2017	27160242	247179	2017	16.10%	51.06%
2018	19543651	314788	2018	-28.04%	27.35%
2019	13802362	319300	2019	-29.38%	1.43%

Projected Domestic & Foreign Tourists			Average Growth %	
Year	Domestic	Foreign	Avg. Domestic	Avg. Foreign
2020	11911438	404234		
2021	10279571	511760		
2022	8871270	647888		
2023	7655906	820226		
2024	6607047	1038407		
2025	5701882	1314623		

Projected Revenue for Hyderabad based on average spend per tourist for the year 2025

Assuming that the average spend per tourist for the year 2016, 2017, 2018 and 2019 is as per the list below

Average spend/tourist		
Year	Domestic	Foreign
2016	₹ 2,000.00	₹ 5,000.00
2017	₹ 2,500.00	₹ 5,700.00
2018	₹ 2,780.00	₹ 6,400.00
2019	₹ 2,790.00	₹ 6,500.00



Projected Average spend per tourist is as below

Projected Avg spend/Tourists		
2020	₹ 3,124.80	₹ 7,085.00
2021	₹ 3,499.78	₹ 7,722.65
2022	₹ 3,919.75	₹ 8,417.69
2023	₹ 4,390.12	₹ 9,175.28
2024	₹ 4,916.93	₹ 10,001.06
2025	₹ 5,506.97	₹ 10,901.15

These figures are based on approximate estimates and can vary depending on a number of factors, such as the **type of traveller**, the **purpose of the trip**, and the **duration of the stay**.

PROJECTED REVENUE

Based on the approximate average spend per tourist and using the projected visitors for the years starting from 2020 to 2025, below charts shows that Domestic revenue is higher than the revenue from foreign tourists

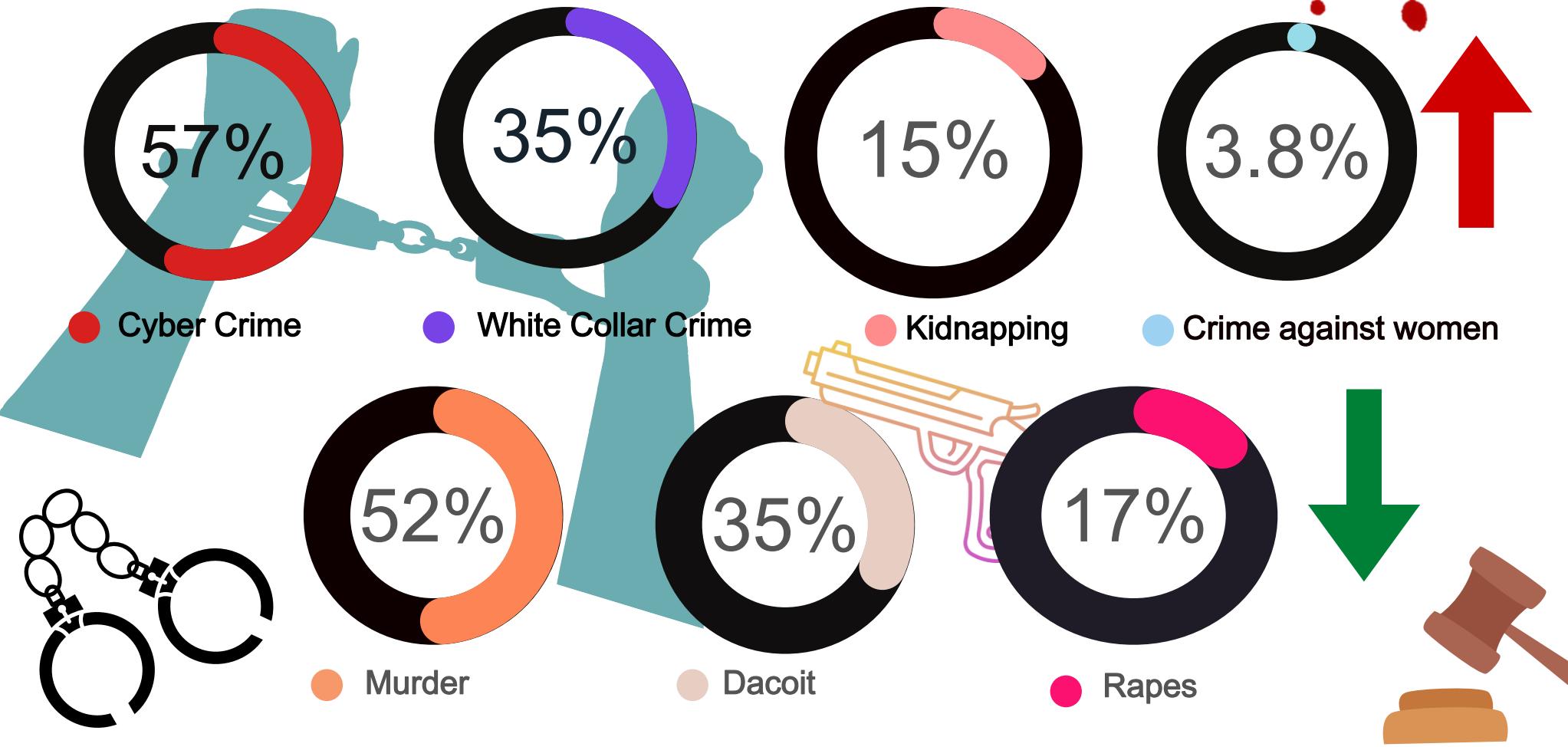


Crime Rate in Telangana during 2022



The overall crime rate in Telangana increased by 4.44 percent during 2022. The annual crime report released by outgoing Director General of Police Mahender Reddy also shows that the cyber crime rose by 57 per cent.

Mahender Reddy said that throughout the year Telangana has been free from any law and order problem involving major violence. The security for all important festivals throughout the year has been conducted effectively resulting in incident-free festivities.



Telangana Cleanliness Rating

As many as 16 civic bodies in Telangana have bagged the prestigious Swachh Survekshan 2022 awards.

Last year, the State bagged 12 awards. This year's winners from Telangana are: Secunderabad Cantonment Board, Adibatla, Badangpet, Bhootpur, Chandur, Chityal, Gajwel, Ghatkesar, Husnabad, Kompally, Korutla, Kothapally, Neredcherla, Siricilla, Turkyamjal and Vemulawada

Grand achievement

YEARLY SURVEY OF CLEANLINESS, HYGIENE AND SANITATION IN CITIES AND TOWNS ACROSS INDIA

Out of 142 urban local bodies in the State, the Ministry of Housing and Urban Affairs has declared 70 ULBs as ODF+, 40 as ODF++, Hyderabad as Water Plus and the remaining 31 ULBs as ODF

12

Swachh awards for
Telangana in 2021



Other highlights

- 84% respondents sanitation improved since 2014
- 68.4% satisfied with solid & liquid management in village
- 88% have access to



- household toilets
- Observers found 95.4% have access to household toilets
- Observers found 74.6% public places have access to toilets

Jal Jeevan Awards

(overall functionality of water from household taps)

More than 60% coverage category | Puducherry (1st) & Goa (2nd)

► Burhanpur (MP) 1st Har Ghar Jal certified district

Less than 60% coverage category | Tamil Nadu (1st) & Meghalaya (2nd)

INFRASTRUCTURE REPORT - 2020



Ease of Living Index

The city scored low in Citizen Perception

41st Rank

The MOHUA score card revealed that the city scored poorly in Quality of living criteria

34th Rank

Economic Ability

17th Rank

Sustainability

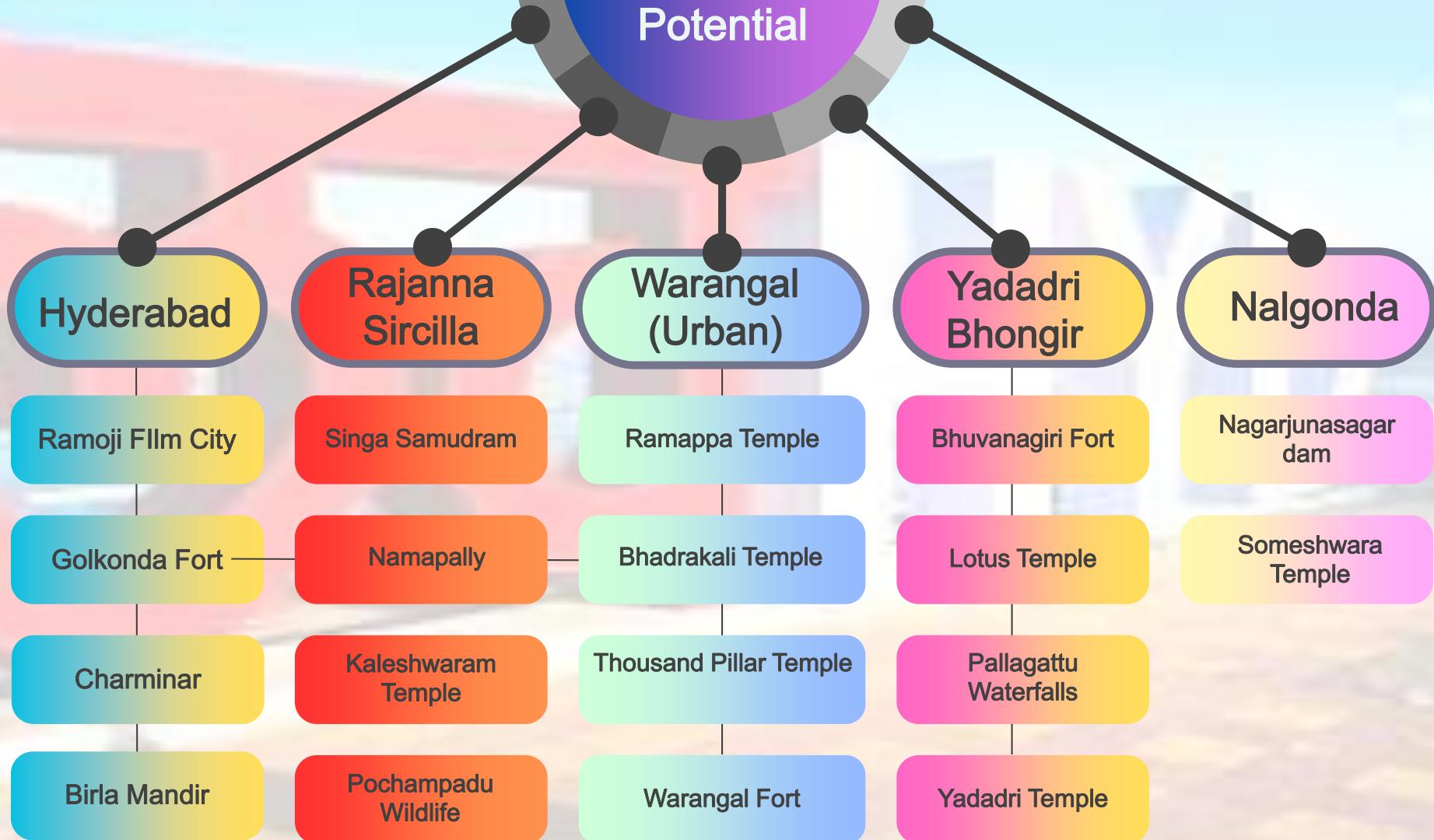
11th Rank

The Central government had launched the ease of living index (EoLI) and municipal performance index (MPI) to assess the performance of various cities.

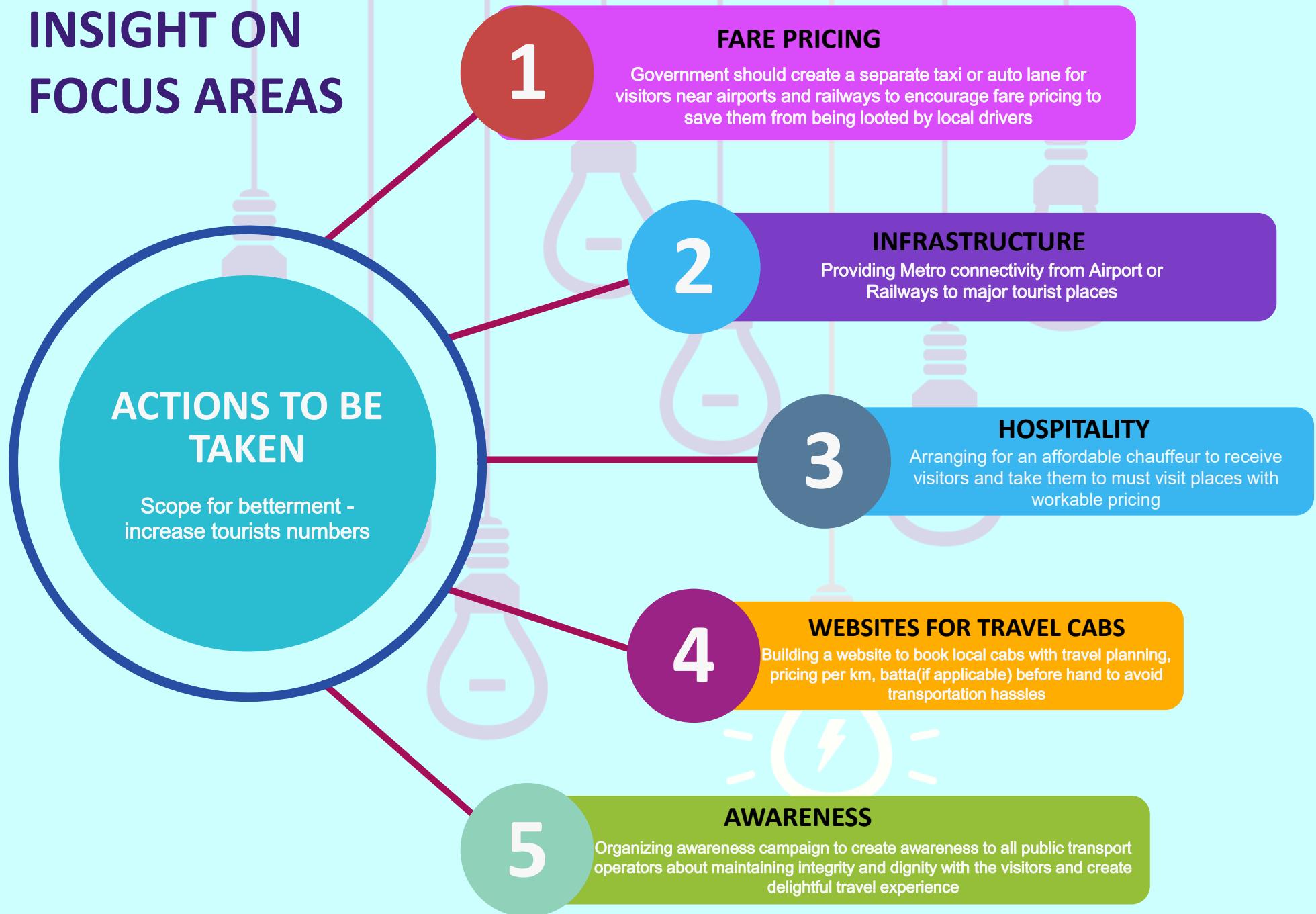
Performance Ranking

Services	45th Rank
Finance	12th
Technology	13th
Planning	17th
Governance	9th

Districts With High Potential



INSIGHT ON FOCUS AREAS



Events to attract tourists in Telangana

9

6 Nawab's Feast day (Hyderabad District) - Mir Osman Ali Khan who was the famous ruler of Hyderabad and the last ruler of Hyderabad - A cultural event to remember the ruler's accomplishment and depict his dynasty expansion history will showcase the esteemed heritage of Hyderabad to the visitors.



Belly Tour (Rajanna Sircilla District):-
Namapally Gutta Temple is a small shrine dedicated to Lord Lakshmi Narasimha. The temple was built in a model of Snake. Visitors can enter the shrine through the **snake's belly**. Organizing a small mythology event can boost the tourism.



Heritage Festival

- [Ramappa Temple: Telangana's first UNESCO World Heritage Site.](#)
- [Driving a social event to celebrate the achievement can boost tourism.](#)

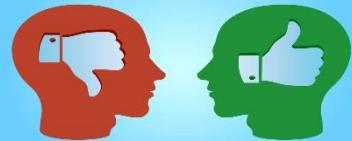
Best months to conduct such events:

- April or November months are suitable for such Socio-Cultural events as the tourism during these months are significantly low compared to other months.

Can Hyderabad Emulate Dubai ???



The city of Hyderabad must endeavor to enhance various facets of its development in order to attain a comparable level of progress to that of Dubai.



Revamp the perception:



Dubai has been named the cleanest city in the world for the third time in a row this year whereas Hyderabad is still struggling to become the cleanest city of India. Although the cleanliness aspect is improving in Hyderabad, infrastructure takes a big hit. Citizen perception is low which has to be worked upon. Additionally tourists perception should also be improved.

Focus on Foreign Tourists:

Dubai is filled with most luxurious hotels and has the world's only 7-star hotel. Hyderabad has many luxury hotels that have attracted many tourists so far, However the commute experience to these luxury hotels needs attention by improving road condition and better traffic control systems.

Know what is needed:

Dubai and Goa has best nightlife. Foreign tourists are more attracted towards the exclusive and luxurious nightclubs. Without affecting the local culture and maintaining the public safety, Hyderabad Government need to arrange for the most exclusive nightlife events and make the city as one of the most happening cities to attract more tourists.



Hyderabad to become the tourism hub of Telangana and other neighbouring states:

Dubai is an in-transit Hub for many countries – a transition stop to get to their countries. Hyderabad has also been an in-transit hub in India, need to focus on becoming tourism hub, by providing well designed infrastructure for better connectivity to inter-cities and inter-states, benefiting the tourists to travel to their next destination in very less time.



Other Recommendations to Boost Tourism in Hyderabad.

1. Create a Unique style:

- Eco-Friendly Tourism by utilizing mainly electric cars and electric two wheelers for tourism.



2. Collaboration is the Key:

- Collaboration between government agencies, tourism agencies, and local travel agents to develop and implement effective tourism strategies.



3. Colors add more value:

- Encouraging the artistic painting and art culture on the walls of public places, parks etc., depicting the transition phases from old centuries to the present will enhance the glory of the city and attracts more visitors.



Telangana Tourism Insight

