PRESENTATION ON TELANGANA TOURISM

Smt. Sunita M Bhagwat, I.F.S., Commissioner of Tourism Govt. of Telangana
ORGANOGRAM
OF
YOUTH ADVANCED, TOURISM & CULTURE DEPARTMENT

SECRETARY

COMMISSIONER TOURISM
DIRECTOR LANGUAGE & CULTURE
DIRECTOR HERITAGE TELANGANA
MANAGING DIRECTOR SATS
MANAGING DIRECTOR TSTDC
<table>
<thead>
<tr>
<th>Geographical area</th>
<th>114,840 sq km.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>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.</td>
</tr>
<tr>
<td>Population as per 2011 census</td>
<td>3,51,93,978</td>
</tr>
<tr>
<td>State Capital</td>
<td>Hyderabad</td>
</tr>
<tr>
<td>Districts</td>
<td>Telangana has 31 districts</td>
</tr>
<tr>
<td>Major Cities</td>
<td>The key cities in the state include Hyderabad, Secunderabad and Warangal</td>
</tr>
<tr>
<td>Literacy ratio</td>
<td>66.46%</td>
</tr>
</tbody>
</table>
| Urban-Rural ratio       | Urban Population :61.33%  
Rural Population :38.67% |
| Climate                 | Winters start from November and last till early February, summers start from the month of March and peak in May with average high temperature in the 42°C range. The monsoon arrives in June and lasts until September |
TELANGANA—A WHOLESOME TOURISM MENU

Tourism Diversity of Telangana

- Waterfalls, river front and lake fronts
- Handicrafts & Handlooms
- Remains of Ancient Civilizations
- Culture & Ethnic tourism & Heritage Sites
- Vibrant Festivals
  - Rama Navami, tribal festivals
  - Bonalu, Batukamma etc.
- Spiritual/Pilgrim Tourism
  - Film cities I-Max theme parks
  - Sound & Light shows & Adventure sports
- Wild life sanctuaries, zoological parks, Project Tiger Parks
OPPORTUNITIES IN TOURISM SECTOR

- Tourism sector contributes in a big way to the economic development of India by creating employment and generating income to the ex-chequer.

- India has a large market for travel & tourism sector in various aspects like adventure, medical, MICE, Eco-tourism, film, spiritual tourism etc.

- 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)

- 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.
## CONTRIBUTION OF SERVICE SECTOR IN TELANGANA

<table>
<thead>
<tr>
<th>Sub Sector</th>
<th>2014-15</th>
<th>2015-16</th>
<th>2016-17</th>
<th>2017-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Hotels and Restaurants</td>
<td>13.20</td>
<td>14.31</td>
<td>15.86</td>
<td>28.21</td>
</tr>
<tr>
<td>Railways</td>
<td>00.92</td>
<td>01.00</td>
<td>01.06</td>
<td>-</td>
</tr>
<tr>
<td>Transport by other means and storage</td>
<td>03.60</td>
<td>04.00</td>
<td>04.50</td>
<td>05.37</td>
</tr>
<tr>
<td>Communications</td>
<td>02.06</td>
<td>02.43</td>
<td>02.56</td>
<td>-</td>
</tr>
<tr>
<td>Banking and Insurance</td>
<td>06.61</td>
<td>07.27</td>
<td>07.42</td>
<td>-</td>
</tr>
<tr>
<td>Real Estate, Ownership of Dwellings and Business Services</td>
<td>17.01</td>
<td>19.04</td>
<td>21.14</td>
<td>31.73</td>
</tr>
<tr>
<td>Public Administrations</td>
<td>06.76</td>
<td>07.31</td>
<td>08.59</td>
<td>22.01</td>
</tr>
<tr>
<td>Other Services</td>
<td>08.14</td>
<td>09.28</td>
<td>10.64</td>
<td></td>
</tr>
</tbody>
</table>

Source: Socio Economic Outlook - 2018
### STATISTICAL DATA & ANALYSIS:

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>Foreign</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>7,23,99,113</td>
<td>75,171</td>
</tr>
<tr>
<td>2015</td>
<td>9,45,16,316</td>
<td>1,26,678</td>
</tr>
<tr>
<td>2016</td>
<td>9,51,60,830</td>
<td>1,66,570</td>
</tr>
<tr>
<td>2017</td>
<td>8,52,66,596</td>
<td>2,51,846</td>
</tr>
<tr>
<td>2018 (up to April)</td>
<td>2,91,70,226</td>
<td>72,410</td>
</tr>
</tbody>
</table>

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**Domestic Tourist Arrivals**

- 2014: 70,000,000
- 2015: 90,000,000
- 2016: 90,000,000
- 2017: 80,000,000

**Foreign Tourist Arrivals**

- 2014: 50,000
- 2015: 1,000,000
- 2016: 1,500,000
- 2017: 3,000,000
TELANGANA (HYDERABAD) GATEWAY TO INDIA & ASIA

• Telangana largest contributor of students to US universities and engineers to silicon valley from any Indian city

• Home to India’s premier research labs and Universities

• Central location with superior infrastructure

• Hyderabad was picked as “India home” by top US technology companies

• World’s supplier of pharmaceuticals and vaccines
ADVANTAGE TELANGANA

- Robust Infrastructure
- 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

Growth Drivers

- Information technology
- Life sciences Hub
- Defense and Aerospace manufacturing
- Financial services
- Automotive manufacturing
- Food processing and seeds
- Industries
- Logistics and Distribution
ACTIVITIES OF THE DEPARTMENT OF TOURISM

• **Infrastructure Development & Planning**
  - 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 graduation of website from time to time

Contd……
ACTIVITIES OF THE DEPARTMENT OF TOURISM

• **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 – brouchers, 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**
<table>
<thead>
<tr>
<th>YEAR</th>
<th>SCHEME</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-2016</td>
<td><strong>SWADESH DARSHAN (Eco Tourism - 8 Locations)</strong></td>
</tr>
<tr>
<td></td>
<td>1. Somasila, 2. Singotam reservoir, 3. Farahabad,</td>
</tr>
<tr>
<td></td>
<td>8. Akkamadevi caves</td>
</tr>
<tr>
<td>2016-2017</td>
<td><strong>SWADESH DARSHAN (Tribal Circuit – 6 Locations)</strong></td>
</tr>
<tr>
<td>2017-2018</td>
<td><strong>SWADESH DARSHAN (Heritage Circuit, Hyderabad - 4 Locations)</strong></td>
</tr>
</tbody>
</table>
ECO-TOURISM: DEVELOPMENT OF URBAN FOREST BLOCKS

- Co-ordination with Forest Department
- 7 Forest Blocks proposed for development
- Activities - Protection
  (Construction of see-through walls with periphery of 181 Km)
  - Conservation
  - Eco Tourism

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of the Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dharmaram</td>
</tr>
<tr>
<td>2</td>
<td>Yadgarpalle – I</td>
</tr>
<tr>
<td>3</td>
<td>Keesara</td>
</tr>
<tr>
<td>4</td>
<td>Parvathapur</td>
</tr>
<tr>
<td>5</td>
<td>Raigiri – I</td>
</tr>
<tr>
<td>6</td>
<td>Raigiri – II</td>
</tr>
<tr>
<td>7</td>
<td>Rachakonda</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>
PROPOSED COMPONENTS

- Yoga Shed
- Gazebos
- Tourist Information Kiosk
- Wheel Chairs for Senior Citizens
- Jogging + Landscaping
- Seating area
## KEY INFRASTRUCTURE

<table>
<thead>
<tr>
<th><strong>Road</strong></th>
<th>Connected by 16 national highways with total length of 2,592 km. Overall road length for Telangana state was around 27,197 km.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Airports</strong></td>
<td>Telangana has one operational airport, Rajiv Gandhi International Airport (RGIA), Shamshabad</td>
</tr>
<tr>
<td><strong>Railway</strong></td>
<td>5328 kms</td>
</tr>
<tr>
<td></td>
<td>Telangana is well connected to other part of the country through rail network. The state has 228 railway stations. Hyderabad, Secunderabad, Kacheguda, Kazipet, Warangal are main stations which are well connected to major cities of India.</td>
</tr>
</tbody>
</table>
HOSPITALITY

Home to many premier hotels

The Westin, Hyderabad

ITC Kohinoor, Hyderabad (coming soon)

Taj Krishna, Banjara Hills

Oakwood Residence Kapil, Hyderabad

Novotel, Convention center

HYATT Banjara Hills
HYDERABAD AS A MICE DESTINATION

Hyderabad has emerged as the most sought after convention destination in India.
# MICE TOURISM

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the event</th>
<th>Month &amp; Year</th>
<th>No. of Delegates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>International Congress on Infectious Diseases –ICID</td>
<td>March, 2016</td>
<td>2222</td>
</tr>
<tr>
<td>2.</td>
<td>World Stroke Congress</td>
<td>October, 2016</td>
<td>2455</td>
</tr>
<tr>
<td>3.</td>
<td>Meetings of the Internet Corporation for Assigned Names and Numbers – ICANN</td>
<td>November, 2016</td>
<td>1483</td>
</tr>
<tr>
<td>4.</td>
<td>SKAL World Congress</td>
<td>October, 2017</td>
<td>1500</td>
</tr>
<tr>
<td>5.</td>
<td>Global Entrepreneurship Summit</td>
<td>November, 2017</td>
<td>1500</td>
</tr>
</tbody>
</table>
MEDICAL TOURISM

• Around 1.7 Lakhs Medical tourists availed treatment.

• International wellness & medical tourism association, Hyderabad states that majority of the foreign patients are from Africa, The Common Wealth of Independent States & UAE.
HYDERABAD
HERITAGE
HYDERABAD

Falaknuma Palace
Chowmahalla Palace
Charminar
Mecca Masjid
Golconda Fort
Taramati Baradi
TELANGANA
Arts & Crafts
RICH ARTS & CRAFTS OF THE PROVINCE

Pembarti Metal Craft

Dokra Metal Craft

Cherial Art

Nirmal Art
RURAL TOURISM

The Government has provided a platform to the artisans of Rural Tourism Projects i.e. Pochampally, Cheriyal, Pembarthy & 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
Artists Ganesh Nagilla, Venkataramana Nakash and Pavan Kumar Nakash share the stories behind their Cheriyal murals at Kachiguda railway station.

THE HINDU METROPLUS HYDERABAD
FRIDAY, MAY 25, 2018
:: NEERAJA MURTHY

It is late afternoon and the tracks at Kachiguda Railway Station are empty. While some travellers with luggage halt at the food stalls, some wait on the concrete benches. Everything seems normal at the station until you take a look at a panel shining bright on a wall near the entrance. It's a spectacular Cheriyal mural! Many such murals – near ticket counters and at waiting halls – give the Kachiguda station a facelift like nothing in the past did.

**Railways’ initiative**
Cheriyal artists Ganesh Nagilla, Venkataramana Nakash and Pavan Kumar Nakash are the names behind the new look. They were roped in for an initiative by railways to beautify stations selected from 63 zones across the country. Ganesh shares, “Officials liked our work in Mahila Pranganam and the bridge in Warangal. I bagged this contract and brought in my friends Venkat and Pavan.” The trio's first project was Secunderabad where they worked on themes related to weddings in Telangana. The artists worked at Secunderabad station for three months and were rewarded for their hard work with a third prize among these zones.

After this, the Hyderabad DRM asked them to create a new look at Kachiguda, states Ganesh. “We have been working here since April 29; it’s almost complete. The focus has been to bring out vibrancy of Telangana people and their lifestyle especially those living in the villages. We work non-stop with just an hour for lunch break,” adds Pavan.

The trio have shared a strong bond for long. Ganesh learnt Cheriyal art from Venkataramana’s father Chandraiah. “We have been together since childhood and work together. We share our inputs, design and feedback. It helps as each can add value to the design. Since we have no disagreements or ego issues, there are no hassles in working together. Also, if we work together, our three families can live happily.”

**A slice of village life** The artwork at Kachiguda railway station; Pavan Kumar Nakash, Venkataramana Nakash and Ganesh Nagilla.

from Venkataramana's father Chandraiah. “We have been together since childhood and work together. We share our inputs, design and feedback. It helps as each can add value to the design. Since we have no disagreements or ego issues, there are no hassles in working together. Also, if we work together, our three families can live happily.”

**Story of Bandla Bonalu**
The airconditioned waiting hall tells the story of Bandla Bonalu, against a vibrant red background. “Not many in the city are aware about Bandla Bonalu,” says Venkataramana. “Villagers decorate their carts and the whole family along with Rothera go to the village temple to pay obeisance to the goddess.” Ganesh explains that the use of red in the background is a 500-year-old Cheriyal art tradition that they follow. Each one of them draw a sketch and move on to the other drawing, hiring...
Jannaram wildlife Sanctuary
TSTDC ACTIVITIES

• TSTDC incorporated on 28th August-2014.

• The commercial operations of the Corporation are classified as follows:
  - Hospitality (Hotels & Catering) – 55 units
  - Transport (Guided & Package Tours) - 45 buses
  - Water Fleet (Leisure Cruises & Pleasure Boating)-74 boats
  - Sound & Light Shows – 3
  - Eco-Tourism

• Infrastructure Development
  - Construction of new tourism projects
  - Up-gradation & refurbishing of the existing tourism properties
HERITAGE TOURS

Hyderabad on the go
HOP ON HOP OFF PLACES COVERED

- Birla Mandir
- Salarjung Museum
- Nizam’s Jubilee Pavillion
- Charminar
- Chowmahallah Palace
- Nehru Zoological Park
- Golconda Fort
- Qutub Shahi Tombs
HERITAGE TOURS

DAILY CITY TOUR

NIZAM PALACES TOUR

KAKATIYA TOUR
ECO CIRCUIT

1. TEMPLE CUM VIKARABAD HILL – STATION TOUR

2. SOMASILA – SRISAILAM ROAD CUM RIVER CRUISE TOUR

3. TEMPLE cum WILDLIFE TOUR
LEISURE TOURS

RAMOJI FILM CITY TOUR

NAGARJUNASAGAR TOUR
INTER STATE PACKAGES

1. PAPIKONDALU – ROAD – CUM – RIVER CRUISE TOUR
2. SHIRDI TOUR
3. SHIRDI – AJANTA – ELLORA – TOUR
4. SHIRDI – NASIK – TRIAMBAKESHWAR TOUR
5. SHIRDI – PANDHARPUR TOUR
6. WARANGAL-SHIRDI TOUR (3 Days Tour)
7. SRISAILAM TOUR
8. TIRUPATI – TIRUMALA TOUR
9. LORD BALAJI AIR PACKAGE
10. (HYD- TIRUPATI-HYD)
11. BANGALORE - OOTY – MYSORE
12. SOUTH INDIA TOUR
KALESHWARAM IRRIGATION PROJECT TOUR

The Tour Itinerary is:
07.30 AM - Departure from CRO Basheerbagh
08.00 AM - Departure from Yatri Nivas, Sec'bad
09.00 PM - Arrival: Hyderabad
(Places covered: Sri Ranganayakula Sagar Project (Near Siddipet) - Sundilla Barrage (Near Manthani) - Annaram Pump House.

Tariff of the Package Tour:
Rs.950 (Adult) and Rs.750/- (Child) which includes transportation by AC Coach.
TOTAL NO. OF BOATS (FLEET 108 No.)
Golconda Fort

- A Glimpse of Sound & Light Show

Warangal Fort

Elagandal Fort
KEY HIGHLIGHTS OF THE STATE

• The state capital Hyderabad has emerged as the best city consecutively for second year according to MERCER ratings

• Hyderabad already emerged as one of the best startup centres with more than 800 startups in the last 2 years

• Hyderabad is the second best place in the world to visit in 2015 according to “Traveller Guide Magazine

• It is MICE capital of India housing HICC which is the winner of National Tourism Award for 'Best Convention Centre’
HIGHLIGHTS

• National Tourism Award 2014-15.
  – Best Tourism Promotion Publicity Material - Ancient Temples of Telangana
  – Best Heritage City – Warangal
  – Best Standalone Convention Centre - Hyderabad International Convention Centre

• Telangana – Emerging International Film Destination - Winner in the Tourism film section of the ART & TUR Festival, 2016.

• Best Tourism Destination State - Travel + Leisure India – South Asia.

(Contd.....)
### NATIONAL TOURISM AWARDS 2015-16:

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Category of Award</th>
<th>Award to</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Best Standalone Convention Centre</td>
<td>Leonia, Hyderabad</td>
</tr>
<tr>
<td>2</td>
<td>Best Medical Tourism Facility</td>
<td>Apollo Health City, Hyderabad</td>
</tr>
<tr>
<td>3</td>
<td>Civic Management of a Tourist Destination in India</td>
<td>Greater Hyderabad Municipal Corporation (GHMC), Hyderabad</td>
</tr>
<tr>
<td>4</td>
<td>Best Heritage City</td>
<td>Warangal City</td>
</tr>
<tr>
<td>5</td>
<td>Best Tourism Promotion Publicity Material</td>
<td>Department of Tourism Theme Book published in Mandarin Language for China International Travel Mart</td>
</tr>
<tr>
<td>6</td>
<td>Swachhta Award</td>
<td>Greater Warangal Municipal Corporation (GWMC)</td>
</tr>
<tr>
<td>8</td>
<td>Best Maintained and Disabled Friendly Monument</td>
<td>Chowmahalla Palace, Hyderabad.</td>
</tr>
</tbody>
</table>
THANK YOU