

# **Tourism Sector in Telangana**

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## **ABSTRACT**

**Telangana state's culture combines cultural customs from Persian traditions embedded during Moghuls, Qutub Shahis, and Nizams rule with prominent and predominantly south Indian traditions and customs. The state has a rich tradition of classical music. Telangana has a variety of tourist attractions, including historical places, monuments, forts, waterfalls, forests, and temples. With the formation of the Telangana State Tourism Development Corporation, steps have been taken to initiate innovative methods of implementing different types of tourism packages, services, and experiences to attract both domestic and foreign tourists. The tourism industry is very sensitive to the creation of employment and is therefore essentially linked to the state of the economy. It's totally like an agriculture industry in India because the tourism industry's effect by nature is up-down like agriculture as per the last decade of data witnessed of the telangana economic downturns and a historic growth period during this time. Telangana is an extremely important market for tourism, one that we are always looking for the right opportunities to invest in. With international tourism increasing year-on-year and the continued strength of domestic tourism, we see incredible opportunities for growth to boost trade in Telangana. Tourism holds immense capacity for the creation of employment, poverty reduction, human development, and environmental sustainability, thus offering an opportunity for all-inclusive growth. Consequently, the state government has been making significant efforts to facilitate the growth of this sector. Participation in fairs, which hold immense national as well as international importance, will give impetus to the growth of tourism in the state. This paper analyses tourism in Telangana.**

## **INTRODUCTION**

In Telangana State, there are various tourism attractions available that are attracting more tourists. These attractions include nature, water, forts, pilgrimage, handcrafts, festivals, wild life, etc. These are covered in various forms of tourism, like water falls, riverfronts, and lakefronts; handicrafts and handlooms; remains of ancient civilization; culture and ethnic tourism; heritage sites; vibrant festivals like Rama Navami; tribal festivals; Bonalu; Batukamma; spiritual/pilgrim tourism; film cities; I-Max theme parks; sound and light shows; adventure sports; wild life sanctuaries; zoological parks; and Project Tiger Parks. This state is diverse and has many rich heritage places and monuments that can be visited, like the 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.

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 built on ancient relics, and this state is world-renowned for its crafts, arts, and bespeak of old traditions and rich culture. The Telangana State Tourism Development Corporation (TSTDC) introduced various promotional schemes that are creating awareness among tourists. Here, there is a need to study the number of tourist arrivals to Telangana State and to analyse the role of various promotional schemes in Telangana State tourism development.

Telangana, the 29th state of India, was formed on June 2, 2014, with Hyderabad as its capital. The state is bordered by Andhra Pradesh to the south and east, Maharashtra and Karnataka to the west, and Odisha and Chhattisgarh to the north. The state has a rich cultural heritage. Tourists can visit historical places, monuments, waterfalls, forts, forests, and temples. At current prices, Telangana's GSDP was estimated at INR 3,99,261 crore over 2013-14. Between 2004-05 and 2013-14, the average annual GSDP growth rate stood at 17.3 percent. In the year 2012, 2,35,979 foreign tourists visited Telangana, whereas the domestic tourist arrivals showed a significant increase of 85% to 9.14 crores. Domestic tourist visits stood at 4.94 crore, and foreign tourists accounted for 2.32 lakhs in 2011. Telangana is endowed with a rich heritage, culture, and varied landscape, and the government endeavours to make the state a

global tourist destination. The state has heritage sites such as the Kakatiya Fort, Rammappa Temple, and the Thousand Pillar Temple at Warangal and Charminar; Golkonda Fort; Falaknuma Palace; Chowmahalla Palace; and Hussain Sagar Lake in Hyderabad. There are also prominent religious sites such as Lord Sri Ram Temple at Bhadrachalam, Jogulamba Temple (one of the 18 Shakti Peethas in Jogulamba district), Kolanupaka Jain Temple (Nalgonda), Mecca Masjid (Hyderabad), and the Medak Church (Medak). The government is promoting eco-tourism in wildlife sanctuaries at Nagarjunsagar-Srisailem Tiger Reserve, Kawal (Adilabad), Kinnersani (Khammam), and Kadem Reservoir (Adilabad). Water tourism is also being promoted, with ferries set up between Bhadrachalam and Papikondalu as well as between Nagarjuna Sagar and Srisailem. Efforts are underway for the development of new tourism destinations, e.g., the Tribal Circuit at Warangal and Yadagirigutta (Nalgonda). The government has conducted a study to prepare comprehensive district tourism development plans and identified 477 tourist destinations for upgrading existing tourist amenities and facilities. The erstwhile districts identified with the most number of proposed tourist destinations are Hyderabad (41), Rangareddy (26), Nalgonda (23), Adilabad (21) and Suryapet (21). The total number of tourist arrivals in the state increased from 7.2 crore in 2014 to 8.3 crore in 2019.

#### **Objectives of the study**

- To describe the tourism sector in Telangana
- To analyse the government initiatives towards the tourism industry

#### **METHODOLOGY**

The research is based on secondary data. It's exploratory and descriptive in nature, and given the nature of the present study, it was required to collect information from secondary sources. Secondary information was collected from research studies, books, journals, newspapers, and ongoing academic working papers. socio-economic outlook and websites of the Government of India and the Government of Telangana

#### **Telangana Tourism**

The Telangana region, along with Hyderabad, Adilabad, Karimnagar, Nalgonda, Medak, Khammam, Mahaboobnagar, Nizambad, Ranga Reddy, and Warangal, can be called the tourist destination of the south. There were many dynasties that ruled over the Telangana region, and the art and architecture they encouraged still enliven Telangana. The period of Kakatiya was termed the Golden Era. They have built many forts, temples, and lakes. Kakatiya art preserved the balance between architecture and sculpture.

One of the important temples with intricate design, the temple of Palempeta, can be described as a gem in the galaxy of Mediaeval Deccan temple architecture. The Thousand Pillar Temple at Hanmakonda, Ramappa Temple, Warangal Fort, and other forts and lakes are some of the excellent architectural pieces of Kakatiya.

There are a number of historic places to visit. To name a few, Mecca Masjid, Birla Mender, Lumbini Park, Shilparamam, Hussain Sagar Lake, Ocean Park, Ramoji Film City, Nehru Zoological Park, Public Gardens, Osman Sagar, Jama Masjid, NTR Gardens, Charminar, Golkonda Fort, Paigah Palace, Ashurkhana, Qutub Shahi tombs, State Legislative Assembly, Falaknuma Palace, Asmangarh Fort, Kingkoti Palace, Chiran Fort, Salarjung Museum, Birla Science Planetarium, and Birla Archaeological Museum Ikat Fabrics, Perfumes, Bidriware Metal Crafts, Bangles, and Pearls in Hyderabad Basara Saraswathi Temple, Adilabad, the only Saraswathi temple in south India, Pocheru and Kuntla waterfalls, and Nirmal handicrafts in Adilabad Elgandal Fort, Sri Raja Rajeswari Temple in Vemulawada, Karimnagar, silver filigree works, Nakasha paintings, and Ramadugu stone crafts in Karimnagar Sri Sita Ramachandra Swamy Temple in Bhadrachalam, Khammam, Alampur Temples of Mahaboobnagar, Medak Church, Jain Temple, Kolanpak, and Pochampalli Textile Centre in Pochampalli

The government has taken steps to develop tourism infrastructure, simplify approvals, and build awareness to promote tourism in the state. The Telangana State Tourism Development Corporation (TSTDC) was incorporated in 2014 to develop tourist infrastructure and package tours for the overall development of tourism in the state. It is involved in many activities, such as maintenance of hotels and resorts (36), wayside amenities (8), transport fleet (32), water fleet (115), sound and light shows (3), arrangement of tourist packages, etc. Hussain Sagar Lake, one of Hyderabad's most popular tourist attractions, was built in 1562 AD for irrigation and drinking water requirements. Buddha Purnima Project Authority (BPPA) was constituted for the development of Hussain Sagar Lake and its environs, covering an area of 902 hectares.

### **Some of the important programmes organised by the department**

State Formation Day Celebrations; Bathukamma Festival; Bonalu Festival; Kite and Sweet Festival; Janapada Jatharas; Independence Day Celebrations, etc. Apart from this, World Tourism Day celebrations are also organised every year on September 27th to raise awareness about the role of tourism within the international community and to demonstrate how it affects social, cultural, political, and economic values worldwide. Furthermore, the state has tremendous potential for tourism, with a rich heritage and culture and various historical monuments and places of interest for nature lovers. The state is also an emerging hub for logistics and healthcare services. Going forward, the government plans to build on these strengths and use them as a platform for increasing growth in the state.

### **TOURISM DEVELOPMENT**

Telangana has a number of tourist attractions, including historic sights, museums, forts, waterfalls, forests, and temples. Hyderabad, the state capital, ranked second best place in the world that one should see in 2015 and 2016, which is published in the annual guide of 'Traveller' magazine of National Geographic.

Tourism is another key sector that provides job opportunities for a diverse workforce, from highly skilled to unskilled. The newborn state of Telangana has recognised tourism as a high-potential sector for growth and employment. The number of tourists visiting Telangana has gradually increased. In 2014, approximately 7.24 crore tourists, both domestic and international, visited Telangana, with a 30% increase in 2015 to 9.46 crore tourists. In 2016, the number of state tourists rose to 9.53 crore.

Telangana's tourism potential lies in its culture, which blends cultural customs from Persian traditions embedded during Moghuls, QutubShahis, and Nizams rule with influential and mainly South Indian customs and traditions. The state has a rich tradition of classical music. It has rich painting and folk arts such as Burrakatha, shadow puppet show, Perini Shiva Tandavam, Gusadi Dance, Kolatam, Bonalu, Kite Festival, etc. Telangana has a variety of tourist attractions, including historical places, monuments, forts, waterfalls, forests, and temples.

#### **Types of tourism**

**Rural Tourism:** Telangana has tremendous potential for rural tourism and is a beautiful canvas with endless colours, cultures, and customs. Handicrafts represent the oldest customs of living culture, and Telangana has some of the richest sources of craftsmanship. Rural tourism projects that were established by the Ministry of Tourism, Government of India, and Telangana include Pochampally Rural Tourism Project, Nalgonda District; Nirmal Rural Tourism Project, Adilabad (Nirmal District); Cherial Rural Tourism Project; Warangal Rural Tourism Project; and Pambarthi Rural Tourism Project.

**Wildlife and Eco Tourism:** Telangana State has rich forests and wildlife sanctuaries that provide scope for eco-tourism and wildlife tourism, including Nizamabad's Alisagar Deer Park, Warangal's Etunagaram Sanctuary and Pakhal Wildlife Sanctuary, Jannaram Kawal Wildlife Sanctuary, Adilabad's Pranahitha Wildlife Sanctuary, Nagarjuna Sagar-Srisailem Tiger Reserve, Mahavir Harina Vansthal National Park, Vansathalipuram and Nehru Zoological Park in Hyderabad, Sangareddy Manjira Bird Sanctuary, and Medak Pocharam Sanctuary, Rangareddy Shamirpet Deer Park. The Deccan Plateau is a region of unique and great biodiversity, reflected in the various wildlife havens of the region. The tourism department provided many facilities for tourists to enjoy a glimpse of the wildlife habitat in the state.

**Heritage Tourism:** Telangana is a historic land dotted with a variety of forts that have the ability to develop into iconic heritage sites for tourism. Many prominent forts are Golconda Fort, Medak Fort, Khammam Fort, Nizamabad Fort, Elagandula Fort, Karimnagar, Bhongir Fort, and Nalgonda, where the Tourism Department is taking up projects to establish tourist amenities. Warangal Fort and Golconda Fort are also hosts of sound and light displays that take us back to a glorious history. More such shows would highlight Telangana's rich heritage. Telangana State Tourism Development Corporation (TSTDC) organises all the above-mentioned tourism packages and also connects neighbouring states. Haritha Hotel chains, wayside services, river cruises, and water fleets are also operated by TSTDC at various locations. Any trip to Telangana State, including the popular Hyderabad Biryani, Qurbani-ka-Meetha, Haleem, Osmania Biscuits, and Irani Chai, is incomplete without a taste of its cuisine.

Telangana, due to its geographical location, is the realm where two diverse cultures from the north and south of the country merge and create a composite cultural region with diverse cultural, social, and economic backgrounds. Thus,

Telangana links the north and south of India. Hyderabad, the state capital, is a classic example of Telangana heritage, exemplified by a number of archaeological monuments such as the Charminar, the Golkonda Fort, the Mecca Masjid, the Sri Chennakesava Swamy Temple, the Ujjaini Mahankaali Temple, and Hussain Sagar, to name a few. Other important heritage sites in Telangana, apart from Hyderabad, are Adilabad, Karimnager, Khammam, Mahabubnagar, Medak, Nalgonda, Nizamabad, and Warangal. Each of these has several heritage monuments that emerged during the state's long history.

**Medical Tourism:** Hyderabad has the potential to emerge as a global medical tourism centre, given the world-class care provided at affordable prices at the city's leading hospitals. Hyderabad's medical institutions provide a wide range of excellent-quality medical treatments at about one-tenth the cost of developed countries. Furthermore, medical tourism in the state got a boost when the Government of India abolished visa restrictions on tourist visas, which included a two-month gap between consecutive visits for tourists from Gulf countries. Hyderabad is most famous for medical treatments such as joint replacements (knee, hip, and shoulder), heart surgery (simple and complex), brain and spinal surgery (including stroke patients), state-of-the-art cancer treatment, bone marrow transplants, heart transplants, corneal transplants, kidney transplants, cochlear transplants, urology robotic surgery, etc.

### **State Government Initiatives for the Promotion of Tourism**

(a) Augmentation of Infrastructure Facilities: The Government of Telangana has taken up the following infrastructural measures for facilitating tourists: (i) Establishment of tourist information counters at Telangana Bhavan, New Delhi; Kachiguda Railway Station and Secunderabad Railway Station, Hyderabad; and Kazipet Railway Station, Warangal. (ii) Development of tourist infrastructure facilities at Ananthasagar in Chinna Koduru Mandal, Irkode Village in Medak District, and Sri Venkateswara Swamy Temple, Thallapusapaly in Warangal District. (iii) Installation of 20 touch-screen kiosks at various locations within twin cities for the benefit of visiting tourists.

(b) **Documentation:** Tourist places in Telangana are being documented for wider publicity. Documents prepared so far include 'Ancient Temples of Telangana', 'Rock Art Sites in Telangana', 'Raaga Chitramala', 'District Brochures of Telangana', 'Hyderabad Maps', 'Telangana Maps', CDs, coffee table books, etc. The department has identified 477 tourist destinations to be covered under projects for the development of tourism in districts and is formulating plans to bring in funds from various sources.

Telangana State received a good number of awards in the tourism area. The "Most Diversified Film Destination of the Year (India)" of the Indy Wood Film Carnival on December 3rd, 2018 and the National Tourism Awards for the year 2016-17 in New Delhi on September 27th, 2018 are prominent among them.

The state should adopt a single-window policy to boost direct and indirect investments in tourism. The state should focus on providing state-of-the-art infrastructure to meet the present and future needs of tourists. The state can also start overseas offices in different countries to promote Telangana as a tourism destination. Needless to say, there should be proper coordination between the state and central tourism departments. The government should try to provide good accommodation facilities to tourists by encouraging private companies to invest in the accommodation sector by giving them different tax benefits. Promoting security for tourists is also needed. Aggressive tourism marketing campaigns should be adopted to promote this sector.

### **CONCLUSION**

Telangana has a variety of attractions: hills, wildlife, forests, forts, and temples. The Telangana region has all the required qualities for emerging as a potent tourist destination in the country. In recent years, the government has focused on eco-tourism, sports tourism, holiday tourism, etc. If property is developed, a large number of foreign and domestic tourists can be attracted to visit the places in and around the Telangana region. The state encompasses a composite, pluralistic, and inclusive culture that makes it an attractive destination for tourism. Dynasties such as Sathavahanas, Kakatiyas, Chalukyas, Qutubshahis, Mughals, and Asafjahis have ruled the state of Telangana, due to which there are numerous monuments and forts reflecting diverse cultures that can be visited. In addition, the arts and crafts from the state showcase sublime and evocative designs and exhibit high-quality workmanship, creativity, and imagination, which make them famous not just in India but the world over. The state also has rich forests and wild life sanctuaries, which provide scope for eco-tourism and wildlife tourism. Further, Hyderabad has the potential

to emerge as a global medical tourism hub in view of the world-class treatment offered at affordable prices in the leading hospitals located in the city. After analysing all the information and data collected from various sources, it may be concluded that the Telangana tourism industry is expected to show healthy growth in the coming years on the basis of previous years that provided a good and healthy economy to Telangana state, a tourism development programme in the state, favourable government policies to Telangana, and other international events that established a strong economy.

The number of tourist arrivals is increasing significantly every year. The number of tourists who visited the state in the financial year 2005 was 3,25,92,350, and it has reached 9,31,96,483 in the financial year 2018. The Telangana State Tourism Development Corporation (TSTDC) was formed under the Companies Act 2013 with the objective of providing infrastructure, conveyance, and other facilities to tourists coming to Telangana State. This organisation also has the mission to promote the unknown tourists' places in the state of Telangana. This organisation is playing an important role in promoting various tourist destinations in Telangana State.

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