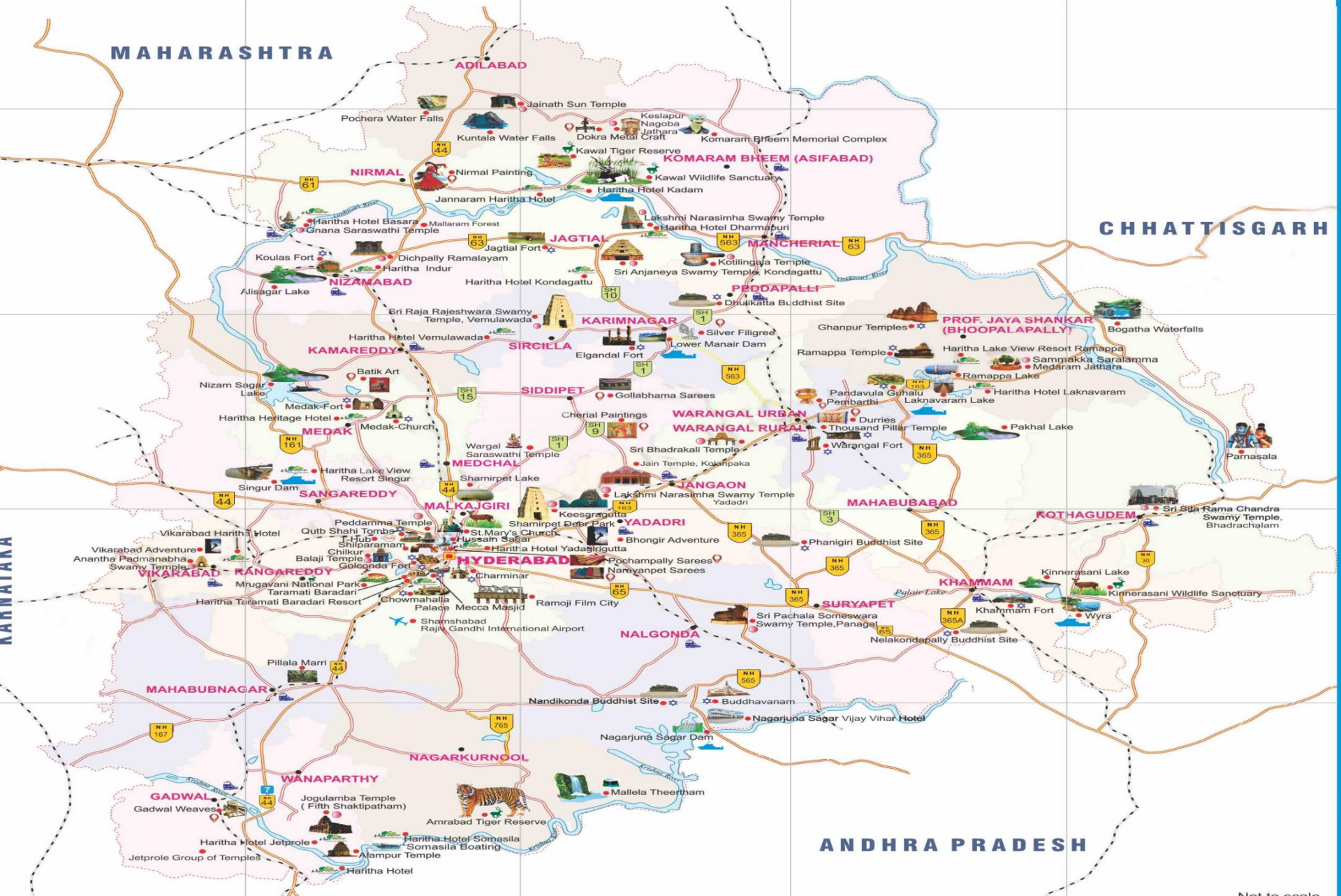




**PRESENTATION
ON
TELANGANA TOURISM**

**Smt. Sunita M Bhagwat, I.F.S.,
Commissioner of Tourism
Govt. of Telangana**

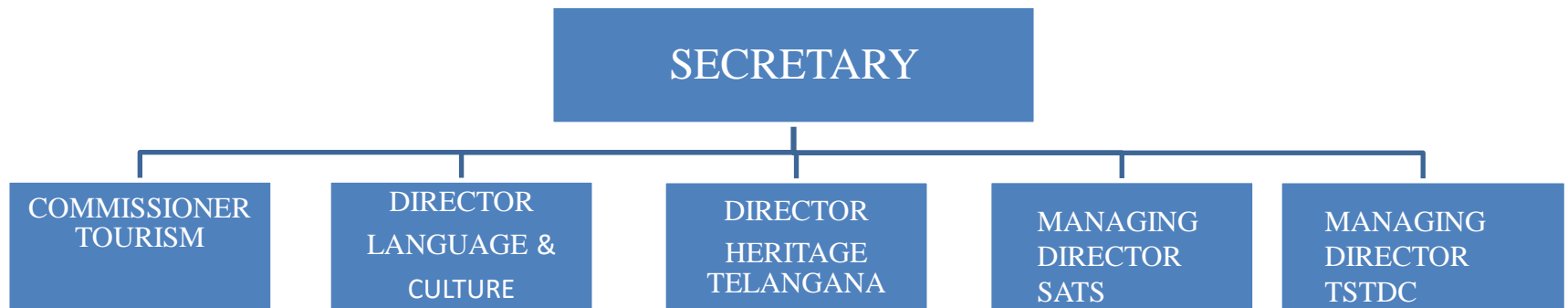
TELANGANA



ANDHRA PRADESH

Not to scale

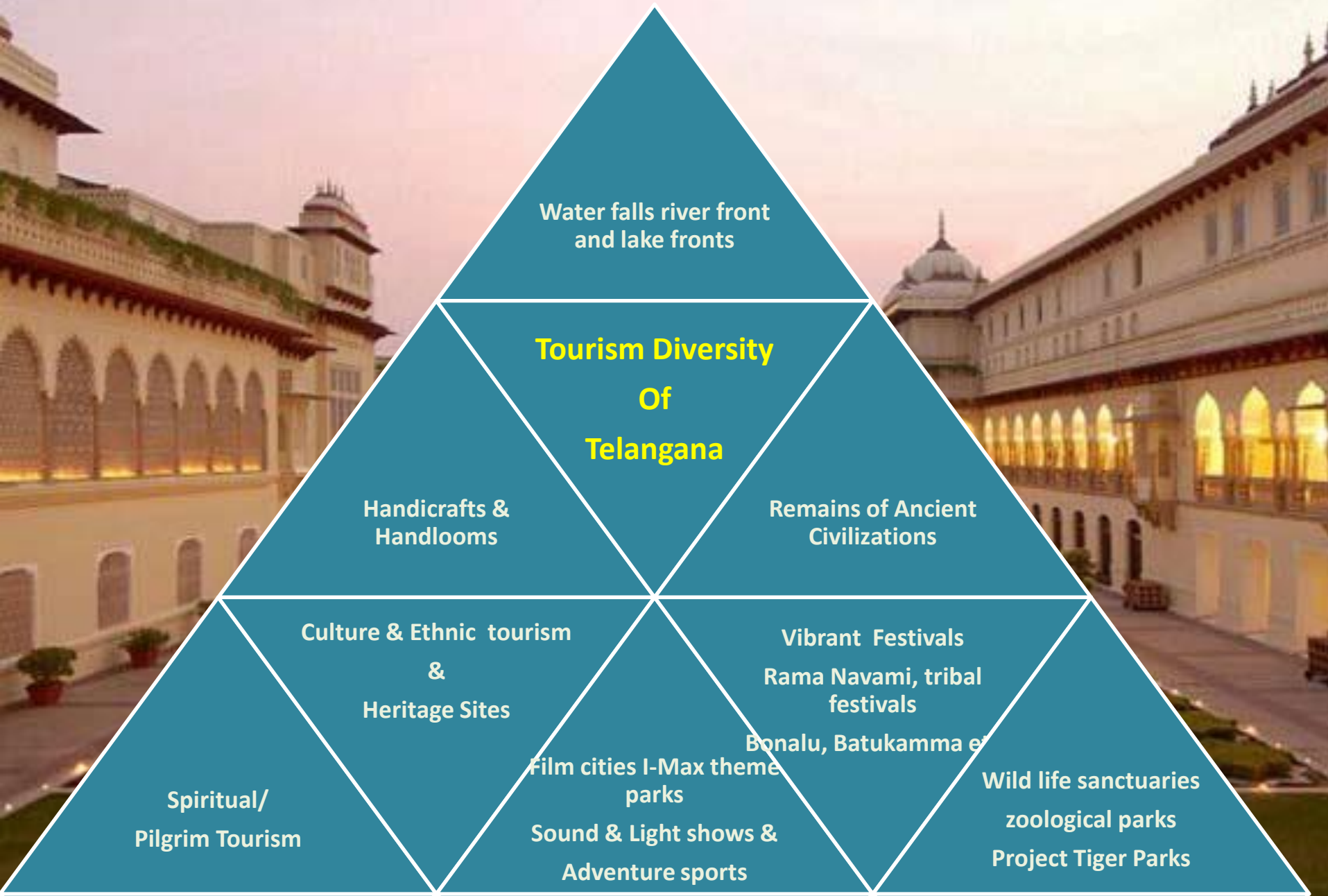
ORGANOGRAM OF YOUTH ADVANCENT, TOURISM & CULTURE DEPARTMENT



FACT SHEET

Geographical area	114,840 sq km.
Location	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.
Population as per 2011 census	3,51,93,978
State Capital	Hyderabad
Districts	Telangana has 31 districts
Major Cities	The key cities in the state include Hyderabad, Secunderabad and Warangal
Literacy ratio	66.46%
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



OPPORTUNITIES IN TOURISM SECTOR

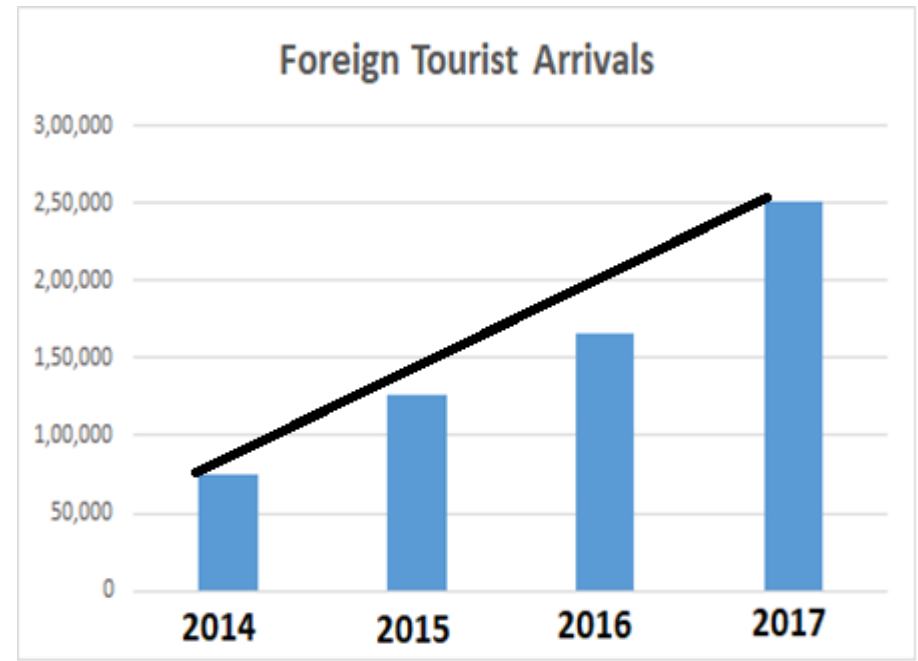
- Tourism sector contributes in a big way to the economic development of India by creating employment and generating income to the ex-chequer.
 - India has a large market for travel & tourism sector in various aspects like adventure, medical, MICE, Eco-tourism, film, spiritual tourism etc.
 - India has 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

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

- STATISTICAL DATA & ANALYSIS:**

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



TELANGANA (HYDERABAD) GATEWAY TO INDIA & ASIA

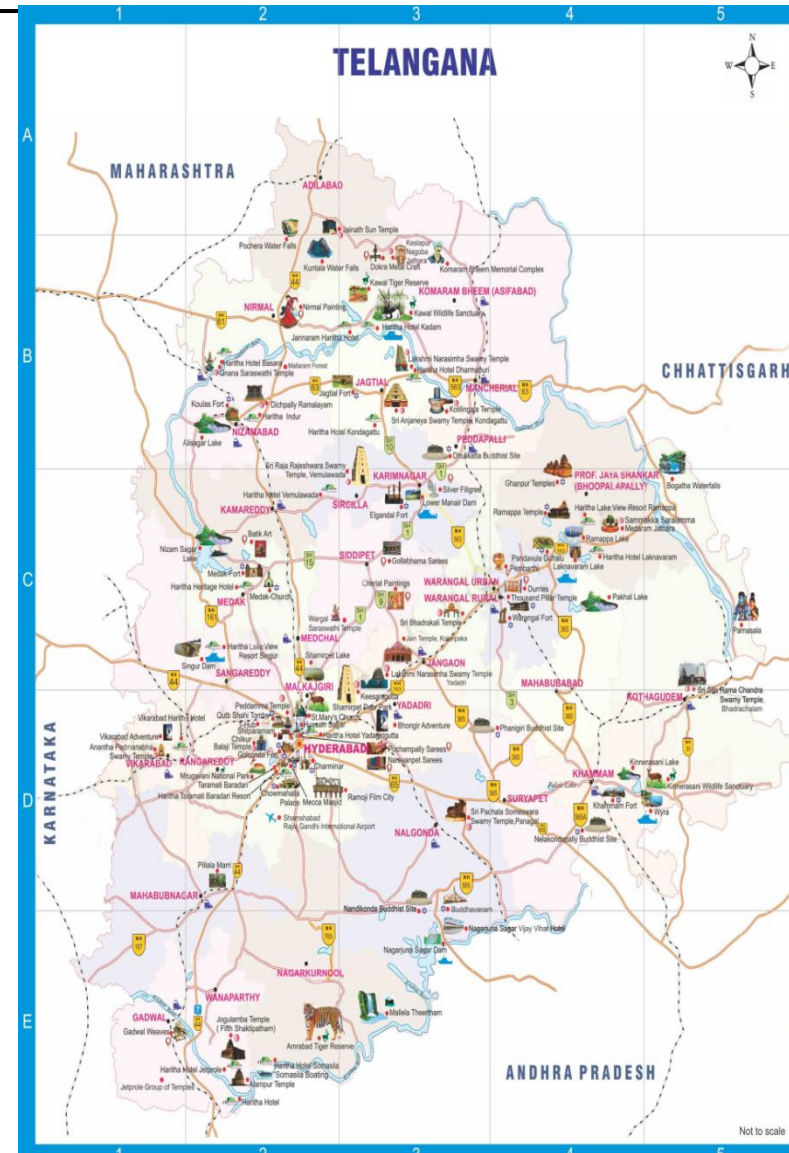
- Telangana largest contributor of students to US universities and engineers to silicon valley from any Indian city
- Home to India's premier research labs and Universities
- Central location with superior infrastructure
- Hyderabad was picked as "India home " by top US technology companies
- World's 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 gradation 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 – 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**

PROJECTS UNDER PROGRESS

YEAR	SCHEME
2015-2016	SWADESH DARSHAN (Eco Tourism - 8 Locations) 1. Somasila, 2. Singotam reservoir, 3. Farahabad, 4. Mallethertham, 5. Kadali Vanam, 6. Eegalapenta, 7. Umamaheshwaram, 8. Akkamadevi caves
2016-2017	SWADESH DARSHAN (Tribal Circuit – 6 Locations) 1. Ghattamma, 2. Laknavaram, 3. Medaram, 4. Tadvai, 5. Malluru, 6. Bogata Waterfalls
2017-2018	SWADESH DARSHAN (Heritage Circuit, Hyderabad -4 Locations) 1. Qutubshahi tombs, 2. Paigah tombs, 3. Hyat Bhakshi Begum mosque, 4. Raymond tombs

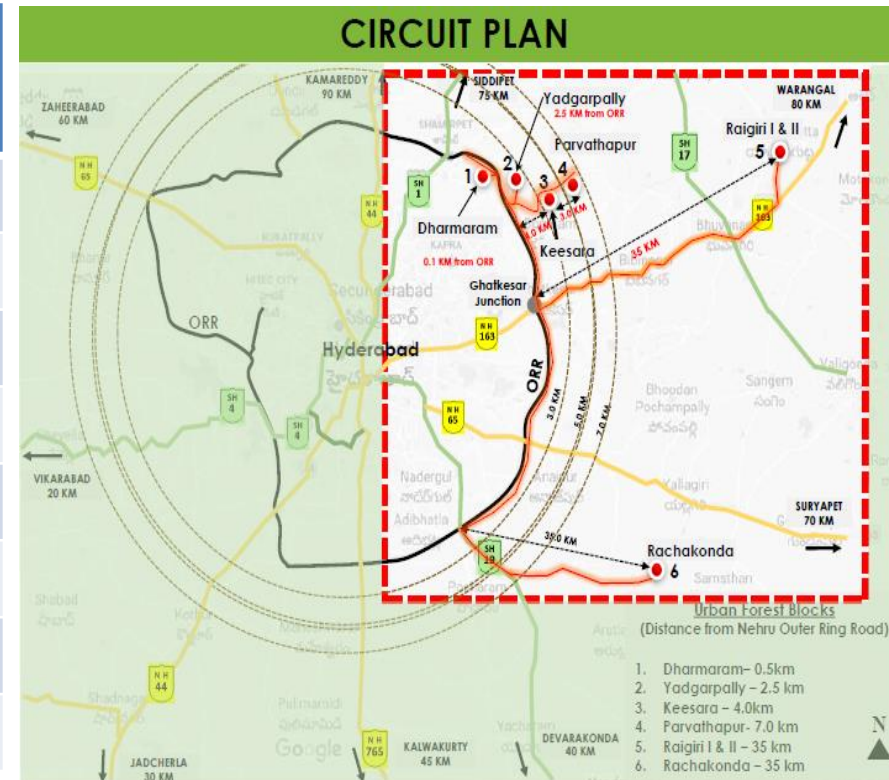
ECO-TOURISM : DEVELOPMENT OF URBAN FOREST BLOCKS

- 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

S.No.	Name of the Place
1	Dharmaram
2	Yadgarpalle – I
3	Keesara
4	Parvathapur
5	Raigiri –I
6	Raigiri – II
7	Rachakonda
Total	



PROPOSED COMPONENTS



Yoga Shed



Gazebos



Tourist Information Kiosk



Wheel Chairs for Senior Citizens



Jogging + Landscaping



Seating area

KEY INFRASTRUCTURE

Road	Connected by 16 national highways with total length of 2,592 km. overall road length for Telangana state was around 27,197 km.
Airports	Telangana has one operational airport, Rajiv Gandhi International Airport (RGIA), Shamshabad
Railway	5328 kms 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.

HOSPITALITY

Home to many premier hotels



The Westin, Hyderabad



Taj Krishna, Banjara Hills



Oakwood Residence Kapil
Hyderabad



ITC Kohinoor, Hyderabad
(coming soon)



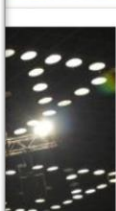
Novotel, Convention center



HYATT[®]
Banjara Hills

HYDERABAD AS A MICE DESTINATION

Hyderabad has emerged as the most sought after convention destination in India



MICE TOURISM

S. No.	Name of the event	Month & Year	No. of Delegates
1.	International Congress on Infectious Diseases –ICID	March, 2016	2222
2.	World Stroke Congress	October, 2016	2455
3.	Meetings of the Internet Corporation for Assigned Names and Numbers – ICANN	November, 2016	1483
4.	SKAL World Congress	October, 2017	1500
5.	Global Entrepreneurship Summit	November, 2017	1500



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.



Falaknuma Palace



Chowmahalla Palace



Charminar

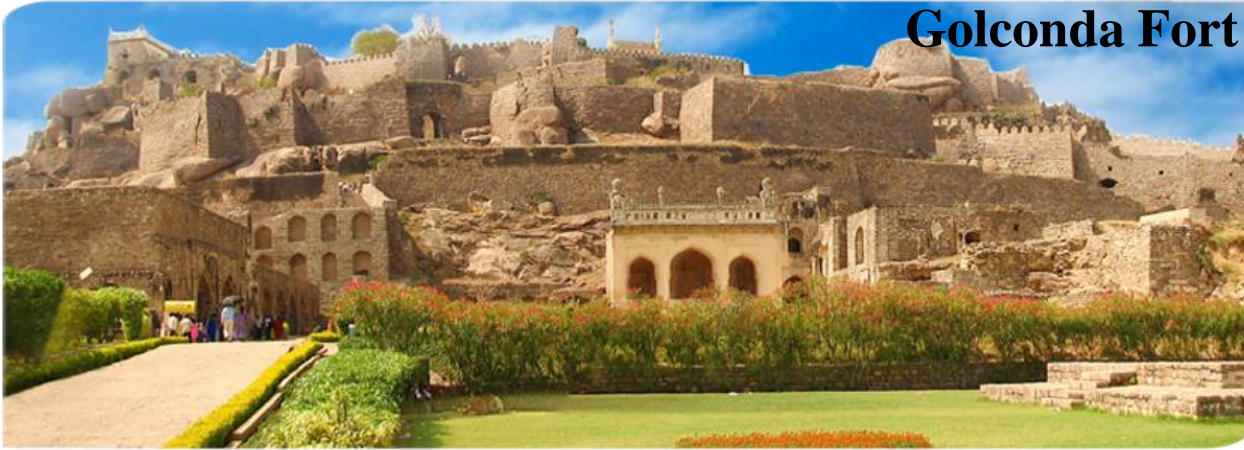


**HERITAGE
HYDERABAD**

Mecca Masjid



Golconda Fort



Taramati Baradi





Bidri Craft



Bidri Craft

Bidri Craft



TELANGANA Arts & Crafts



Cherial Paintings



Cherial Art

RICH ARTS & CRAFTS OF THE PROVINCE



Pembarti Metal Craft



Cherial Art



Dokra Metal Craft



Nirmal Art

RURAL TOURISM

The Government has provided a platform to the artisans of Rural Tourism Projects i.e. Pochampally, Cheriyal, Pembrothy & 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

OUTCOME OF RURAL TOURISM

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 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 artistes 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

Cheriyal pride at Kachiguda station



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

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 deco-



rate their carts and the whole family along with Potharaju 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



Eco Tourism

Jannaram wildlife Sanctuary



TELANGANA STATE TOURISM DEVELOPMENT CORPORATION



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



Haritha



HOTELS & RESORTS



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

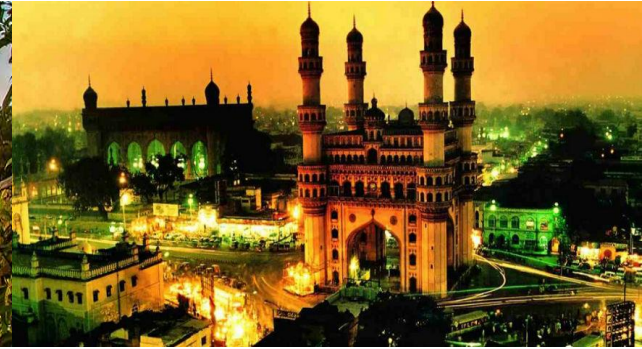


Qutub Shahi
Tombs

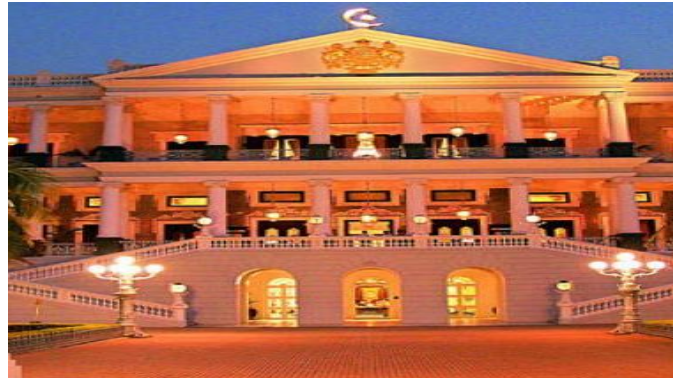


HERITAGE TOURS

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**

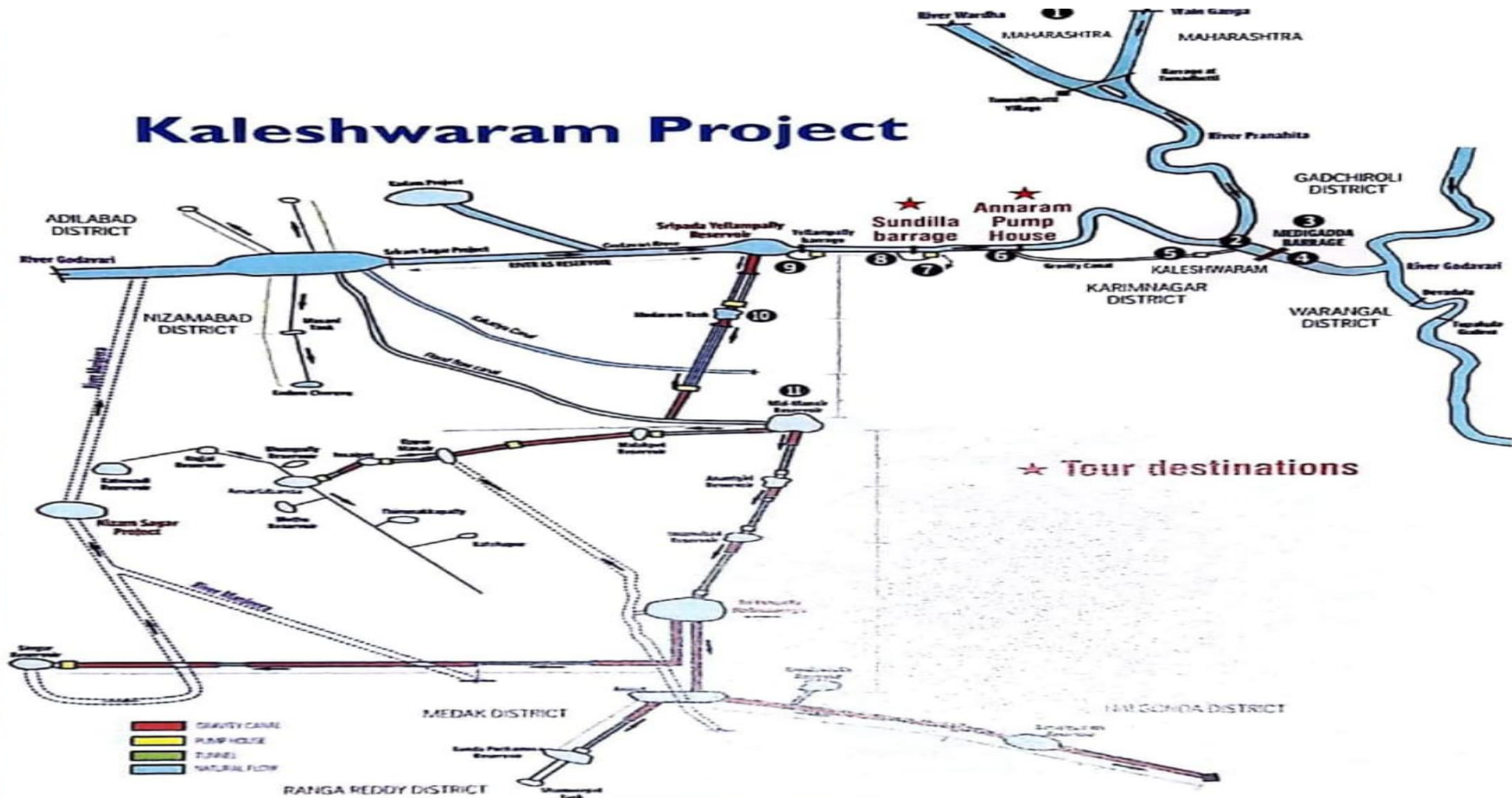


CARAVAN TOURISM



KALESHWARAM IRRIGATION PROJECT TOUR

Kaleshwaram Project



The Tour Itinerary is:

07.30 AM - Departure from CRO Basheerbagh
 08.00 AM - Departure from Yatri Nivas, Sec'bad
 09.00 AM - 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:

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

THANK YOU