



Promotion of Tourism in Telangana State - A Study

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Abstract

Tourism sector have the ability to generate revenue to preserve, build and maintain national heritage, local culture, craft, textiles. The Telangana State has an inflated history, which is offered over by the erstwhile rules and it holds a rich tapestry of architecture, forests, monuments, heritage buildings, museums and other attractive places. Telangana State Tourism Development Corporation (TSTDC) formed under the companies Act 2013 with an objective is to provide well infrastructure, conveyance and other facilities to tourists who are coming to Telangana State. This paper presents the growth number of foreign and domestic tourist arrivals to this state and present the various promotional scheme introduced by the Telangana State.

Key Words: *Tourist Arrivals, Promotion and Tourism Development*

Introduction:

Tourism sector is world's largest economic sector. This sector involved in economic, cultural and infrastructural development of any country and at the same time it is also provide an employment directly and indirectly to various groups of people. This sector is empowering the youth, women and un-educated populating of society. This sector also combination of various industries like transport, hotel, beverage, retail and shopping, culture, sports and recreation of all streams of people. Tourism sector is economically important factor for any country. This sector brings money

through create employment opportunities, brings growth in the region by way of improvement in infrastructure facilities and it is a major source for Foreign Exchange Reserves.

In Telangana State, there are various tourism attractions available which are attracting more tourists. These attractions are cover natural, water, forts, pilgrimage, handcrafts, festivals, wild life and etc. these are covered in various forms tourism like Water falls river front and lake fronts, Handicrafts & Handlooms, Remains of Ancient Civilization, Culture & Ethnic Tourism, Heritage Sites, Vibrant Festivals like Rama Navami, Tribal Festivals, Bonalu, Batukamma, Spiritual/ Pilgrim Tourism, Film cities I-Max theme parks, Sound & Light Shows, Adventure Sports, Wild life sanctuaries, Zoological parks and Project Tiger Parks.

This state has its diverse and have many rich heritage places and monuments which can be visited like most famous places which are located in Hyderabad, Charminar, Golconda Fort Qutab Shahi Tombs, Falaknuma Palace, Slargjung Museum and Buddha Statue in Hussain Sagar lake. Other than Hyderabad there are so many places to visit namely Bhongir Fort, Paigah Tombs, Nagunur Fort, Chowmahalla Place, Warangal Fort and Kakatiya Kala Thoranam.

Need for the Study:

Telangana State has an inflated history, which is offered over by the erstwhile rules and it holds a rich tapestry of architecture, forests, monuments, heritage buildings, museums and other attractive places. It is a state of built on the ancient relics and this states crafts, arts and world-renowned and bespeak of old traditions and rich culture. Telangana State Tourism Development Corporation (TSTDC) introduced various promotional schemes which are creating awareness to tourists. Here, there is need to study the number of tourist arrivals to the Telangana State and to analyse the role of various promotional schemes in Telangana State Tourism Development.

Objective for the Study: The following are the main objectives of the study are;

1. To study the major tourist attraction of Telangana State,
2. To analyse the growth of number of tourist arrivals to the State and
3. To evaluate the Role of promotional schemes introduced by the Telangana State.

Research Methodology

The study is confined to Tourism in Telangana State. To analyse the growth of number of Foreign and Domestic arrivals to the state and this study also covers the role of various promotional schemes introduced by the Telangana State Government.

The study based on secondary data which is gathered from the published materials like annual reports, magazines, research articles and etc. The descriptive research design is used to present the study. The study period is fourteen years (i.e. from financial year 2005 to 2018) for analyse the number of tourists arrivals to the Telangana State.

Major Tourist Attractions of Telangana State

The state has very famous Hindu and Muslim spiritual places which accounts for Pilgrimage Tourism like Temple of Jagannath, Balkampet Yellamma, Birla Mandir, Swayambhu Sri Lakshmi Narasimha Swamy Kshetram, Bhadrachalam Ram Temple, Sri Lakshmi Venkateshwara Temple of Manyamkonda, Ramalayam Dichpally, Thousand Pillar temple of Warangal, St. Mary's Church, Meadak Church, Mecca Masjid, Jain Mandir and others.

There are various festivals celebrated in the state which are very different and famous like Bathukamma, Bonalu, Dussehra, Sammakka Saarakka Jaathara, Diwali, Ugadi, Holi, Akshaya Tritiya, Eid and Ramzan etc.

This state also has various natural tourist attractions like Kuntala, Bogata, Savatula Gundam waterfalls, Nagarjuna Sagar, Hyderabad Hussain Sagar and many more other places are there to attract to this state.

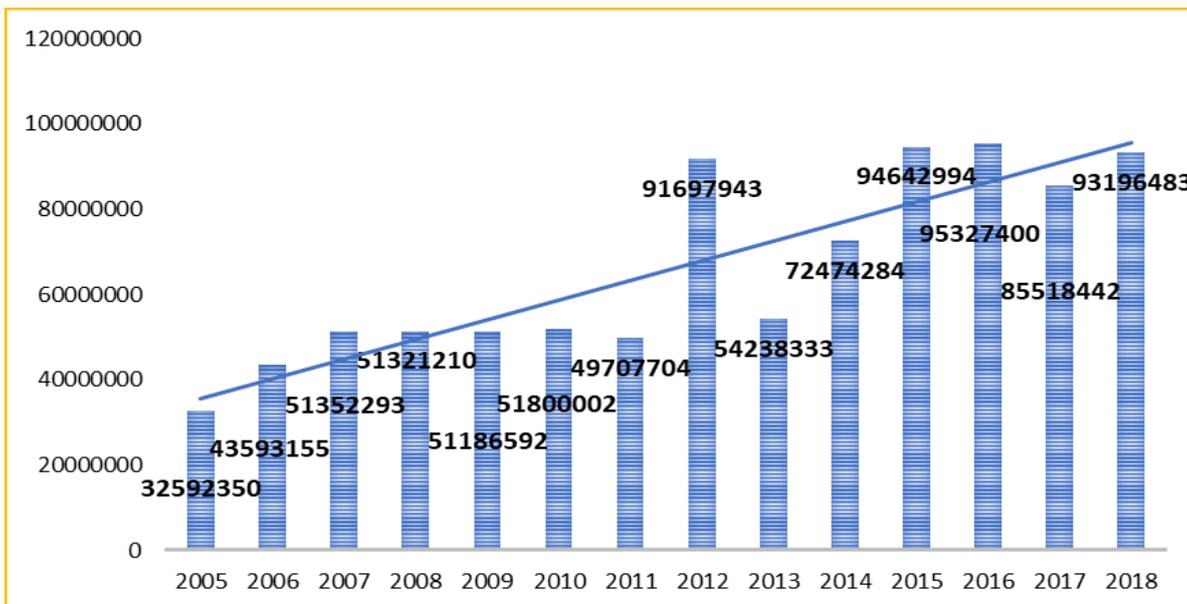
This state also offering the adventure tours like climbing, trekking, speed boating and many others at various places. This state is also one of the business hubs of India and this state have world class medical & health care medical facilities along with many research and educations centres which are provides more business opportunities and at the same time increasing tourist visits to this state for health and education purposes.

Telangana is the only state in entire South India to have 9.34 % of its population from tribal stock. About twenty-four tribal communities are living in Aliabad, Warangal, khammam, Mahabubnagar, and Nalgonda District Forests along the Krishna and Godavari river belts. Basically, tribes are symbiotic in nature. Their religious practices, social life, and cultural values are unique and typical. Surprisingly, they are not just unique from non-tribal but also within themselves between one tribe to another tribe. Tribal dances, fairs, festivals etc. are very popular in Telangana and attract Lakhs of visitors from travel stock and non-tribal too. These tribal fairs and festivals have their own importance in Telangana tourism.

Telangana State is occupied number one position in providing students to United State Universities. This state has number of research labs and recognized Universities world-wide. This state has central location with superior infrastructure and Hyderabad was identified as 'India Home' by top United State Technology companies. This state is playing major role in supplier of pharmaceutical and vaccines.

Growth of Tourist Arrivals to the Telangana State

The inflow of foreign and domestic tourist to Telangana state has been increasing. The number of foreign and domestic tourist arrivals to this state has grown at a compound average growth rate reached to more than 8% in the financial year 2014. Hence, it is required to study the total number of tourist arrivals to Telangana State including foreign and domestic tourists. Graph - 1 presents the number of tourists arrivals to state of Telangana.

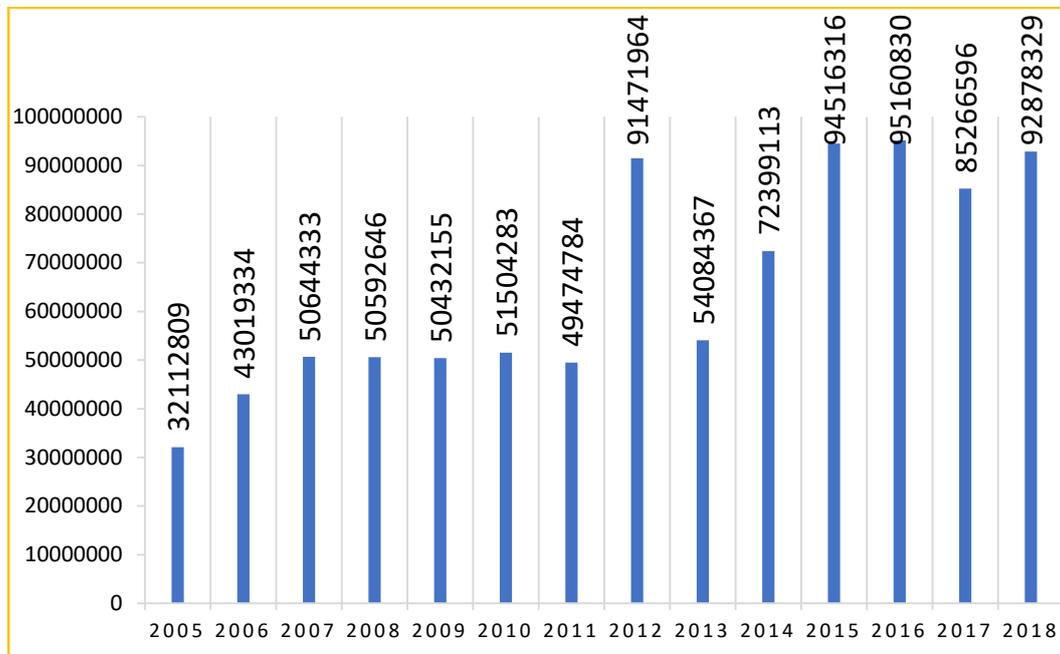
Table – 1: Growth of Tourists Arrivals to Telangana State

Source: Telangana State Tourism Reports - 2018

The above picture indicates that the number of tourists who visited the state in the financial year 2005 were 3,25,92,350 and it has reached to 9,31,96,483 in the financial year 2018. In the financial year 2012, number of tourists who visited the state were 9,16,97,943 which is highest in the study period due to the IT Sector growth is very high and more and more companies branches are started in the state in this year. Therefore, it is observed that the inflow of tourists to Telangana state is increasing yearly significantly and it clearly indicates that the Telangana State attracting the many tourists.

The inflow of foreign tourists to Telangana state has increased more than four times from the last eighteen years. From the United States, United Kingdom, Pakistan, Singapore, Canada and other countries tourists are coming to Telangana State for various purposes. Hence, there is need to study the growth of foreign tourists' arrivals to Telangana State from the financial year 2005 to 2018. Graph – 2 presents growth of foreign tourist arrivals to Telangana State.

Graph – 2: Growth of Foreign Tourists Arrivals to Telangana State

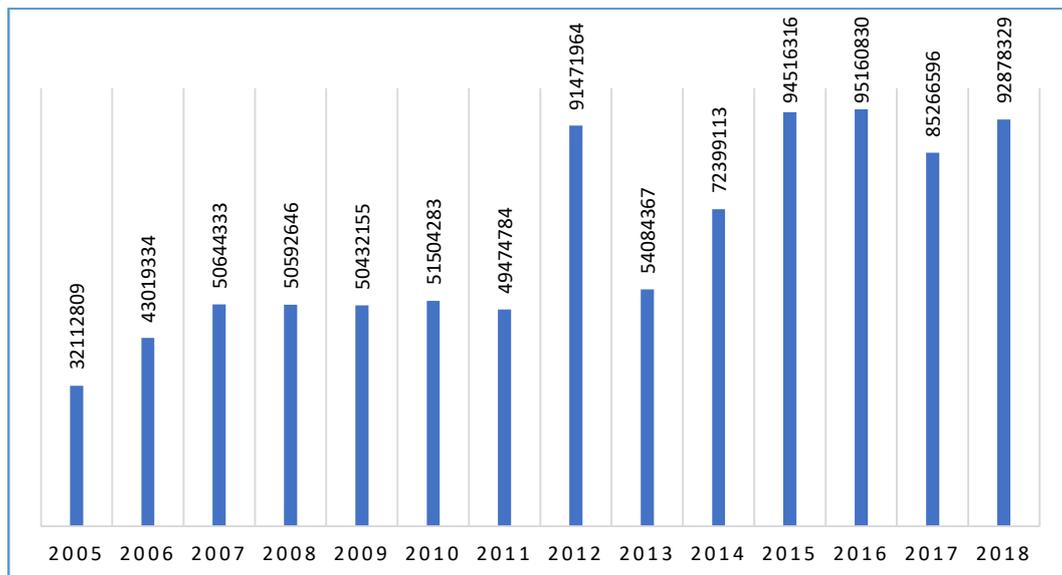


Source: Telangana State Tourism Reports - 2018

Above data display that the number of foreign tourists who visited the Telangana state in financial year 2005 were 4,73,541 and it has increased to 7,54,437 in the financial year 2009. In these five years number of foreign tourists are regularly visited the Hyderabad is very high for various proposes. From the financial tear 2010 to 2018, again it has shown annual growth in foreign tourists' arrivals to this state. In the financial year 2019 it has increased but in the financial year 2020 the foreign tourist arrivals are decreased to international lockdown.

Growth of Domestic Arrivals to Telangana State

The domestic arrivals are significantly increasing to this state. The most of the domestic tourists coming from Kerala, Chennai, Bangalore, Mumbai and etc., Hence, it is required to analyse the domestic arrivals to Telangana State. Graph – 3 presents the growth of domestic arrivals to Telangana State.

Graph – 3: Growth of Domestic Arrivals to Telangana State

Source: Telangana State Tourism Reports - 2018

Above data in graph clearly indicates that the number of domestic tourists who visited to the Telangana State in the financial year 2005 were 3,21,12,809 and it has increased to 9,28,78,329 in the financial year 2018. It shown that the continuous growth in domestic arrivals to Telangana State. This due to increase of various sectors establishment in Hyderabad and various tourist places are also developed to attract the more tourists. It is also observed that the healthcare sector also well advanced in Telangana State.

Role of Promotional Activities of TSTDC:

Telangana State Tourism Development Corporation (TSTDC) formed under the companies Act 2013 with an objective is to provide well infrastructure, conveyance and other facilities to tourists coming to Telangana State and this organisation is also have the mission to promote the unknown tourists' places in the state of Telangana. This organisation is also started the various promotional activities to attract the tourists to Telangana state. Which include

- **Telangana Samskruthika Sarathi:** This the programme was introduced by the Government of Telangana, to establish State Level Bodies to create awareness and creating a sense of pride among people about the unique cultural identity of Telangana State. This scheme also

provides information on different Government Policies and Schemes to various visitors to this state.

- **Mega Cinema City:** The Telangana State Government has planned to develop a Mega Cinema City spread more than two thousand acres in Rachakonda in Ranga Reddy-Nalgonda soundings. This step will definitely lift the film tourism industry in the State.
- **Telangana Kala Bharati and Kaloji Kala Kendram:** The Government of Telangana State initiated to promote culture and provide world class amenities to various visitors to this state with an establishment of 'Telangana Kala Bharati' at Hyderabad and 'Kaloji Kala Kendram' at Warangal have been proposed for construction by the Government.
- **Renovation of Yadagirigutta Devasthanam:** The Government of Telangana State has announced Rs. 100 crores for development soundings and renovate the design of Yadagirigutta Temple on the lines of TTD. Beside this temple building meditation centers, Veda patashala, parks, marriage halls, and cottages in another sixteen hundred acres to attract more tourists.
- **Electronic Travel Authorisation:** Telangana Tourism opened and dedicated a special counter at the airports to promote tourism activity in the State. The Tourist Visa on arrival facility enabled with an Electronic Travel Authorisation to forty-three countries was launched.
- **Tribal Cultural Hub:** The Telangana Government constructing a Komaram Bheem Memorial and Tribal Museum at Jodeghat village in Adilabad District with an estimated cost of Rs. 25 crores to promote the tribal culture hub.
- **NITI Aayong:** The Government of India sanctioned a grant of Rs. 33 crores to develop or renovate infrastructure at Kinnerasani, Nagarjuna Sagar, Ramappa, Karimnagr, Kothaguden and Gajwel. This amount should be used to comprehensive district plans for development of various Tourism spots in all the districts of Telangana State.

- **I Explore Telangana:** The Telangana Government first time introduced mobile app which provided information about tourist destinations and to access wide range of details. This app also integrates and develop services on public transport, destinations accommodations, police stations, hospitals, help line number and conversion of currency. This app is more useful to newly coming Hyderabad. This app offers a host of destinations for tourists to explore in the categories of pilgrimage, natural, fort, sports, tricking and others.
- **Adventure Clubs:** The Telangana State Tourism Development Corporation identified the adventure clubs for rock climbing activities and trekking interested tourist and TSTDC providing adventure jeep ties into the forest to attract the more and more tourists.
- **Different Tour Packages:** TSTDC designed various tour packages to local and non-local tourists for one day to one-week tours. The tourists are travel in Mercedes, Volvo and Baenz coaches with A/C or Non-A/C are running. These vehicles are regularly running tour packages and providing on demand of tourists.
- **Haritha Hotels:** The TSTDC building and redesigning the Haritha hotels with all facilities and some hotels are having meeting halls or seminar halls for their meetings. These hotels are spread across the Telangana State of major tourist destinations. All most all the Haritha hotels which includes wayside amenities on major national highways.
- **TS-iPASS:** Telangana State Industrial Project Approval and Self -Certification System (TS-iPASS) service is very speedy processing for issue of various licences and clearness for establishing of resorts, hotels, tourism events like seminar or conferences and other activities. It will also support in maintaining reliable data on truism trade enterprises in the Telangana State. This is a portal through online single window system and it also user-friendly to access anyone.
- **Sound and Light Shows:** TSTDC organising sound and light shows to attract the tourists at Shilparamam, Golconda Fort, Tramati Baradari and etc., and these shows all are recorded

narrations in English, Hindi and in Telugu languages. These are along with imaginative use of pictures, graphics, colours and music are more attractive.

- **Water Sports and Cruises:** Telangana State have largest water fleet and TSTDC operates leisure-based cruises and water spots at different rivers and lakes of the state. TSTDC also organising parasailing activities at Hussain Sagar and at other places are very prevalent for leisure cruises apart from American Pontoon Boats.

Conclusion:

This state has its diverse and have many rich heritage places and monuments which can be visited like most famous places which are located in Hyderabad, Charminar, Golconda Fort Qutab Shahi Tombs, Falaknuma Palace, Slargjung Museum and Buddha Statue in Hussain Sagar lake. Other than Hyderabad there are so many places to visit namely Bhongir Fort, Paigah Tombs, Nagunur Fort, Chowmahalla Place, Warangal Fort and Kakatiya Kala Thoranam.

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