



AN EVALUATION OF TOURISM SECTOR IN TELANGANA STATE

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Abstract: Tourism is an activity carried out primarily for recreational purposes. This activity has proven essential for many developing and developed countries. The basic Facilities such as railways, waterways, roads, electricity, water supply, sanitation, accommodation facilities, leisure facilities in the aviation sector, restaurants, and shopping facilities are influence the tourist consumer decision making. All of these aspects form the basis of the tourism industry. Thus, it is important to government to develop a sustainable tourism destination to attract the foreign tourist visitors and domestic tourist visitors also. In this scenario, the present paper has evaluated the Telangana tourism sector. Telangana tourism sector has all kinds of tourism destinations such as Cultural & Ethnic, Heritage sites, Waterfalls and river fronts, lake fronts spots, Vibrant festival celebrations, Handicrafts and Handloom and MICE etc., Thus, Telangana government making policies and continuous efforts to develop infrastructure like road, railways and airlines to connect these tourist destinations. In this scenario, Telangana State Tourism Development Corporation plays a vital role in promoting and developing the tourism across the Telangana state.

Key words: Tourism Sector, SWOC analysis, Sustainable Tourism, Eco tourism, Heritage tourism, Waterfalls and Adventure Tourism.

Introduction:

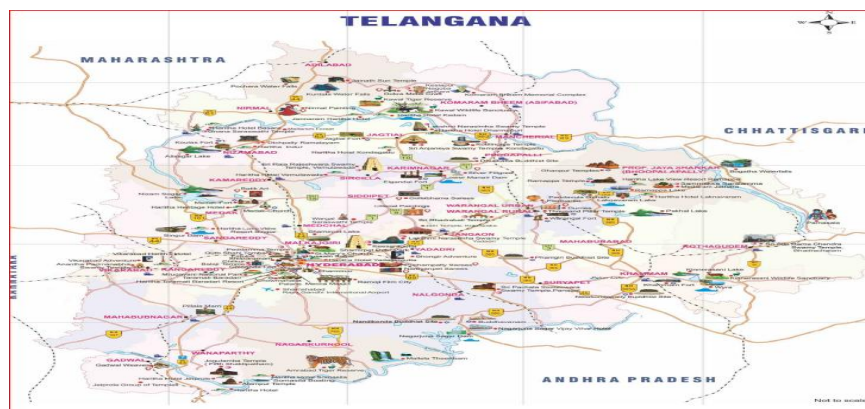
India is a country that is known for its rich cultural past in addition to its stunning natural scenery, vegetation, and animals. In addition, the existence of massive amounts of both skilled and unskilled labour presents India with a one-of-a-kind potential to attract an influx of tourists from other countries. Once India attained its independence in 1947, the government did not make the tourism industry a top priority; the industry did not gain importance until around 1990. Although the "Incredible India" and "Atithi Devo Bhav" campaigns that were started by the government before this one are commendable, India's percentage of the total number of tourists who visit the world remains very low. India is one of the very few countries that suffers from a negative international scenario in terms of



tourism. This is due to the fact that the number of Indians who go outside of the country is only double the number of tourists that visit India from other countries. The tourism industry may have reason to hope for some favorable improvements now that a stable government is in control of the country's central government and the government has announced new programmes such as "Clean India," "Digital India," and "Visa on Arrival." India has also emerged as a prominent tourism destination among the internationally preferred tourism destinations. Every one crore investment in tourism creates 475 jobs as against 126 jobs from Manufacturing sector (According to Government of India estimate). The "Incredible India" tourism campaign by the Indian government and the growth of IT in India has brought millions of foreign tourists and business travelers to India. India has also seen a rise in medical tourism. India's tourism industry brings in a lot of money from outside the country, but it is still being held back by the fact that tourism development has always been a part of the country's five-year plans. At first, the amounts given were small: Rs. 3.36 crore in the Second Plan, Rs. 5 crore in the Third Plan, and Rs. 36 crore in the Fourth Plan. In the Fifth Plan, it was made twice as big. In 1982, the National Tourism Policy set out a agile momentum in India. This sector needs a boost. In the Seventh Plan, expenses were about Rs. 187 crore. In the Ninth Plan, they were Rs. 595 crore, and in the Tenth five-year plan, they were Rs. 2900 crore.

The India Tourism Development Corporation, which was set up in 1966 to promote India as a tourist destination, and the Tourism Finance Corporation, which was set up in 1989 to help finance tourism projects, Hotel Management and Catering Technology Institutes, Food Craft Institutes, Indian Institute of Tourism and Travel Management, India Tourism Development Corporation, and India Tourism Finance Corporation. Development Corporation, Indian Association of Tour Operators, Travel Agents Association of India, and a large number of hotel management colleges, sports and adventure clubs, beach resorts, and other businesses have also helped this industry grow and develop. It's clear that HRD is a big deal. The Tourism Ministry has also played an important role in the growth of the industry by starting advertising campaigns like "Incredible India," which promoted India's culture and tourist attractions in a new and memorable way. Commonwealth Games is another chance for the travel industry to get more business by offering special tour packages to tourists. The Indian government just introduced a new idea called "rural tourism," which is also doing very well.

1.1 Tourism in Telangana: Telangana state came into existence as a separate State on 2nd June 2014 in India. Telangana is located in the Southern peninsula of India. The state is land locked by Andhra Pradesh to the south and east, Maharashtra and Karnataka to the west, and Odisha and Chhattisgarh to the north. Telangana state population is 350 Lakhs with a literacy rate of 66.46%. Telangana state has 33 districts and 74 revenue divisions. Hyderabad is the state capital and the key cities are Secunderabad and Warangal. Telangana history and topography have endowed the state with a variety of tourist destinations, from waterfalls and hills to temples and forts. The region has a rich cultural heritage and possesses all the qualities required to emerge as a potent tourist destination in India. Telangana has an embellished history, which is handed over by the erstwhile rulers. Telangana holds a wealthy tapestry of architecture, monuments, fortresses, heritage buildings, museums and other sites. Telangana is a treasure trove of ancient relics. Telangana arts, crafts and handlooms are world-renowned and bespeak of archaic traditions and rich culture.



Tourism Circuits: Tourism circuits help highlight the inter-relationships and common tourism opportunities among the cities and villages that are part of the same destination. The major tourism circuits in the state are:-

- Tribal Circuit: Mulugu - Laknavaram – Medaram, - Tadvai - Damaravai - Mallur – Bogatha Waterfalls.
- Heritage Circuit: QutubShahi Heritage Park- Paigah tombs - HayathBakshi Mosque - Raymond’s tomb.
- Eco-Tourism Circuit: Somasila Reservoir -Singotam Reservoir - AkkaMahadevi Caves- Srisailam - Mannanur - Malleelatheertham -Uma Maheshwaram Temple



Festivals, Pilgrimages and Heritage Walks:The biennial Medaram Jathara or SammakkaSaralammaJathara, honouring the twin goddessesof Sammakka and Saralamma, is the biggest tribalfestival in Asia, attracting nearly 1 crore devotees.During every jathara, the Government makeselaborate arrangements for providing logistics,drinking water, sanitation and emergency healthcarefacilities. Since the pandemic, the Government hasalso been setting up covid testing and vaccinationcentres in Medaram during the festival. The 2022celebrations took place from February 14th to 20th.Bathukamma is a colourful floral festival ofTelangana that is celebrated by women with exoticflowers of the region. The Government distributesBathukammaSarees to all adult women enrolledunder the Food Security Scheme during the festivalseason every year from 2017.The yearly kite festival is another state-sponsoredtourist initiative. Nearly 13 lakh people visited the2020 kite festival at Parade grounds, Hyderabad.The Government organized 6 exhibitions, 3celebration events and a roadshow in the last twoyears.The Government organizes heritage walks everysecond Saturday and Sunday where the public,students, researchers, architects, historians andenthusiasts can explore the rich heritage andarchitecture of the monuments located around theold city.

TS-iPASS for tourism:To facilitate the speedy approvals and clearancesfor tourism-related services, the Government hasdeveloped an application in the Telangana State. Industrial Project Approval and Self-CertificationSystem (TS-iPASS) portal for the registration ofhotels, resorts, service apartments, lodges, waysideamenities, convention center and travel agencies aswell as the performance licenses for tourism events.

Hospitality and Transport Services:The Telangana State Tourism Development Corporation (TSFDC) operates a chain of 45 ‘Haritha’hotels in the state. These hotels provide qualityaccommodation and hygienic food for tourists atmajor destinations. ‘Haritha’ hotels are equippedwith bars, banquet halls, conference halls, boardrooms, auditoriums, gymnasiums, children’s playarea and swimming pools. TSFDC also operates tourpackages to major tourist destinations. These tourpackages also include darshan facilities at pilgrimcentres, accommodation, food and guide services.



Source: Commissioner of Tourism, Telangana growth and development.

Culture & Ethnic tourism and Heritage Sites:

Heritage Sites: The below are the highlights of monuments in Telangana state.

- **CHARMINAR:** built in 1591 CE, is a monument and mosque located in Hyderabad, Telangana, India. The landmark has become a global icon of Hyderabad, listed among the most recognized structures of India. The Charminar is on the east bank of Musi river. To the northeast lies the Laad Bazaar and in the west end lies the granite-made richly ornamented Makkah Masjid. The English name is a transliteration and combination of the Urdu words Chār and Minar, translating to "Four Towers"; the eponymous towers are ornate minarets attached and supported by four grand arches.
- **GOLCONDA FORT:** Once abandoned by Qutub Shahis, Golconda Fort is one of the most magnificent fortress complexes in India. Seated on a hill on one side and spiraling fort on the other, its location and internal design made it one of the strongest forts in India.



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- **QUTB SHAHI TOMBS:** Home to various Tombs dedicated to Rulers of QutubShahidynasty, located at Shaikpet, near Golconda Fort. These are an example of Deccanarchitecture with large minarets, huge domes, delicate marble designs and multiple innerpassages.
 - **KAKATIYA KALA THORANAM:**It is a historical arch and symbol of the KakatiyaDynasty in Warangal district. The arch was built around 1200 CE during the rule ofKakatiya dynasty. It is a huge stone sculpture created as a KirtiThoranam, meaning TheGlory Arch.A depiction of the arch forms the main symbol in the Emblem of Telangana forthe state of Telangana.
 - **BHONGIR FORT:** It is a Fort located in Bhongir, Nalgonda district, India. It was built inthe 10th century on an isolated monolithic rock by the Western Chalukya rulerTribhuvanamallaVikramaditya VI and was thus named after him as Tribhuvanagiri.At thefoot of the fortified rocks 609.6 meters above the sea level stands the town of Bhongir, it hasa unique egg-shaped construction with two entry points protected by huge rocks, so the fortwas considered practically impregnable by invading armies. The fort is associated with therule of queen Rudramadevi and her grandson Prataparudra II.
 - **PAIGAH TOMBS:** These are recently discovered series of mausoleums with uniquegeometrical sculptures which were nowhere found in the world. These are located atChandrayanagutta. Paigahs were noblemen under the reign of Nizams.Paigah MosqueSpanish Mosque, Begum pet: This Mosque is one of the marvelous mosques present inSecunderabad/Hyderabad. It's well known among the people because of its amazingarchitecture. The architecture followed in this mosque is the Andalusi/Spanish Architecture.The mosque was constructed by Sir Vicar-ul-Umra a PaigahNawab in 1906.



WATER FALLS:

- **Kuntala Waterfall:** located in Kuntala, Adilabad district, at 45 metres (148 ft), is the biggest in the state. There are other interesting waterfalls in Telangana state.
- **MallelaTheertham:**at a distance of 58 km from Srisailam& 173 km from Hyderabad is a charming waterfall located in the dense Nallamala forest. This is one of the popular tourist attractions to visit around Hyderabad.
- **Ethipothala Falls:**at a distance of 14 km from NagarjunaSagar& 176 km from Hyderabad, Ethipothala waterfalls are striking falls on River Chandra Vanka (a tributary of River Krishna), down the waters of the Dam. This is one of the best tourist attractions to visit near Hyderabad &a popular waterfalls around Hyderabad city.
- **BheemuniPaadam Waterfalls:**At a distance of 10 km from Gudur Bus Stand, 51 km from Warangal, 88 km from Khammam Bus Station and 200 km from Hyderabad, BheemuniPaadam Waterfalls is a picturesque waterfall located at Gudur in Warangal District of Telangana.
- **Pochera Falls:** (Near Kuntaala Falls) - At a distance of 40 km from Nirmal, 50 km from Adilabad, 257 km from Hyderabad and 22 km from Kuntala Falls, Pochera Falls is a pretty waterfall on Kadem River. The falls are located at a distance of 10 km from Neredikonda village between Nirmal & Adilabad (a diversion is required at Boath cross roads).



1.2 STRENGTHS OF TOURISM IN TELANGANA STATE

- Robust Infrastructure development
- Tourist friendly and safe state.
- Newly formed State plenty of opportunities in the hinterland.
- Progressive Governance TS- ipass the single window clearance for industries well received by the investors.
- Richly endowed tourism assets, very popular advertising campaign.

ACTIVITIES OF THE DEPARTMENT OF TOURISM:

- Information technology:
 - Erection of signages & hoardings at prominent locations
 - Implementation of rural tourism & other projects
 - Establishment of tourist information counters
 - providing basic amenities at tourist destinations
 - Preparation of concept plans, tourism project reports & procurement of government lands
 - Implementation of Public Private Partnership Projects.
 - **Promotion, Participation, organizing & Marketing of Tourism**
 - Participation in national & international tourism marts / fairs
 - Organizing & conducting cultural & food festivals, adventure activities, road shows etc.
 - Placement of tourism kiosks at tourists / public places
 - Promotion through social media & up gradation of website from time to time
 - **Capacity Building & Awareness Programmes**
 - Training of guides, tourist police, auto & cab drivers
 - Creating awareness through tourism mobile museum
 - Conducting heritage walks
 - Tourism clubs in schools
 - **Collection of statistical data and analysis & Documentation**
 - Printing of publicity & promotional tourism literature – brochures, coffee table books, pen drives, maps etc.,
 - Comprehensive District Tourism Development Plans (477 destinations identified)
 - Implementation of Ek Bharat Shresth Bharat Scheme
 - Implementation of Tourism Policy



WEAKNESS OF TOURISM SECTOR IN TELANGANA STATE:

- Government of Telangana focuses on Infrastructure Development i.e., Road, Railways and Airline facilities. These are still in progress and road connectivity is developed Hyderabad city around only.
- Lack of facilities at Tourist Destinations, Lack of basic hygienic amenities at halting points.
- Lack of passionate and trained guides to guide the foreign tourists.
- Lack of sound marketing and promotion strategies for waterfalls, historical places like Domkonda forts, Linganna temple in Nallamalla forest and other tourist places.
- Non-standardization of rates and fares of private vehicles.
- Uneven progress – slow growth of village tourism, lack of information about tourist profile
- etc

OPPORTUNITIES OF TOURISM IN TELANGANA STATE:

- **RURAL TOURISM** - The Government has provided a platform to the artisans of Rural Tourism Projects i.e. Pochampally, Cheriya, Pembarthi & Nirmal to exhibit their products in the Museum Building, marketing their products through, brochures & wall posters and social media i.e. websites, Facebook etc.. for live demonstration, a small canteen for the visitors and also conducting training to the school / college going students / interested youth for art lovers i.e. educational tour for generating awareness and employment. The software components are as follows:

1. Baseline Survey

2. Promotion of Tourism

3. Capacity Building

4. Site Promotion

5. Project Management

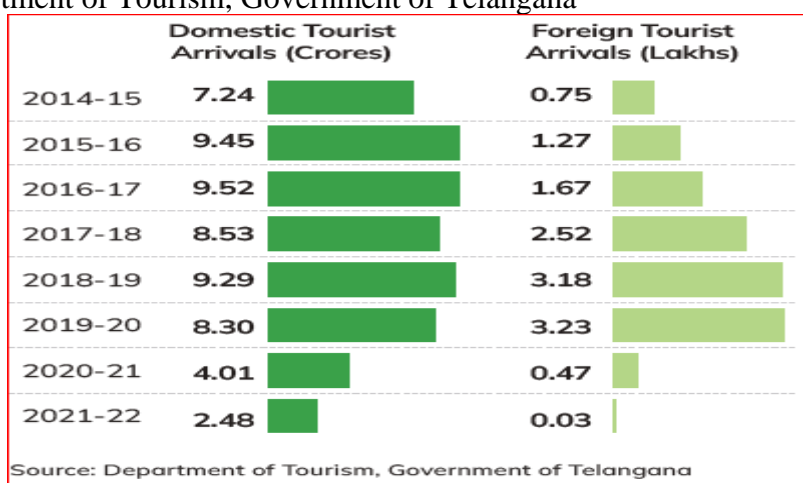
- Business District & Trade Towers are being set up to promote MICE tourism in the state as a Public Private Partnership model, the cost of the project being INR 5290 crore.

- Developing tourist destinations-Khammam and Warangal will be developed into smart international cities. Tourism infrastructure will be developed at Nagarjuna, Sagar, Karimnagar, Ramappa, Kinnersani, Kothagudem and Gajwel.
- Developing tourism circuits-Telangana State Tourism Development Corporation (TSTDC) is planning a separate —Ramayana circuitl and also plans to develop the Kakatiya Heritage Circuit.

Total Tourist Arrivals in Telangana 2014-15 to 2021-22

Year	DTA (in Crores)	FTA (in Lakhs)
2014-15	7.24	0.75
2015-16	9.45	1.27
2016-17	9.52	1.67
2017-18	8.53	2.52
2018-19	9.29	3.18
2019-20	8.3	3.27
2020-21	4.01	0.47
2021-22	2.48	0.03

Source: Department of Tourism, Government of Telangana



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The state witnessed an increase in the domestic tourist footfall from 7,23,99,113 in 2014-15 to 8,30,35,894 in 2019-20, an increase of 14.69%. During this period, the foreign tourist footfall increased from 75,171 to 3,23,326, a 4.3 times increase. This span, the foreign tourist footfall declined by 2,76,626. However, due to the travel restrictions, lockdowns, and border closures during the pandemic, there was a steep decline of 4,29,80,313 in the domestic tourist arrivals between 2019-20 and 2020-21. Tourism Department must focus on the Foreign Tourist Arrivals and Foreign Exchange Earnings. Telangana is a beautiful city and has a wide range of Tourism destinations.



CHALLENGES TO TOURISM SECTOR IN TELANAGANA STATE:

Many people now consider tourism to be the most important industry in the world, as it is quickly becoming one of the world's main industries overall. Changes in demographics, social structures, and sociocultural norms invariably result in alterations in tourist demand, and service providers in the tourism industry are confronted with a significant requirement to adapt to these shifts. Over the past few years, these ongoing difficulties have significantly grown and become much more difficult.

- Foreign Tourist Arrivals and Tourism Destination in Telangana must be developed in a robust way. So that, these destinations attract the foreigners and visit frequently to tourism spots.
- Training and Developing Professional Guides at various tourism destinations especially at Rural tourism, Heritage and Cultural tourism and Monuments etc.,
- Sustainable Tourism development must be the highest priority and accordingly develops the Infrastructure – Hotels, Transportations, Accommodations and Hygiene Facilities at tourist destinations.

Suggestions and Conclusions:

Sustainable Tourism Development should be highest priority for the government of Telangana. TSTDC has to prepare a medium and long term planning for developing sustainable and eco friendly tourist destinations for domestic as well as foreign tourist visitors. It has to develop and train the professional employees and guides at various tourist destinations and stream line the tariffs and standardize transportations charges from various places. Institutional tie ups and Organizational promotion helps to generate revenue and promote the tourism at School, Colleges and Institutional level. Telangana tourism has all kinds of tourist attractions and TSTDC focus on the seasonal promotion of these destinations in Digital Advertisements and Promote them in Social Media. The present study conducted in the light of SWOC analysis of Tourism sector in Telangana state and Highlights the various tourist destinations in detail.



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